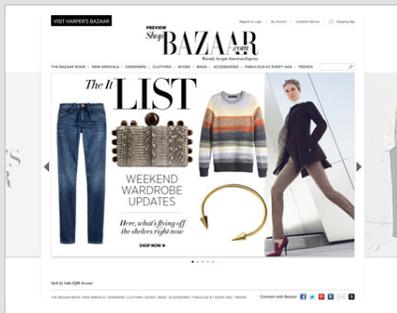


Harper's BAZAAR



Fashion Publishing Pioneer Tailors Site to eCommerce

ShopBAZAAR is a breakthrough online store, enabling readers to move from the inspiration of seeing desirable items in the magazine's pages to acquiring them in a fully integrated experience, directed in its entirety by the editors of Harper's BAZAAR.

shop.bazaar.com

Magento Solution Partner:
Something Digital

somethingdigital.com

“Our editors’ best-of-the-best selections coupled with Magento’s platform enabled ShopBAZAAR to become a terrific eCommerce experience.”

Carol A. Smith, VP/Publisher and Chief Revenue Officer

Challenge

Venturing into the Content-to-Commerce Market

As America's first fashion magazine, Harper's BAZAAR is no stranger to being an industry pioneer; naturally, they decided to venture into the emerging content-to-commerce market with their eCommerce concept ShopBAZAAR. As a publishing business, Harper's BAZAAR had many unique needs to address:

- They did not want to keep inventory or establish warehouse and fulfillment operations
- They required the ability to offer products from many different designers in one unified shopping cart
- The experience had to be seamless between viewing an item in the print or digital magazine and purchasing
- The store had to stay grounded in BAZAAR's innovative roots while propelling it into the future of fashion publishing

Solution

A Complete eCommerce Package

Other platforms were considered for BAZAAR's distinct needs, but they chose to build on Magento Enterprise. Magento offered the complete package:

- Long-term potential for scalability
- Flexibility of its tool set
- A competitive total cost of ownership
- Drop shipping for individual specialty designers
- A consolidated shopping experience that remains in the store
- Configurable product listings
- Federated search and filtering
- The ability to support promotions

Results

Setting a Standard for Content-to-Commerce Retail

Since its launch in September 2012, ShopBAZAAR has seen:

- Steady increases in traffic
- Between December 2012 and January 2013, the amount of traffic coming to the site doubled
- They have also seen a significant uptake in media sales

The success of ShopBAZAAR has opened the door to expand the idea to other publications in the Hearst family and has set a standard in the emerging world of content-to-commerce retail in the publishing industry.: