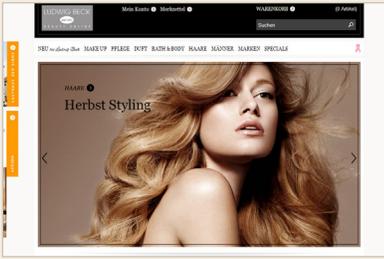


Ludwig Beck



The Beauty of Leading with Mobile

Ludwig Beck's online store aims to extend to a broader audience the renowned Munich department store's selection of luxury beauty products, including many exclusive and specialized offerings.

ludwigbeck.com

Magento Solution Partner:

mzentrale

mzentrale.de

"We are very satisfied with the current developments of our online shop and are looking forward to the business results of the coming holiday season."

Fabian Goehler,
CEO of German Ludwig Beck

Challenge

Expand but Stay True

Ludwig Beck's main ecommerce goals were to expand their reach better serve their increasingly mobile customers and to grow their brand awareness, while offering the same luxury shopping experience as their brick-and-mortar store. To achieve this, they wanted:

- Elegant and engaging product display
- The scalability to handle high traffic and a large product catalog
- A responsive design to better serve the needs of their highly mobile clientele
- The flexibility to integrate social media into their marketing mix

Solution

Luxury, Speed & Responsive Design

Magento Solution Partner mzentrale built the Ludwig Beck site in only nine months on Magento Enterprise Edition, meeting all of Ludwig Beck's requirements:

- Appealing product display and clean navigation to reflect the aesthetic experience of the physical store
- Built in service features (such as free shipping and easy returns) that offer the same level of service quality offered in the store
- Lightning-fast site performance that can handle more than 7,500 products from over 90 brands
- Responsive design that looks amazing on all devices and eliminates the need to create an expensive shopping application

Results

Ludwig Beck's online store applies responsive design to give customers access to their favorite beauty counter from any iPad, smartphone or desktop device. The new site has expanded the department store's reach outside of Munich and, with the help of social media, increased its brand awareness worldwide. With the new site, Ludwig Beck has attracted an elusive demographic: male shoppers, a group that doesn't typically shop the beauty department in the store. The site's responsive design has also been well received, driving higher than average shopping from tablets and other mobile devices.