

BRAND

ACTIVE

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Case study **Bizuu**

The ebook presents the course of work in cooperation with the Bizuu brand, the main goal of which was to implement a new online store enabling to scale e-business, open to international sales and automate key components of the shopping process. The project was divided into three spheres: development, technical and migration-related. In this publication, we explain how the individual stages proceeded, which functionalities were used, systems and tools we used and what conclusions we came to in the pursuit of our goal.



BIZUU

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Introduction

1.1. About Bizuu

The history of the brand dates back to 2011, when the first boutique was opened in Stary Browar in Poznań. However, BIZUU is more than just a brand. It is more than 10 years of mutual passion and love for fashion from two dedicated sisters – Blanka Jordan and Zuzanna Wachowiak.

The brand was created with the idea of bringing color and unconventional motifs to Polish streets. As it later turned out, this was only an introduction to unconventional solutions, which in the form of floral patterns and original prints have become part of Bizuu's DNA.

Today, Bizuu has a variety of lines: regular spring-summer and autumn-winter, four seasonal collections: Après-Midi, holiday MER, sports Balance, capsule Be a BIZUUGirl, bridal Bridal and a collection of accessories.

01

Since 2016, the Polish brand has collaborated with global brands such as Cartoon Network, Mattel and Bravado, with whom it has produced collections: BIZUU x The PowerPuff Girls, BIZUU x Barbie and BIZUU x The Rolling Stones. Additionally, on the occasion of the 100th anniversary of the TOUS brand, Bizuu was invited to collaborate on a special project. As a result, a t-shirt was created, with an original graphic design of a teddy bear seen through the eyes of the brand. This project had its ambassador in many countries around the world. The company has 4 stationary stores located in Warsaw, Poznań, Katowice and Gdynia.

What distinguishes the brand from other companies is not only the quality, but also the vision of development. Bizuu's extensive portfolio includes a wide range of collections and innovations, but also the implementation of modern solutions of new technologies within the company's structures.



Fig. The creators of the brands Blanka Jordan and Zuzanna Wachowiak.
Source: <https://bizuu.com/>

1.2. About Brand Active

Brand Active is a Shopify & eCommerce agency owned by Divante group. The company creates and implements stores, tailoring them to current trends and individual customer needs. It focuses its efforts on Shopify and Shopify Plus platform - the enterprise version for large eCommerce, which is a great alternative to such solutions as Magento 2.

Brand Active provides integration with such systems as PIM, ERP, CRM, or POS. Thanks to the MACH (Microservices, API-first, Cloud-native, and Headless) approach it enables customers to realize innovative projects with multi-level architecture. Brand Active team has also back-end development competences, which allows them to create dedicated applications that extend the capabilities of Shopify and customizations for the Akeneo system.

Brand Active also has a Product Design team that, with a thorough understanding of the Shopify engine, develops advanced mockups and then layouts, following a Mobile First approach.

Brand Active has been operating on the market since 2016, and year after year it has increased its employment and is constantly growing. The dynamics of growth is confirmed by the distinction in the Deloitte Technology Fast 50 ranking (Rising Stars).

1.3. About the project

The objectives of the project activities can be divided into three spheres: development, technical and those related to migration.

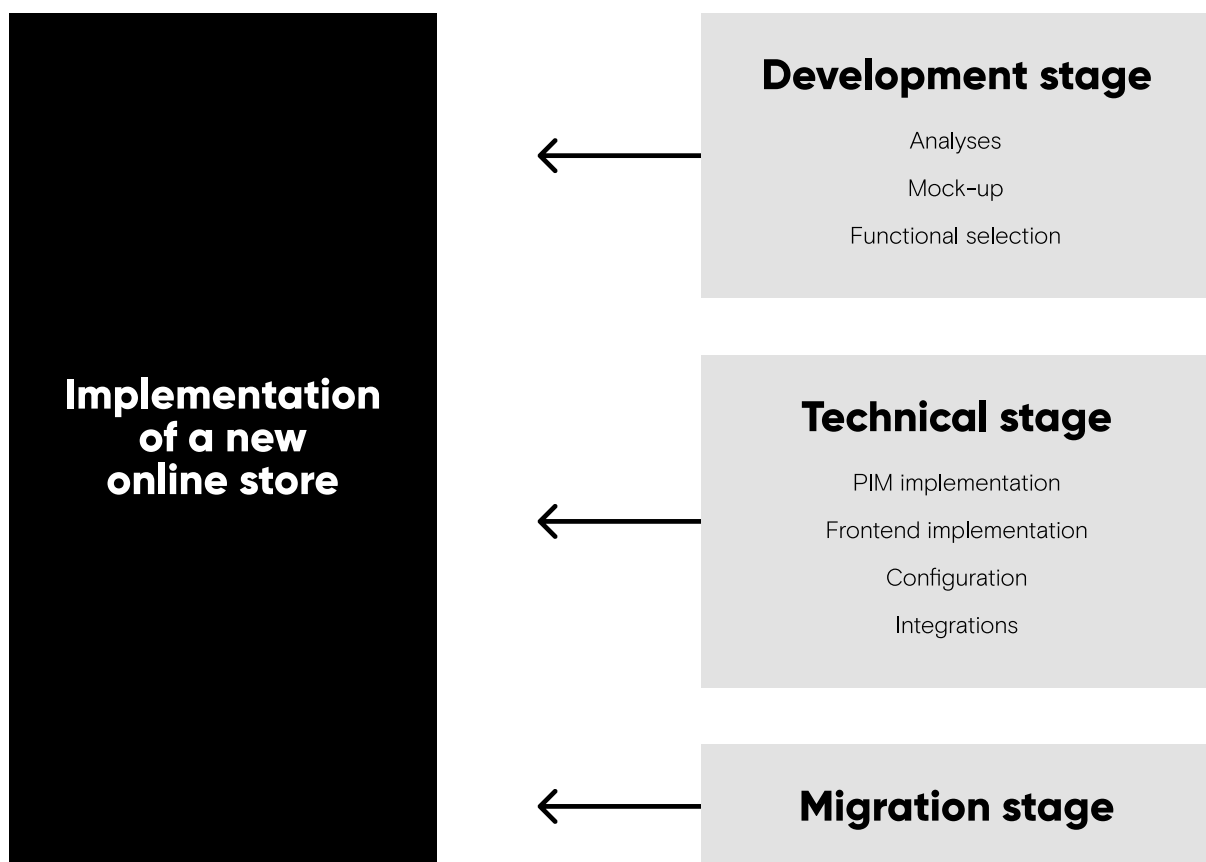


Fig. Implementation of a new online store.

All of them were directly connected and influenced each other. In the first one we focused on the analysis of the eCommerce environment, we determined the path of actions and were responsible for consulting related to the new shopping engine with full coordination of activities.

The second one was focused on the preparation of mobile first mockups, analysis of the developed layouts and programmatic implementation of the obtained views, including customization of selected applications and system solutions of the new platform. The third sphere, in turn, concerned tasks related to the migration from 2ClickShop to Shopify Plus.

The project was divided into several stages, where key activities and supplementary tasks were determined. One of the main goals that were set was to implement a new online store, which will allow us to scale e-business, open to international sales and automate key components of the purchasing process. A very important component was communication, which gave space to generate new ideas during the implementation work, and by operating based on Agile philosophy, we could easily adapt to the changing conditions of the project.

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