



# SACHA DRAKE

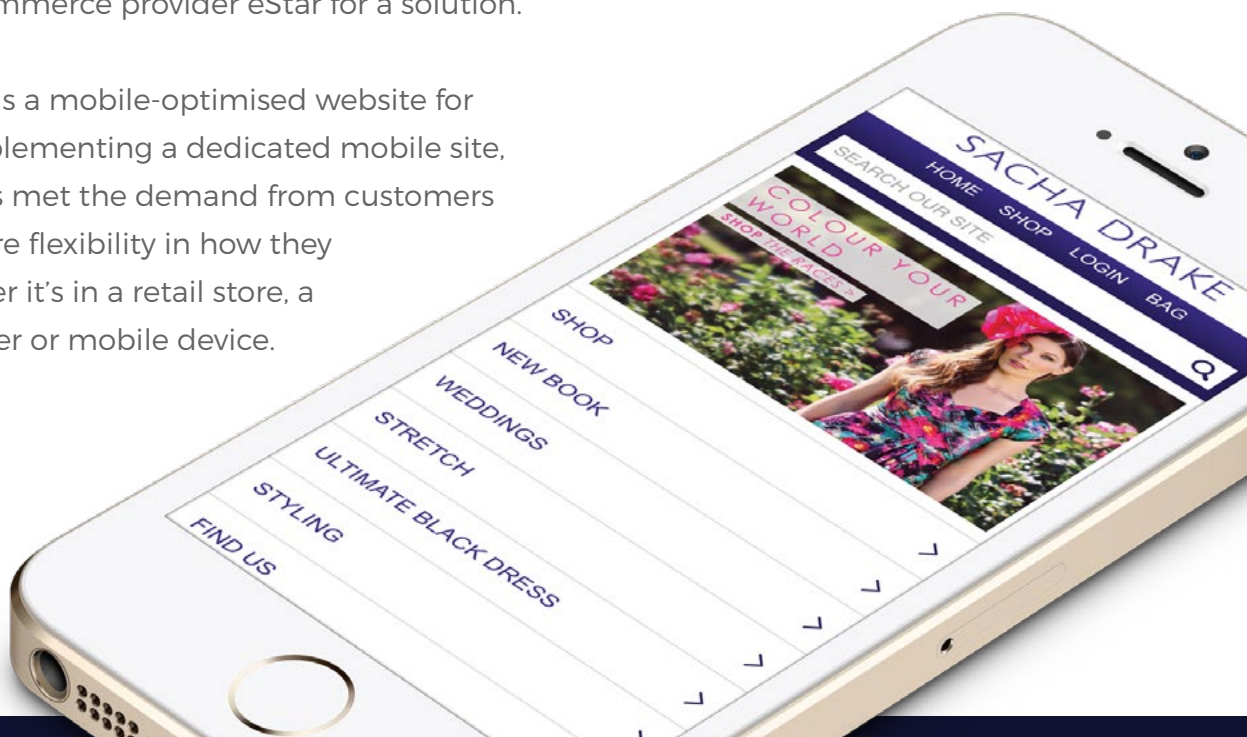
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## Sacha Drake goes mobile with eStar

Confronted with customers increasingly clamouring for a better mobile experience, fashion retailer Sacha Drake looked to its ecommerce provider eStar for a solution.

Just how critical is a mobile-optimised website for a retailer? By implementing a dedicated mobile site, the company has met the demand from customers who wanted more flexibility in how they shopped, whether it's in a retail store, a desktop computer or mobile device.

“We have definitely got a return on our investment. I would highly recommend eStar.”



Brisbane-based fashion designer Sacha Drake launched her eponymous label in 2002, with a focus on producing stylish, flattering dresses for the modern woman. With a commitment to providing fabulous service, the company's website aims to show clear, realistic imagery of garments, with the option to order directly online or arrange an in-store try-on at a convenient retailer. In addition to its Brisbane boutique, Sacha Drake garments are available at over 150 stockists around Australia and New Zealand.

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## Situation

Sacha Drake operations manager Feauina Eves says the company first engaged eStar when it started its online store. "We wanted a sophisticated ecommerce platform which would meet immediate business needs and also our long term strategy. From a technical perspective, eStar could do everything we needed – but we soon discovered the support and expertise was even more valuable." With the rise of mobile devices and 'couch commerce', the necessity for a mobile optimised site became apparent. "Our customers were demanding it."

## Solution

With eStar's guidance Sacha Drake implemented a mobile optimised solution, enabling data and content to be targeted to customers shopping on handheld devices.

She says Sacha Drake's expertise is in fashion design and online retail, not technology. "That's what made eStar's support and guidance so valuable. Recommendations and insights were backed up by clearly explained reasons." The long distance relationship also wasn't an issue, Eves continues. "We're in Australia, eStar is in New Zealand. But the quality of the account management we receive is amazing because they often come to us."

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## Results

Once the new mobile site was live, Sacha Drake experienced an immediate positive response from customers. "They love it. As soon as it went live, customers told us they find it easier to navigate and purchase."

Moreover, adds Eves, as a business which takes pride in listening to its customers, the mobile site was a further demonstration that 'fabulous service' is more than rhetoric.

"We're achieving a 60/40 split between desktop and mobile," she states – clear affirmation of the necessity for the mobile site. "Previously, we were either losing or inconveniencing some customers by forcing them to go to their computer to make an order."

"The platform is secure & never goes down, so we have peace of mind. The account management is such that business requirements & technical-speak is easily bridged."

Eves puts the success down to eStar's support, guidance and continued customer service. "The platform is secure and never goes down, so we have peace of mind. The account management is such that business requirements and technical-speak is easily bridged. And just in terms of the mobile site, we have definitely got a return on our investment. I would highly recommend eStar."

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