

Website:
www.gemperles.com
France

Industry:
Gems and Jewelry

Model:
B2C

Platform:
Magento On Premise

How Gemperles Stringed the Jewels-of-Growth Using Magento 2

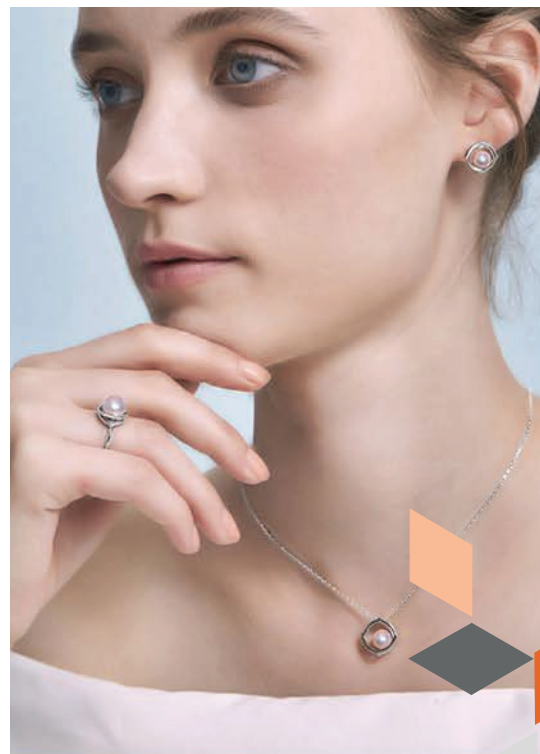
Migrating to Magento 2 helped the brand to increase their revenue by 60%.

From France to Across the Globe

Casa Gemperles has its roots deep across the globe. Started in 2006, Gemperles has its presence in France, Italy, Japan, HongKong, and Malaysia. Today the brand has made an unmatched space in the region whilst being avant-garde by nature and sharing a rich intercultural flavour. Earning an impeccable space amidst the target audience, with their elite collection, they bring out some of the most appealing jewels for men and women.

It was after eight years of launch, in the year 2014, the brand decided to make a digital presence. Choosing Krish as their Magento Partner and Magento 1 as their preferred store. However, soon after the launch they experienced a hike in their online sales and felt the need to upgrade their store.

The primary intention here was to surpass challenges like managing the increasing footfall, improve performance, enhance shopping experience, and overall backend and frontend.



Adding the Unbiased Blend of Magento Pearls

Amalgamation of efforts channelized by Krish to modernize entire platform for attaining key business objectives with primarily focused on a complete facelift of web layouts, content enrichment with adding enhanced imagery and other graphical assets, and established modern solution with exceptionally utilized platform capability to gear-up operational ease of the brand.

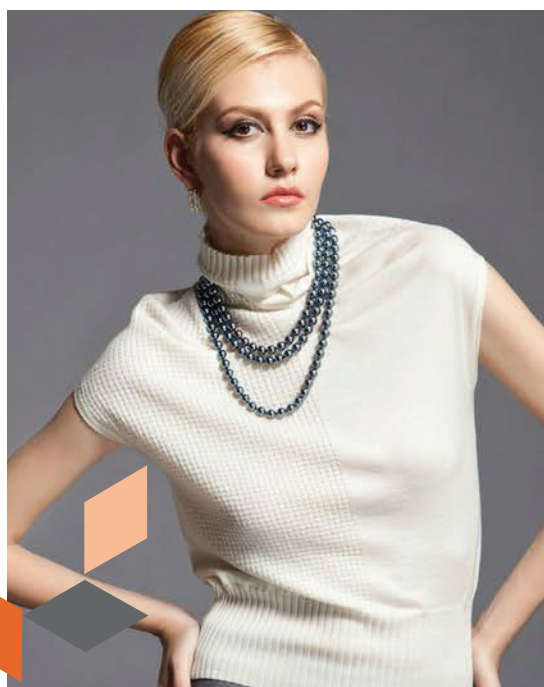
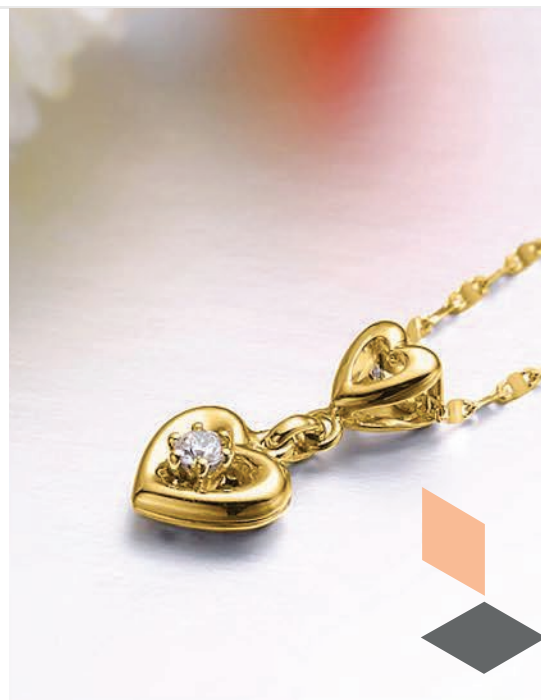
The same resulted in an extensive development cycle, and other technical facets addressed during the development process. The key integrations included designing a cleaner interface, building engaging user experience, migrating identical content with multi-lingual translation to interact effectively and seamlessly with their global audience.

Besides these engagement features, team also executed performance optimization to ensure 3 times faster page load speed even with HD graphics and excessive web screen elements. The team ensure that all this with end-to-end data migration is conducted with cent percent accuracy.

Flaunting Jewels with Upgraded Store

With successful implementation, the brand noticed rise of over 65% in their revenue, which is anticipated to grow substantially over the time period. They also noticed that the full load time of digital store decreased by 125%.

In core essence, the overall migration and upgrade of Gemperles was a picture-perfect transition for jeweler e-tailing operations. There were facts which were not part of general jewelry e-shops, but they were catered by the team at Krish TechnoLabs with ease. Overall, we would like to term this as a successful migration done with the utmost perfection and alignment of thoughts with our clients' commerce vision.



Success stats

