

Website:

www.blossomcostumes.com.au
Australia

Industry:

Fashion and Apparel

Model:

B2C

Platform:

Magento On Premise

Here's how Blossom Costumes enhanced their commerce with Magento 2

The Melbourne-based costume e-tailer experienced 120% drop in their average load time.

Threading the Needle for Enhanced Commerce

Blossom Costumes is an Australian online costume seller was running the store on Magento 1 platform. Offering wide range of costume options including fancy dress adult costumes, onesies, corsets, children costume and accessories, rockabilly fashion dress, etc.

While the brand experienced commendable performance at the initial stage, with the expansion they realized the need to improve the store's performance, enhance the UI, and expand the experience to eventually boost their commerce.

It was then that they felt the need to upgrade their commerce. For the same they approached Krish TechnoLabs and the team onboard started with the evaluation process, to determine the modus operandi to migrate their store to Magento 2.



Sewing Responsiveness to their Digital Commerce

As the client was already on Magento, it was easy for the team to find the loopholes, understand them, and apply the upgradation process. It started with defining the requirements, followed by evaluating the existing built, data assessment and migration, transforming the UI & UX, core features, add-ons, Perform QA & optimization, making it SEO friendly, and the final launch.

After successful migration, utilizing the default Magento 2 features, default and custom plugins and extensions, the team served Blossom with not just unmatched performance capabilities but also unbreachable Security. Besides this, applying modern & User-friendly Admin Interface with better visibility online, flexible architecture, and better business agility.

Having said this, the entire store was completely revamped and designed to match the modern commerce needs. With better scalability and responsive design, Blossom Costumes' online store was ready to lead the eCommerce industry.

Setting **New Trends** with Intriguing Costumes and **Magento 2**

The Brand did noticed the power of Magento after its launch on second version. While the first change came in form of 55% hike in their mobile traffic alone. Besides this, they also noticed that the average load time of online store has now decreased by 120%, making it more responsive and buyer-friendly. As a result of same, the average orders per day also increased by 16%, subsequently expanding their experience with Magento.



Client Speaks

“Krish TechnoLabs seamlessly transitioned our store from Magento 1 to 2 whilst enriching the overall shopping experience of it. We’re very happy with the outcome and our new website design. Their team is highly skilled and professional at what they do. I really admire our professional relationship together and look forward to work with them.”

Dony Ngamino



Success stats

