



But the Yunique PLM solution (recently purchased by Gerber Technology) does cover that first part, and in doing so the 100 percent Web-based system gives Bon-Ton a little more insight into where a product developer is in his or her process. Instead of using endless emails or spreadsheets to catalog possible buys, developers “start to organize their lines as they do development,” Gilreath said. It’s improved the efficiency of the company’s private-brand process, as well as fit approval, image and color management, and vendor collaboration.

Bon-Ton evaluated 19 different PLM systems before choosing Yunique, based on out-of-box functionality and an appealing graphical interface.

“We were very careful to try to find one that our creative people would use,” Gilreath said. “A

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lot of PLM systems are databases, basically, and if they’re not real friendly on the interface side, someone who is creative may fall back into using email or using spreadsheets.”

He added that it was a big vote of confidence in Yunique when Gerber Technology bought the system a year after Bon-Ton signed on.

While Bon-Ton is still working out the system’s kinks — Gilreath said the company has periodic roundtables with 20 or 30 key users to discuss any headaches or suggestions — largely, the company is pleased with the solution and plans to expand the PLM to soft home, hard home, jewelry and the other areas of its private brand department.

“It was the best of breed for what we wanted to accomplish, and we’re happy with it,” Gilreath said. ◀

Juicy Couture

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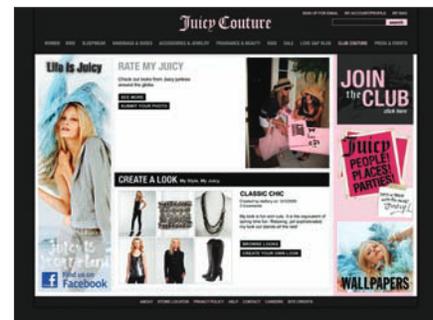
Fashion consumers are always influenced by what their peers are wearing, making social shopping a powerful way to build brand awareness and loyalty, more so than traditional advertising. The development of a community atmosphere around a brand is a valuable tool that creates an emotional connection, promoting repeat visits and a more likely transition from browsing to checkout.

With all this in mind, Juicy Couture launched a complete social shopping experience on its website utilizing CREATE THE GROUP’s social shopping platform, CTS/SOCIAL. It has helped foster a unique online community, strengthening the brand’s relationship with consumers and generating measurable engagement results. Juicy Couture has been able to leverage unique online community features, along with powerful e-commerce delivery, to create a branded social shopping experience.

Since implementing CTS/SOCIAL, Juicy Couture has experienced dramatic site results, including a 162 percent increase in conversion rates, a 141 percent increase in page views per visit, and a 150 percent

increase in the average time spent on the website. One of the ways a sense of community is created is by directing shoppers to Club Couture, an exclusive online portal that contains social shopping elements such as “Create a Look.” Shoppers can mix and match outfits and accessories in a virtual dressing room, and browse through “looks” created by other members. With “Rate My Juicy,” shoppers are encouraged to upload photos of themselves in their favorite Juicy looks, sharing how they wear the brand with the rest of the online community.

By giving shoppers the power to remix products they love for others to see and shop, Juicy Couture transforms active users into powerful brand ambassadors. CTS/SOCIAL’s features include blogs, forums and media galleries. Its platform can be scaled to support social media communities such as Facebook and MySpace. It performs integrated searches across blogs, forums, photos and files in one consistent user interface and also offers a security and permissions model based on industry-leading best practices. Its flexible, workflow-



Juicy Couture recently launched a complete social shopping experience on its website that has helped foster a unique online community and create a branded social shopping experience — and resulted in a 162 percent increase in conversion rates, a 141 percent increase in page views per visit, and a 150 percent increase in the average time spent on the website.

based management interfaces feature extensive community reporting capabilities.

Juicy Couture acknowledges that peer recommendations are far more influential to its consumers than traditional marketing, and has given its consumers a place to connect with the brand and interact with one another other by creating and sharing new looks. This innovative community environment makes shopping online more than just a transaction, and creates brand loyalty that extends far beyond the checkout. ◀