

## Case Study Stasia

e-Commerce Solution <http://www.stasia.com>

### Background

Stasia is a boutique brand of footwear, offering a range of individual luxury slippers and outdoor footwear to the lifestyle fashion market. Initially hitting the market in summer 2010, Stasia's immediate growth and success generated a need for an online presence.

As a stop-gap, Stasia had set up an online store on a popular online product-selling platform, but felt constrained by its high setup fees, ongoing commission and delivery policies. It quickly became apparent that whilst this would get initial brand exposure, a more cost-effective means of direct online sales was required.

On a tight budget and with a short deadline, Stasia required an e-Commerce solution as unique as their products. Working with Blue Nectar Design Consultants, we were tasked with suggesting a platform that could meet the needs of Stasia, and be able to deliver a high quality solution on time and to budget.



## Our Solution

The Stasia Online Store was developed using the Shopify e-Commerce platform. Shopify provides the e-Commerce solution with their own secure hosting, transaction processing and order management facilities. This allowed us to develop the unique, quirky designs produced by Blue Nectar into a series of page templates that guide the user through the site and ordering process.

In addition to the online store, the website has a blog and press section, allowing staff at Stasia to keep their customers updated with their latest news, offers and products.

The website was completed within three weeks, and to the high standard required by Stasia. The website has an overall air of quality, with attention to detail in the button roll-over states and use of clear navigation to guide the user through the ordering process.

Within the first week of going live, many orders were processed, and it is expected that the website will have a very short Return on Investment period.

