

Globant  yd.

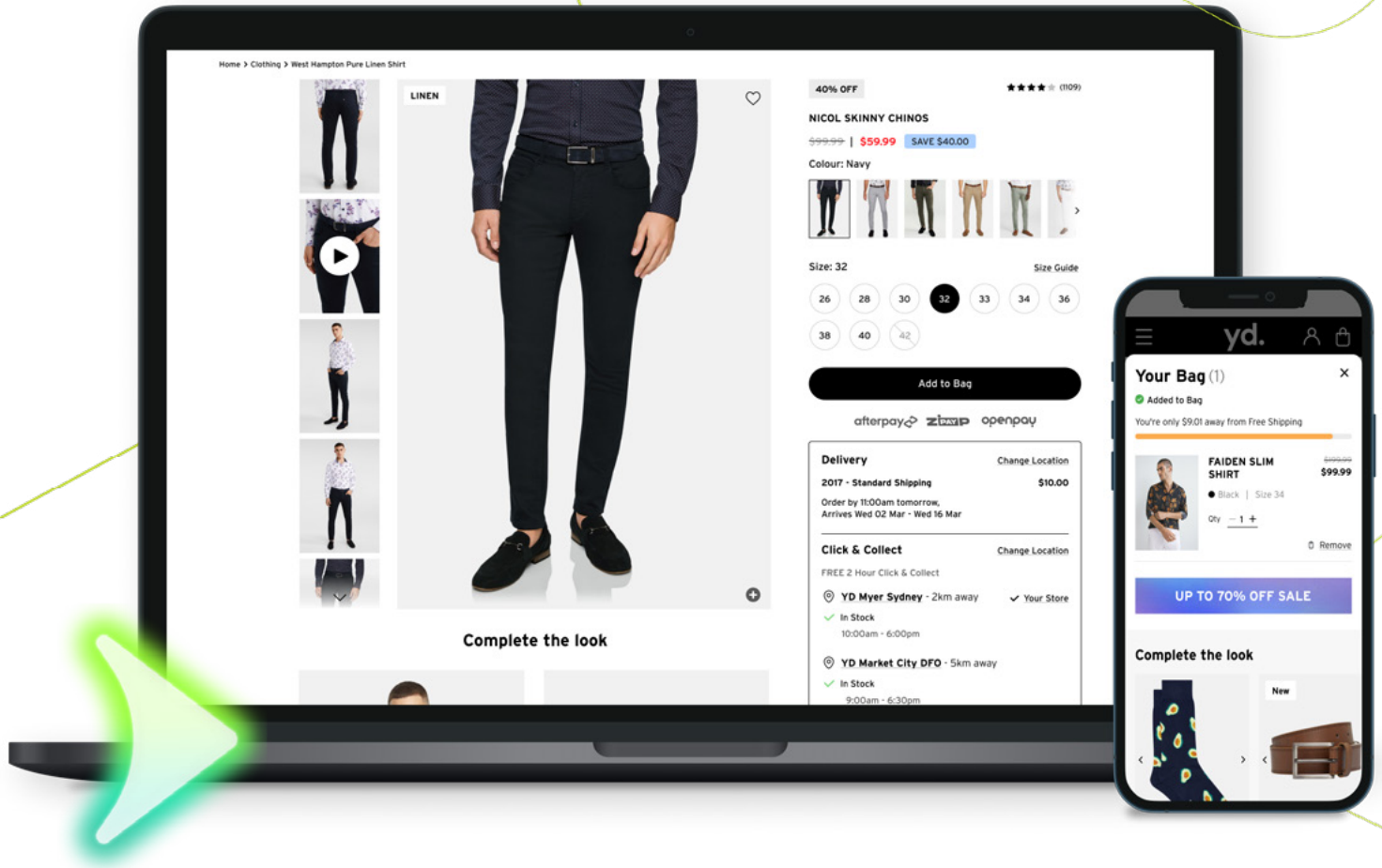
Men's Fashion
Made Accessible

YD is a staple
to the Australian
menswear
industry

Introduction

From small beginnings in 1996 to becoming an integral part of Retail Apparel Group (RAG) YD has grown to over 100 stores nationwide.

Inspired by key trends around the world, delivering affordable, sharp fashion to the style-conscious guy. They'll give you the confidence to go from desk to dancefloor and believe every night should end with a good story.

