AMERICAN APPAREL LAUNCHES NEW BIGCOMMERCE SITE -- CUSTOM DESIGNED FOR THE SOCIAL SHOPPER -- IN JUST 3 MONTHS

www.americanapparel.com

American Apparel Inc. is an online-only retailer and former brick-and-mortar stores operator based in Los Angeles, California. Founded in 1989, the brand prides itself on its ethically made, sweat-shop free fashion. The brand, now owned by Gildan Activewear, wanted to migrate its site onto BigCommerce, as well as direct all future sales to its store on Amazon.com in order to better mesh with its end-to-end order workflow. Selling on an online marketplace via Amazon offered numerous conveniences to visitors because it eliminated the need for them to enter their shipping or payment information to complete a purchase. Visitors who are also Prime customers can take advantage of Amazon’s unique delivery perks, including free delivery, 2-day delivery, and free returns.

With a Millennial and Gen X customer base, American Apparel was keen to ensure the new site supported the key tactics of social commerce, such as promoting discovery of new items on social media and enabling customers to share photos of themselves in American Apparel garments on Instagram, Facebook, and its new BigCommerce site. The company also wanted a host of custom builds to support its merchandising strategy, including emphasizing hot selling items, new arrivals, and ensuring that when a customer clicks on a particular item from the home page, he or she arrives on a product listing page that displays the exact color and style of the item clicked.

Most important of all, however, was the accelerated timeframe. American Apparel needed its new site up and running in just three months.
KEY FEATURES

FAST MIGRATION
American Apparel's site migration onto the BigCommerce platform was quickly completed within three months with all the elements and features the brand needed for a successful site launch.

MARKETPLACE STRATEGY
Onsite transactions were redirected to the brand’s Amazon online marketplace, allowing visitors to complete purchases quickly and easily, as well as benefit from Amazon's delivery perks, like free shipping, fast delivery, and free returns.

SMOOTH INTEGRATION
A seamless integration was established between the American Apparel site and Curate to support social sharing, Bronto for newsletters, and Shogun to support all of the site's static landing pages.

SILK SOFTWARE DELIVERED AMERICAN APPAREL'S VISION FOR ITS NEW SITE IN AN INCREDIBLY SHORT TIMEFRAME. WITHIN JUST THREE MONTHS, THE SILK TEAM HELPED THE BRAND MIGRATE THE SITE TO BIGCOMMERCE, CONVERT MORE ONLINE MARKETPLACE SALES ON AMAZON, AND DELIVER THE MUST-HAVE SOCIAL COMMERCE FEATURES MILLENNIALS AND GEN X SHOPPERS RELY ON.
OUR SOLUTION

The Silk team tapped into its deep knowledge of BigCommerce and the nuances of social commerce to migrate the American Apparel site in a short timeframe. In just three months, Silk migrated the site, built a connection to Amazon, integrated key third-party software apps, and completed UA testing. Immediately upon launch, the new site could flawlessly handle American Apparel’s 500,000+ monthly visitors.

American Apparel also leveraged Silk Software’s marketplace services in order to achieve its goal of processing all sales on Amazon and to streamline its end-to-end order workflow. Today, every product page includes a link to Amazon.

Additionally, Silk integrated the new site to Curalate, a tool to help shoppers discover American Apparel items on Instagram and Facebook. Now, whenever anyone -- customer or influencer -- posts a photo with the hashtag #AmericanApparel, Curalate detects it and posts it on the American Apparel site. The site also supports social proofing by inviting customers to upload their photos of themselves wearing American Apparel garments directly on the product listing pages. Silk also integrated Bronto, the email service American Apparel utilizes for its newsletters, as well as Shogun, the platform that supports its static landing pages for the “Meet the Fabrics” and “Meet the Models” pages.

Lastly, Silk custom developed a host of features that add up to a big impact for merchandising. For instance, because of their propensity to post selfies on social media, many Millennials are loath to be seen in the same outfit twice. A New Product tag helps these shoppers stay on top of new styles, and a Best Seller tag helps them find the hottest styles of the moment. When a style and color of an item on the homepage catches their eyes, visitors can easily click to the exact item on a product listing page.

The BigCommerce site also supports Gold Toe, a sister brand of American Apparel. Like American Apparel, Gold Toe is seamlessly connected to Amazon to streamline the order workflow and offer maximum convenience to customers.

AMERICAN APPAREL NOW Benefits FROM TODAY’S MOST IMPORTANT ECOMMERCE TRENDS: MARKETPLACES AND SOCIAL SELLING. BY BUILDING A SEAMLESS CONNECTION TO AMAZON ON EVERY PRODUCT PAGE, SHOPPERS CAN COMPLETE A PURCHASE IN JUST A FEW KEYSTROKES. ITS ENGAGING SOCIAL SELLING FEATURES HELPS INSTAGRAM AND FACEBOOK USERS DISCOVER THE NEW ARRIVALS AND SHARE THE CUTE OUTFITS THEY’VE PUT TOGETHER ON THE AMERICAN APPAREL SITE.