



CASE STUDY : eCOMMERCE WEBSITE



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bSTORE FOR BIRKENSTOCK  **VIVID GROUP**

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When Mikael Edmiston, owner of Perth’s two Bstore for Birkenstock retail outlets decided it was time to develop an on-line store, he was certain of one thing – he wanted a site that would stand out from its competitors and reflect the unique image of his product.

Mikael’s brief to Vivid Interactive was that bstore.com.au needed to be fresh, reflect the feeling of the physical Bstore for Birkenstock outlets in Subiaco and Perth city, and be extremely customer friendly.

The Birkenstock brand is remarkably strong and is built around concepts of vitality, comfort, friendliness, adventure and style. Vivid Interactive’s team of designers worked closely with Mikael to capture this unique feel.

The site uses high quality ‘lifestyle’ images and graphics that reflect the qualities associated with the brand. It incorporates an easy to use catalogue of every Birkenstock style, complete with a photograph, thorough description, and shopping cart facilities. In addition visitors to the site can read about the Birkenstock product, its features and history; purchase gift vouchers and shoe-care accessories; get directions on how to return their Birkenstocks for repair; and join the Bstore for Birkenstock VIP Club.

Mikael says the on-line store has helped his business reach new customers from across Australia, and throughout regional Western Australia. The response has been especially strong

from NSW, Victoria and Brisbane - states which are already well serviced by local specialist Birkenstock retailers.

The site’s flexibility allows timely alterations such as price reductions on old stock or the addition of information on VIP events. The VIP Club collects interested visitor information, giving the opportunity to stay in touch with these valuable contacts.

With 20 specialist Birkenstock shops around Australia there’s plenty of competition for the brand’s ever-growing following of dedicated customers. Mikael says the on-line store has quickly become a valuable part of the business – even going as far as to say it is the ‘best on-line Birkenstock store in the world.’