

# Ardene



## Syncing Online and Offline for Omnichannel Success

Founded in 1982 in Montreal, Ardene is one of Canada's premier fashion retailers with 400+ stores nationwide. Ardene offers the most current fashion accessories, footwear and clothing at affordable prices.

[www.ardene.com](http://www.ardene.com)

Magento Solution Partner:

**Demac Media**

[www.demacmedia.com](http://www.demacmedia.com)

*"Soon people won't specify if they bought something in-store or online. Magento and Demac Media have positioned us for success in this new commerce reality."*

Noah Goldberg  
eCommerce Manager, Ardene

## Challenge

### Extend In-Store Experience Online

Seeing the growing influence of digital in the lives of its young, fashion-savvy customers, Ardene wanted to extend the engagement it had fostered in stores to the digital world. Among the company's top priorities for its new site were:

- A platform that could support the complexity and frequency of its in-store promotions
- Responsive site to give customers the best user experience across all devices (mobile, tablet, and desktop)
- A site that could easily support a 15,000 SKU catalogue (both simple and complex)
- A strong native CMS to enable Ardene to market cross-channel and present the same brand imagery and feel as in its stores
- Able to easily support brand extensions, like the company's new lingerie and workout lines

## Solution

### A Feature-Rich, Integrated Site

After considering several alternatives including a SaaS platform, Ardene decided that Magento Enterprise Edition would best deliver on its ecommerce business goals. Working with Magento Gold Partner **Demac Media**, Ardene launched their new site on budget in just four months. Key features included:

- A promotion module that integrates with their ERP system to easily cascade weekly and sometimes daily promotions both online and offline
- Integration with the company's new loyalty program
- Canada Post integration that enables customers to ship to their closest post office, which is essential for more remote areas

## Results

### Platform for Omnichannel Success & Business Growth

The new site has surpassed Ardene's expectations, driving increases across the board. Now empowered to deliver a unified brand experience online and offline, Ardene is well positioned to further grow its omnichannel capabilities.