



OVERVIEW

For over 50 years, Fjällräven has been focused on developing functional and durable clothing and gear to accompany people into the countryside. Fjällräven's innovative and high-quality products are beloved by outdoor enthusiasts around the world and have won several prestigious awards over time. Fjällräven is owned by Fenix Outdoor AB, a leading international group of outdoor companies that develops, manufactures, markets and sells high-quality gear for outdoor life and leisure through its own brands: Fjällräven, Tierra, Primus, Hanwag, Brunton, Naturkompaniet and Partioaitta.

KEY POINTS

Merchant: Fjällräven
 Industry: Outdoor clothing and equipment
 Base Engine: Variate
 Markets Served: Europe
 Web sites: www.fjallraven.com
 Project Plan: Ongoing project for 3 years
 Number of Products: 650+

45%

INCREASE IN NEW USERS

45%

INCREASE IN SESSIONS

90%

INCREASE IN TRAFFIC FROM MOBILE

135%

INCREASE IN TRANSACTIONS ON MOBILE

45%

INCREASE IN REVENUE

THE CHALLENGE

Before September 2013, Fjällräven had a simple online presence that only introduced the brand and they sold their products through distributors. Fjällräven's main goal was to offer their products to customers directly through a site that conveyed the brand's dedication to outdoor activities and offered functional guides and advice on how and where to use their timeless apparel and outdoor recreation gear. The premium brand wanted to tell their story to their customers in a responsive and useful way- through interviews, photos, and videos on how to take on the great outdoors.

THE SOLUTION

While Fjällräven's first site launched through Vaimo was simple, Vaimo rolled out an enhanced, fully responsive version of the site in summer 2015. Vaimo developed different methods for Fjällräven to offer their customers practical information about conquering the great outdoors - from an Instagram flow and instructional videos, to Q&A's with outdoor experts. Fjällräven's site focuses on what clothing to wear, where to go, and what to bring along on specific recreational activities. The videos showcase the products and collections, with detailed information about every product. There is also a separate "Explore" tab that shows guides, Fjällräven's corporate responsibilities, and two main outdoor events sponsored by the brand.

FEATURES IMPLEMENTED

- ✓ "GET THE LOOK" USING STYLED PRODUCTS
- ✓ PRODUCT INTEGRATION WITH PIM FROM EXIGUS
- ✓ ERP INTEGRATION WITH MICROSOFT DYNAMICS AX
- ✓ INSTAGRAM FLOW
- ✓ STORE LOCATOR
- ✓ MEGA MENU WITH THE POSSIBILITY TO PROMOTE SPECIFIC PRODUCTS
- ✓ CONTENT ROTATOR FUNCTIONALITY TO SCROLL PRODUCTS HORIZONTALLY
- ✓ INTEGRATION WITH UNIFAUN
- ✓ PRODUCT SUGGESTIONS WITH NOSTO

* KPIs- 2014 compared to 2015

PROJECT DELIVERY

Vaimo started working with Fjällräven in April 2013, when they initially helped to launch a simple online store which went live in September the same year. In 2015, Vaimo re-designed the whole Fjällräven site and made it fully responsive. According to Fjällräven, the company is happy with the results and with the ongoing close collaboration. Vaimo currently spends around 80 hours monthly on maintenance of Fenix Outdoor brands sites, where the majority of the hours get spent on the Fjällräven site, both for maintaining existing and creating new innovative features.

FUTURE ECOMMERCE PLANS

The premium outdoor brand plans to improve shipping and handling, and develop the site's infrastructure. Fjällräven is also working on bettering customer service levels and incorporating further features into their site. The brand plans on taking an omnichannel approach in the near future, with functionalities such as click and collect, and a shared bonus and loyalty program with their flagship stores.

“*When we first met with Vaimo, we immediately realised why they are one of the top Magento partners - they knew what they were talking about, and understood what we wanted from an eCommerce site. Vaimo has proven, time and again, that they can provide us with the best design and functionality, well within our budget. We are very happy that Vaimo has helped us provide our customers with a direct line to our brand that showcases our products while motivating our customers to enjoy the great outdoors.*

Peter Moore, Webmaster at Fenix Outdoor E-com

“*We recognise Magento as the market leader amongst eCommerce platforms, as it's been around for a long while and has gained momentum. For us, it offers stability and knowledgeable people.*

Peter Moore, Webmaster at Fenix Outdoor E-com

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 200+ specialists with offices located in 9 countries. Businesses choose Vaimo for best practice eCommerce.

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