

Showpo launches new online offering to supercharge global growth with help from Tryzens

Australian fashion retailer launches new online platform with digital commerce consultancy to bolster the customer experience

Showpo, the Sydney-based women's fashion retailer, has launched its new eCommerce platform with help from digital commerce consultancy Tryzens, enabling it to transform the shopping experience for its customers across every touchpoint and supercharge growth in new markets.

Showpo is one of Australia's fastest growing fashion retailers. Inspiring a global audience, Showpo has amassed a reach of over four million social users across social media platforms. With hundreds of new styles dropping each week, the company's range of clothes, shoes and accessories has earned it a loyal and rapidly expanding customer base. Having seized market share in Australia, New Zealand, Europe and the USA, Showpo has now set its sights on expanding to more countries overseas and elevating its brand in countries the world over.

Following an agnostic discovery phase to help it realise its ambitions, Showpo partnered with Tryzens to help it launch a new, agile, eCommerce platform. Salesforce Commerce Cloud was chosen because it could support the rapid growth of the business and handle the logistical challenges of moving into new markets, while enhancing the customer experience. The company was also keen to ensure the new platform had the ability to convey the strong Showpo brand and story.

Showpo wanted a modern and intuitive platform that would allow them to scale and meet the demands of its growing business on a global level and provide the best possible experience for its customers. As well as enabling the company to streamline operations, the new website offers an integrated, intelligent and innovative shopping experience through social integrations and blogs, wherever consumers interact with the Showpo brand, on mobile, web or social.

Tryzens' deep expertise with Commerce Cloud and its experience in helping Australian brands break ground in international markets has been crucial to enabling an easy transition from Showpo's existing platform to its new home. With Commerce Cloud's unified backend, the Showpo team has been able to expand its brand into new regions and manage the different sites from a single platform. It also enables Showpo to introduce a range of different cartridges to provide innovative services to customers, such as different payment options or loyalty scheme benefits.

Jane Lu, Founder at Showpo commented: "Our entire business is driven by our customers – the more we understand them, the better we can serve them. For us, working with Tryzens to deploy Salesforce was the obvious choice. We wanted to improve the customer experience across multiple markets, and with Tryzens' expertise in Commerce Cloud, we have been able to implement best practice processes and increase personalisation. It has also helped us to utilise resources more efficiently, giving us the opportunity to innovate much faster."

Andy Burton, CEO at Tryzens, said: "We are delighted to be supporting Showpo in its move to Commerce Cloud. The new offering will give Showpo the capability to add a host of new features to further improve and enhance the shopping experience, bring its fashion-forward creations to life, and helping it grow unimpeded on a global scale. Showpo's dedication to providing the best possible experience to its customers very much reflects our own ethos, and we look forward to working together on continuing to optimise the site and drive sales and revenues."

Salesforce, Commerce Cloud and others are among the trademarks of salesforce.com, inc.

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Showpo

Showpo is Australia's leading global fashion company focussed on the next generation of young women. We exist for women who want to embrace who they are by having fun with fashion and a sprinkle of memes.

What started in Sydney with a laptop and two shelves is now a global fashion empire shipping to more than 100 countries, with over 4 million followers across social. We entertain, empower and inspire our community through diverse and optimistic fashion, storytelling and experiences.

About Tryzens

Established in 2004, Tryzens is an international digital commerce consultancy that takes a holistic approach to growing your business, no matter how or where your customers choose to buy. Our team of trading specialists, strategists and technology experts are passionate about growing your business by implementing solutions that optimise performance across all channels.

With offices in offices in London, Melbourne, Sofia and Trivandrum, we have partnered with some of the world's most successful retailers and brand owners including Sweaty Betty, Cotton On Group, kikki.K, Fisher & Paykel and Liberty London to provide beginning to end services that help to grow their businesses and provide the best customer experiences.

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