

Fashion innovator takes online channel to new level TS14+ enjoys explosive online sales growth with new EstarOnline platform

- Client:** Multi-channel fashion retailer TS14+
- Opportunity:** Taking a solid online channel to a new level
- Solution:** Ecommerce automation solution from EstarOnline
- Results:** Outstanding sales growth from ecommerce platform delivering better attraction, conversion and fulfilment

Award Winning Fashion Retailer

For 28 years TS14+ has been a dominant force in women's plus-size fashion in Australia and New Zealand. Originally called Taking Shape, it was rebranded TS14+ in 2003, the same year it launched its first online sales presence.

TS14+ now has more than 100 stores throughout Australasia, including 50

outlets within Myer, Australia's largest department store group. Focussed on designer collections in sizes 14-24, the brand is known for its edgy and dressy fashions.

In 2009 the company launched a complimentary plus-size fashion brand called 'Virtu,' positioned to provide casual on trend fashion.

Against the backdrop of a soft retail sector in Australia and New Zealand, both brands have achieved exceptional growth in the past year.

Much like its fashion sensibility, the company has achieved commercial success by being leading edge. "As a company we are innovators, willing to try things and invest in initiatives that will deliver success," says Systems Project Manager Sandra Del

Greco, who leads the organisation's online activities.

TS14+'s achievements have been acknowledged by the industry, with the company named the 2010 Australian retailer of the year in the clothing and footwear category, and recognised as Myer's best concession partner in 2008 and 2009.

More than a Platform

Typical of an innovator, TS14+ was not satisfied with the technology behind its online channel, even though the store itself was delivering solid returns, and in 2010 initiated a project to review its web stores and develop a platform for future growth.

With its experience servicing Australian online retailers, especially in the fashion sector, EstarOnline's



name quickly emerged as a potential solution. After assessing a number of different options, TS14+ decided EstarOnline had the best mix of capability and technology to help them realise the potential of their online channel, says Sandra.

Implementing EstarOnline's solution has given TS14+ a rock-solid solid ecommerce platform, delivering high levels of automation in ordering and fulfilment, and importantly enabled them to focus more on using EstarOnline's tools and advice to undertake more proactive ecommerce activity.

Advice Well-Executed Drives Success

EstarOnline recommended product reviews as a valuable initiative to drive traffic and sales, which TS14+ has executed with considerable success, says Sandra. "Reviews are something that has really worked well. We provided a voucher as a prize for reviews and it simply exploded. Some products now have 30-40 reviews alone. It is one of the most successful things we do online – and everyone here loves them, our designers and management."

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“EstarOnline's advice has also been useful in terms of changing things on the front-end site to improve overall performance (in terms of conversions), and upgrading items like product descriptions.

“We have become very active with our email campaigns. We probably send more email than anyone else in the industry but it really works, I track it closely;” says Sandra.

Online Channel Growth Exceeds Expectations

While return on investment hasn't been calculated exactly, the hard and soft benefits of moving to EstarOnline as their ecommerce service provider “has paid for it many times over already;” says Sandra.

In recent months visitor numbers and page hits have 'exploded', and TS14+'s ability to convert that level of interest into sales has been shown in growth figures. In July and August 2011 the two online stores achieved 69% more in sales than the same period a year prior. Sandra says their two online stores represented a very healthy 6% of overall business by June 2011, racing past 10% for August 2011.

“An online channel of this size compares very well to the best UK and US multi-channel retailers, according to a recent PWC report;”

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“The economies of using EstarOnline have also been great – in the past we used lots of consultants to do emails, design, photos etc, but now we can manage a lot ourselves with EstarOnline. We don't need to use any other online systems or service providers.”

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