How Marella created 'haut de gamme' e-commerce sites

Italian fashion brand Marella reshaped its entire multi-language e-commerce sites with Magnolia, saving time and money while delivering consistent, seamless omnichannel experiences

MARELLA

Industry
Retail

Country
Italy

Implemented by
Open Mind

Site
www.marella.com

Giving customers a consistent, seamless omnichannel experience

The Max Mara Group is Italy's leading clothing company and one of the largest international fashion houses, with more than 2,300 stores worldwide. Founded in 1951, the company prides itself on offering "haute de gamme" women's clothing with a focus on high-quality tailoring. Marella is a brand of the Max Mara Group, offering a collection with a fresh and contemporary feel that reflects today's moods and lifestyle.

Marella's e-commerce sites are a crucial sales channel. Marella has dramatically improved user experience by deeply integrating the "magic" of Magnolia with its existing e-commerce platform. Within days of being launched, the solution brought a significant e-commerce turnover. At the same time, Marella now has the flexibility to finally deliver a consistent, seamless omnichannel experience to its customers.

"Magnolia gives Marella the chance to use a content management system which is both user-friendly and efficient. Even without developer support."

— **Antonio Farini,** CIO, Max Mara Group

The challenge

Providing a seamless omnichannel experience

Marella's e-commerce sites are a crucial sales channel. It was important to find a platform that would integrate easily with its e-commerce system to provide multi-language, multichannel websites. It wanted to provide a consistent, seamless omnichannel experience to customers that would boost online sales.

It also needed to improve its operations, minimize the risk of mistakes during the content uploading phase, and—last but not least—reduce the daily workload of a dedicated team supporting many multi-language sites.

The solution
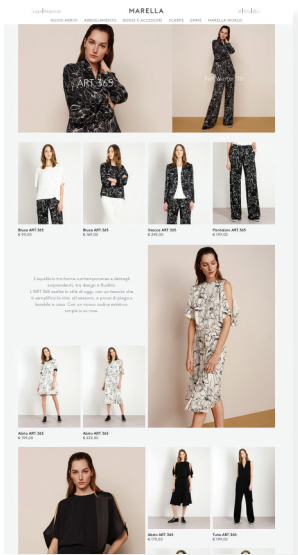
A platform to manage Marella's editorial content

The first step was a thorough assessment of the business needs, the complexity of the operational context, as well as the most relevant registered pain points. Next, a multi-brand, multi-country and multi-language solution was designed that could manage Marella's entire luxury and fashion editorial content. Openmind chose Magnolia as the content management system, integrating it with the existing e-commerce platform.

Such a solution gave Marella huge benefits. For a start, it leaves little room for mistakes during the content uploading phase, thanks to Magnolia's ease of use and support of mobile. Magnolia also took the complexity out of Marella's content management, allowing the business

to handle the whole process more efficiently and to get new fashion content published quickly, a vital requirement in today's competitive market.

Easier to create great customer experiences

Magnolia's multi-layered flexibility allowed Marella to devote less time and resources to managing the large quantity of content that a rich, consistent, seamless omnichannel customer experience requires.

The result
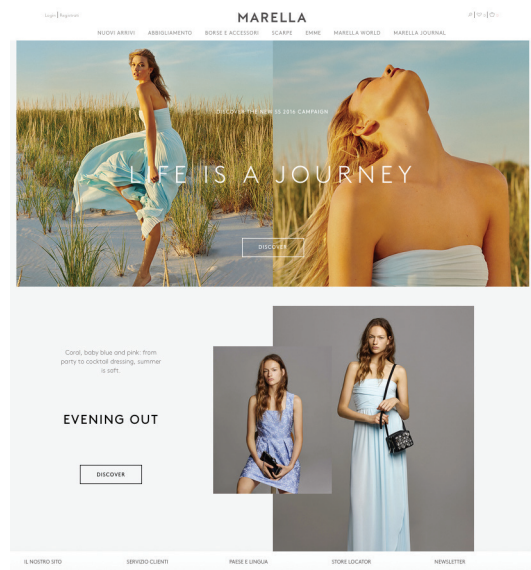
A high-quality shopping experience

The results of the new website could be seen in just days after the launch, with a significant e-commerce turnover. Magnolia allows Marella to deliver a shopping experience of the highest quality to mobile and desktop devices.

That makes Magnolia a strategic asset for Marella, as it enables the brand to "seize" the micro-moments that come with "more personal" devices in this social-mobile web age.