

FLORIS

LONDON

OBJECTIVE

Florence Nightingale did. Mary Shelley did too. In fact, even the fictional James Bond wore Floris fragrances. Born of a desire to capture the Mediterranean aromas of his youth, Juan Famenias Floris began creating bespoke perfumes from his elegant premises close to the Royal Court. Two centuries later, Floris is now an internationally recognised and treasured brand.

Still family-owned today, Floris products exhibit a great attention to detail and presentation – the hallmark of this twice Royal-Warranted company. As their customers enter the digital era, so Floris must follow, offering a website experience that is easy to use and reflects their carefully crafted brand values.

E-COMMERCE BOOSTS SALES AND EXPERIENCE



01



01
Floris London website
www.florislondon.com

02



02
Floris London website
product page design
including shopping basket
functionality

SOLUTION

Since Floris enjoys such a mature and loyal customer base, it's vital that the brand remains sensitive to their preferences. Presenting the Floris range in a clear, clean environment allows the beauty of the range to speak for itself, while simple navigation and smooth transactions ensure the follow-through of the Floris experience online.

We provide Floris with a simple content management system, allowing them to not only save money, but upload website content and creative as unique and handcrafted as each bottle of their perfumes. We are working with Floris to interrogate their on-site activity and drive traffic back to the site through email communications, while also assisting them with search engine optimisation.

RESULTS

For the first time, Floris are able to deliver their key objectives (and their fragrances) without interruption throughout the crucial holiday trading periods. They are now able to update their own website with ease, keeping brand control 'in the family', while keeping costs to a minimum. Their elegant and customer focussed website also feeds directly into their back end ordering system. What does this mean for their bottom line? Improved visibility of their brand, regular promotion of their products and reduced overheads. Success!

