Website:	Industry:	Model:	Platform:
www.lebs.com	Fashion & Apparel	B2C	Shopify Plus
Saudi Arabia			

Streamlining commerce for the Middle East's online luxury fashion brand using Shopify Plus

The leading online fashion store increased its footfall by more than 190% and ROI by 150%.

Redefining Fashion and Accessories

Lebs.com is the Middle East's online store dedicated to luxury brands. Located in the Middle East the brand has unbiased footprints with 5 digital outlets. Over the years, the brand commendably managed to earn a huge customer base by providing the fastest delivery across the Middle East as well as globally. Besides this, they are also known for unmatched customer service. While the reputation was multi-folding, the concern to manage it all started making a house.

Some of the key challenges faced by them included managing orders and inventory from all the stores, handling customers and response rate, boosting the store's performance to increase commerce, attract and engage new customers, etc.

Besides, the main drawback was managing content for each store. The need was to manage through a single store backend as it has a separate backend panel to manage catalog /customers /orders etc. for each store. It was then they decided to discuss with their solutions partner Krish TechnoLabs.

Acknowledging the Key Loopholes

Krish has been serving as the client as its technical support partner. Having said this, the team did have an idea about the store's performance and the challenges they were facing. Perhaps this turned to become of great help in building the strategy.

Adhering to the takeaways, the team decided to App Mirroring to replicate content like Collections / Products / Pages / Blogs and Articles. The Operandi focused on synchronizing content from the base store to the rest of the 5 stores. Besides this, technocrats also developed a Multi-Vendor APP connector to sync inventory and create a product through the vendor's API. Summarising it all, the strategy and its implementation intended to optimize the performance of the store.

Few other implementations included the langify app to support multiple languages, replicating one store's theme to others, export all orders in a single file in base store currency, and a few others. Key emphasis has been on developing a solution that helps the client to manage the backend of its commerce and simultaneously enhance the commerce experience for its users.

Parading Ahead the Market Obstacles

The time invested in rounds of meetings, creating a strategy, and implementing it yields fruitful results. The brand noticed an increase in average order value by more than 160% and a hike of 150% in Return on Investment. While the figures were a combined result of seamless frontend and backend operations, the rise of 190% in site visitors can't be side-lined. These together authenticated the flawless implementation and efforts invested.

Client Speaks

It has been pleasure working with Krish team. they develop and maintain our digital presence. The development team did a great job in churning out the complicated huge project. They indeed played it well and helped us migrate to shopify plus without any loss of data and commitments they made in regards to time and expectations.

Firas M. Moazzen
Ecommerce Manager

Success stats

160+%
INCREASE IN
AVG. ORDER VALUE

190+%
INCREASING
MORE CROWD

150+%
RETURN ON
INVESTMENT

4 Sec
SITE AVERAGE
LOAD TIME