



Client Case Study: Custom My Suit

About Our Client:

The industry of custom-made suits, shirts, and coats can be a bewildering one for shoppers to navigate. Recognizing this problem, Custom My Suit was founded to bring beautifully crafted clothing to customers without all the headaches that usually go along with the custom ordering process. Eliminating words like “bespoke,” “exquisite,” and “luxurious,” Custom My Suit is dedicated to delivering its clients a quality product minus the hassle of traditional custom tailoring.

The Challenge:

Custom My Suit came to Creatuity wanting a brand-new eCommerce store to replace its original site and facilitate the ordering process. The company required a range of custom features that showcased the thousands of product offerings that they had in a user-friendly way in keeping with its goal of streamlining the custom suit ordering process. In addition, the client required a new Magento theme that reflected the firm’s clean, uncluttered aesthetic.

The Solution:

Creatuity began this project by consulting with Custom My Suit on design ideas and goals for building an entirely new eCommerce website to replace the firm’s existing site. This consulting phase included developing the appropriate technical specs and design templates that would be used during the site build. From there, Creatuity began development work on the Magento Community Edition platform and built a theme using a framework chose by the client as the foundation. As a custom suit retailer, Custom My Suit offers thousands of options, so extensions were chosen that would feature the offerings in a user-friendly, easily accessible manner. In addition, Creatuity created a number of advanced custom features not included in Magento by default. For example, our team created a feature that allows users to input their measurements during registration, a vital piece of the business that further streamlines the ordering process. During the development process, Creatuity also ensured that the site would rank well in search engines and optimized the site’s performance to reduce technical issues as traffic increased.

The Results:

- Brand-new eCommerce site will make business more efficient and display range of services better
 - Improved search engine optimization to drive traffic
 - New design improves user experience and encourages repeat visits
 - Continuous support and upgrades allow the site to keep up with growing traffic
-

Client Profile

Founded: 2011

Location:
Melbourne, Australia

Size: 1-10
employees

Industry: Custom
men’s clothing

Services: Magento
design and
development,
ongoing site
development,
eCommerce
consulting