

Atterley Road



UK Fashion Startup Off to a Fast Start

Atterley Road recreates the experience of British high street shopping online, blending a unique, hand-picked selection of boutique labels and favorite brands from independent designers. Soon after debuting, Atterley Road was voted 5th in Vogue's list of Top 100 Online Stores, rated 7th best fashion website by The Times, and praised as "the way forward" by The Daily Telegraph.

atterleyroad.com

Magento Solution Partner:
Screen Pages

screenpages.com

"We had a clear vision for our brand and what would work for customers—we needed a professional, flexible, feature-rich platform and an experienced, full-service agency to implement and integrate it."

Edward David,
Director, Atterley Road

Challenge

Reach Accelerated Launch and ROI Goals

The idea for Atterley Road came from founder Kate Starmer-Smith's frustrations with her online shopping experiences, which too often involved visiting dozens of sites to find the merchandise she wanted. She decided to create a site that would combine compelling design, photography, and lifestyle content with a rich, smooth shopping experience.

Funded by seed capital, startup Atterley Road needed to get up and running fast to compete and succeed in the competitive world of online fashion. Its goals were ambitious—to move from concept to launch in a matter of months, establish a strong market presence and customer following, and reach its revenue target of £1M in less than a year.

Solution

Tap Magento's Flexible, Customizable eCommerce Platform and Expert Solution Partners

Atterley Road chose Screen Pages, a Magento Solution Partner, to help it deliver a fully customizable, functionally rich online store. Deployed on Magento Enterprise Edition, the new site featured:

- A clean, simple design showcasing elegant product photography and inspirational lifestyle content (such as magazine clips, editor's picks, and a lookbook)
- Attractive navigation options and multiple product filters (brand, price, color, size, etc.); rich zoom and catwalk video; a rewards program and gift vouchers; onsite, targeted merchandising; and strong social marketing features
- Design and functional customization options, as well as sophisticated integration with JDA's Red Prairie ERP system for efficient fulfillment

Results

Acclaim and Sales Beyond Expectations

Atterleyroad.com launched on time and on budget, and received positive reviews for its concept, design, and execution (including being voted 5th in Vogue's Top 100 Online Stores).

Highlights of this early success include:

- 10,000 site visits/day
- 8-fold improvements in conversion
- Projected annual sales growth of 400%

To prepare for increasing growth in traffic and sales, Atterley Road is working with Screen Pages and Magento to optimize website performance and responsiveness.