



## OVERVIEW

Vallila is a leading Finnish design house and stands out in the world of interior design. Vallila was founded in 1935 when Otto Berner established a silk weaving company, that produced silk lining fabrics, in the Vallila neighbourhood of Helsinki, Finland. In the 50's Vallila moved from linings to home interior fabrics. In the 60's the trend moved from light silk towards heavier decoration fabrics, and in the 70's Vallila began designing its own fabric collection. Today, Vallila has grown to one of Finland's best known interior design brands, with a wide interior collection for the entire home, that is sold worldwide. Alongside with its own collection, Vallila is also a known partner in interior design for public spaces and the contract sector.

## KEY POINTS

Merchant: Vallila Interior  
 Industry: Home decor  
 Vaimo Base Engine: Innovate  
 Magento Edition: Enterprise  
 Markets Served: Finland and Sweden  
 Websites: [www.vallila.fi](http://www.vallila.fi), [www.vallila.se](http://www.vallila.se)  
 Project Plan: 20 Weeks  
 Number of Products: 1700

135%

INCREASE IN VISITORS ON MOBILE

40%

INCREASE IN VISITORS ON DESKTOP

250%

INCREASE IN TRANSACTIONS ON MOBILE

265%

INCREASE IN REVENUE ON MOBILE

## THE CHALLENGE

Before working with Vaimo, Vallila had a non-transactional website that introduced the brand and displayed a simple PDF catalog. Vallila's vision was to build a web shop that would offer a direct channel of communication to their customers and provide a unique brand experience. Of course, the home textile company needed a responsive site that would cater to customers visiting the site from various devices. Vallila wanted to develop an eCommerce site on an agile platform that would easily allow them to expand to global markets in the future, and do this with a solution provider with experience in global growth.

## THE SOLUTION

Vaimo launched the initial [Vallila.fi](http://Vallila.fi) site in June 2014, and has since continued to ensure that the web shop shows Vallila's products through striking imagery, and communicates the collections and the brand stories. As Vallila's first objective was to convey the brand message, Vaimo placed emphasis on adding features such as "Shop the Look," which is an inspirational mood board that allows customers to buy products directly from the board. The fully responsive site also features a pop-up function that Vallila currently utilises for newsletter sign-ups, but has also used for promotions.

## FEATURES IMPLEMENTED

- ✓ SHOP THE LOOK
- ✓ STORE LOCATOR
- ✓ MULTI-OPTION FILTER
- ✓ INTEGRATION WITH NOSTO
- ✓ POP-UP NEWSLETTER FEATURE
- ✓ INTEGRATION WITH ERP SYSTEM
- ✓ INTEGRATION WITH A MEDIA BANK
- ✓ KLARNA CHECK-OUT
- ✓ QUICK VIEW IN PRODUCT CATALOG
- ✓ INTEGRATION WITH AUTOMATED RETURN PROCESS

\* KPIs- December 2014, January 2015 compared to December 2015, January 2016

## PROJECT DELIVERY

Vallila's initial website launch with Vaimo was a success, and the companies continue to work together on a continuous basis to improve the site. According to Vallila, the Vaimo team is comprised of professionals who are knowledgeable and can deliver the solutions Vallila requires. Vallila utilises Vaimo's know-how of international selling and marketing, and values the eCommerce solutions company for their knowledge of user experience design.

“*The objective was to find an eCommerce solutions provider who could work quickly and who had a firm grasp of Magento's inner workings. Vaimo knows Magento, and mobile and responsiveness is second nature to them. We were looking to create a beautiful, responsive site with a great user and brand experience. Our mobile figures speak for themselves - we have seen a drastic increase in mobile visitors and mobile conversion rates.*

*Johanna Widomski, Ecommerce Manager at Vallila Interior*

## FUTURE ECOMMERCE PLANS

Vallila is currently focused on developing the inspirational aspect of their web shop and moving their blog (vallilankaksio.com) to their site. The home textile company wants to implement features that saturate the customer experience with creativity and inspiration. Vallila also plans to expand to international markets in the near future, an exciting endeavour for the company.

“*We went with Magento because it's an open-source platform that has many plugins and modules available - there's no need to start from scratch. Since Vallila's plan was to expand to international markets, scalability was also a strong motivating factor for us in choosing Magento.*

*Johanna Widomski, Ecommerce Manager at Vallila Interior*

## 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.

## CONTACT DETAILS

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