

Website:
www.damasjewellery.com
DUBAI

Industry:
Gems and Jewellery

Model:
B2C

Platform:
Magento Commerce

Over a hundred years old Gems and Jewellery business adopted **Magento for Expansion**

The decision did work wonders for the brand by increasing its customers by more than 25%. Here is a sneak into the story of UAE's leading gems and jewelry store.

Enhancing the legacy of over a **century old commerce**

Established in 1907, Damas Jewellery has earned an unmatched reputation across the entire middle east region. Splattering the essence of authentic craftsmanship, the brand has traveled a long way whilst proving their proficiency year-by-year. While the brand was initially established to offer goldsmith services, their expertise soon empowered them to launch their first store in 1959, followed by their in-house brand 'harmony' in 1988, and so on. Their success saga is an immaculate example of passion, dedication, and experience.

They undoubtedly gained a commendable audience in the offline market, however, with the moving time, they wanted to further compete and grow with the time. The same quench brought them to the decision to build an online presence. However, it was easy to decide but difficult to implement, as they did not have enough idea about the industry and the boulevard to create an undisputed presence.

While their initial search helped them identify Magento as the best platform for online commerce, they further tried discovering the best solutions partner. It has been an honor for Krish Technolabs to be at the top in their list. At the time of approaching a few major challenges including a massive list of products that they offer, keeping the century-old image alive and happening, and do not miss the audience from their physical outlets. Having said this, the aim was to grow, without any loopholes.



Adding gleam to the already **sparkling commerce**

Getting started from the start, the team started with rounds of discussion to explore the possibilities. Acknowledging the client's aim to improve customer experience and expand their commerce, the team started building an outline. After closely analyzing the present and past of the brand, it was time to build a bridge using technology. A bridge that connects the present and future of the brand, Damas, and its value.

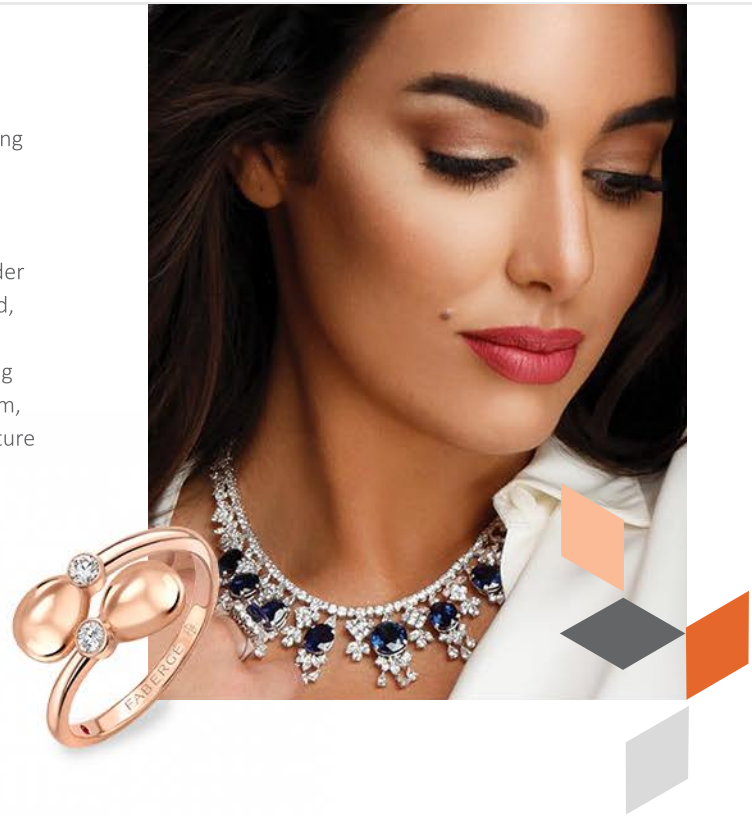
Having said this, the key focus was kept on building a seamless user experience. To attain this, several factors were kept on priority. Key considerations included implementing liquid layout using masonry grid, Ajax Wishlist, 100% RTL Support, a 360-degree 3D image view effect to help make better decisions, etc.

Besides these, other integrations included store locator, which was one of the most crucial requirements. The buyers, if they want to try their products in person, they can locate a nearby store. To further add to customer experience, and offline wishlist feature was added, which allowed the customers to add products to their wishlist even when they are offline.

However, the team considers major accomplishments in letting the client successfully manage the availability of the product on a store basis and simultaneously displaying the stock available status. The same let the client have realtime command on data.

Flaunting the newly added diamonds

Neither Rome was built in a day, nor it was created to sustain for a day. Having said this, while building the store team didn't compromise with anything, though it took a little time, the results undoubtedly showered the bliss of efforts. After the launch of the store, the client noticed a hike of 23% in its revenue and earned 25% new customers. Apart from these, the average order per day increased by 20% and a 22% hike in average order value was noticed, which eventually boosted the confidence of the client and now they are planning to have Krish TechnoLabs as their solution partner for the upcoming online stores for other regions like Bahrain, Kuwait, and others. Just like them, the team of technocrats at Krish also looks ahead to serve them for their future endeavours.



Client Speaks

“A robust and high-performing online store is what I envisioned. Krish technocrats enabled the integration of customization appropriately. They were able to execute what they had promised during the development phase. From data migration to Magento commerce implementation, everything was done seamlessly.”

Lama Nasser
Omnichannel & Customer Xperience Head



Success stats