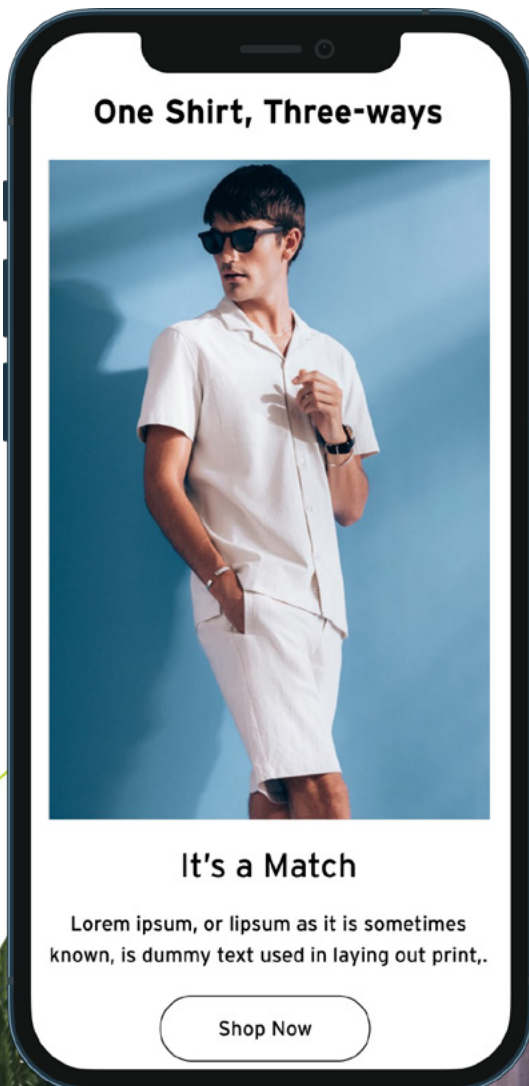


The **challenge**

The objectives of the yd. Website redesign is to ensure a **Frictionless customer experience, supporting the cross-channel nature of consumer journeys.**

YD would like to lead the men's apparel sector in terms of omnichannel retailing

and growing the business via online penetration. The previous website was very category driven and based on ERP systems and was outdated in terms of commerce functionality which lacked the ability for click-and-collect options.





The **Strategy**

YD needs to bridge the gap between physical & online stores to create a seamless omnichannel experience.

The new e-commerce platform needed to find ways to support numerous promotional activities, create opportunities to upsell towards customers & showcasing trending looks which promotes new content as the site hero.

By building a seamless omnichannel experience for both online & offline customers, RAG would be able to leverage this framework and extend it for their other brands - creating unique e-commerce platforms whilst maintaining simple similarities.

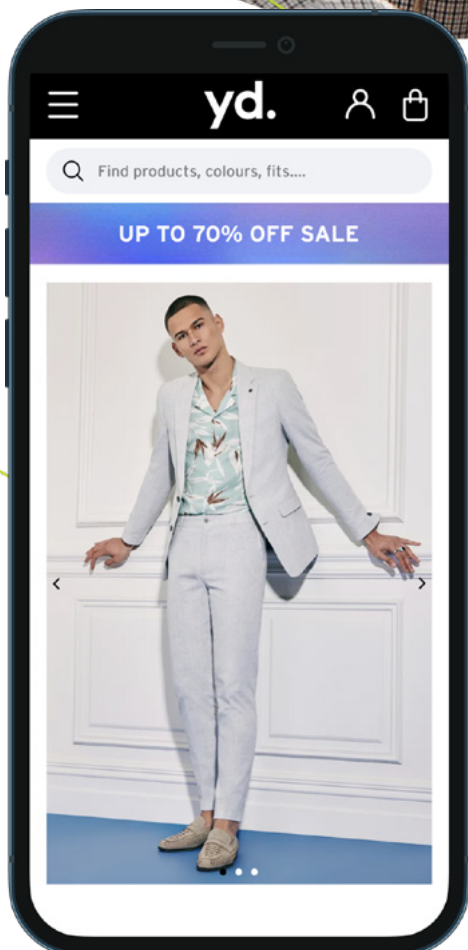
Execution

- Globant worked alongside RAG to address all their concerns about taking revenue from instore to online and how we could work to build the two revenue streams simultaneously.
- This design-only engagement allowed Globant to focus on the UX/UI components for a headless solution without being limited by technology, working alongside RAG's development team we we're able to generate concepts to accommodate all their needs.

Among a range of transformative digital solutions, the Commerce Studio delivered:

- A headless solution with a large focus on content, running multiple promotions and simplifying the buying journey for each user.
- Accessible & functional UI design components to build pages and increase the scale of the ecommerce capability.
- A grouped product solution, allowing the YD team easily bundle products and sell them at a discounted rate, leveraging full looks shot in content to be sold easily & seamlessly on the website.





The Results

Digital transformation with customer-centric outcomes.

- Customer Insights & In-Store Experience
- Editorial Showcase design aesthetic
- New Click & Collect Experience Journeys

About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 25,924 employees and we are present in 21 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

For more information, visit

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