

Fashion, Apparel & Accessories owned by Philip Joseph

Apparel & Accessories · Department Stores · Fast Fashion · Footwear · Jewelry & Watch · Luxury Apparel & Accessories · Baby Gear · Travel Bags & Equipment

High-consideration, high-AOV, heavily configured, rarely bought on the first session.
The catalog has to keep selling while the shopper is away from it.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Icing On The Ring ★ STILL ON BIGCOMMERCE

Engagement and bridal jewelry. BigCommerce development, 2015 — eleven years, the longest-running storefront we have built on the platform.



ELOQUENCE®

Antique and estate jewelry. BigCommerce discovery and build, 2017.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE



Charles & Colvard



tokidoki

FAMOUS

Famous Stars & Straps

PLATFORM FIT AT A GLANCE

Deep variants

Multi-storefront

Headless-ready

Configurator PDPs

Financing / returns

WHAT WE DO HERE

- Configurator-driven PDPs — stone, setting, metal, size — that stay indexable and machine-readable.
- One-of-a-kind and estate inventory where every SKU is quantity-one and cannot be reordered.
- Financing, appraisal, resizing and returns inside the buying flow rather than beside it.
- Large SKU counts against fast trend cycles, with merchandising that can be rebuilt in a season.
- Size, fit and material data structured so an agent can answer questions the page never anticipated.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Variant depth without the SKU-count penalties that force workarounds elsewhere.
- Multi-storefront for sub-brands and regional catalogs on one back office.
- Headless-ready when the brand wants full creative control of the front end.

QUALIFY IT IN FOUR QUESTIONS

- 1 How many variants does a typical product carry, and where does that break today?
- 2 Is inventory reorderable, or is a meaningful share one-of-a-kind?
- 3 Do you run more than one brand or region, and on how many storefronts?
- 4 What is the average consideration window between first visit and purchase?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Catalog and variant modelling first — it determines everything downstream — then configurator, merchandising and migration.

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate

and build; the platform investment is covered within that envelope.



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