

**The world's best-selling travel
luggage company needed a
world-class eCommerce platform**





How did American Tourister increase their online conversions and provide shoppers with more engaging experiences?

Overview



With a heritage dating back to more than 85 years American Tourister is principally engaged in the designing, manufacturing, sourcing, and distribution of luggage, backpacks, bags, outdoor and casual bags, travel accessories throughout the world.

American Tourister the world's largest travel Luggage Company selected Sweans Technologies to help them improve their Kuwait website performance.

They had an existing simple website without any shopping feature integrated into it. The website only showcased their products. Customers who wanted to purchase any product were redirected to American Tourister's Whatsapp link and from there they needed to purchase their product. It was a hectic process that didn't work for them. They were looking to grow their eCommerce presence and make their products more accessible to their customers in Kuwait.



Challenge



- We needed to display 610 products in a well-categorized manner.
- The client wanted the website to be built on a powerful CMS that provides all the required functionalities, is simple to use, and easy-to-learn.
- The interface needed to be UI/UX focused and easily navigable.
- The client also demanded the website to be responsive.

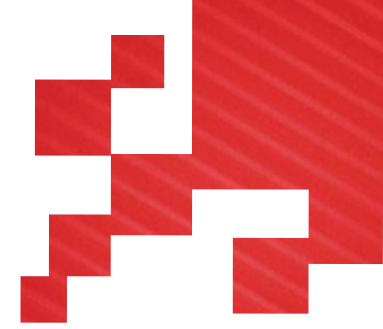
Solutions Offered by Sweans



- We worked diligently with American Tourister Kuwait to create a strong eCommerce experience for their customers, so they could easily browse, reserve, or purchase any of American Tourister products online.
- We used WordPress CMS and integrated the WooCommerce plug-in to design a bespoke eCommerce website for our client.
- We incorporated a clean and crisp design with a slider on the homepage.
- The client could input as many products as liked and as frequently into the website.
- Required plug-ins were integrated so the website scores high on the functionality quotient.
- A safe and secure eCommerce system was designed and developed with high-quality images.



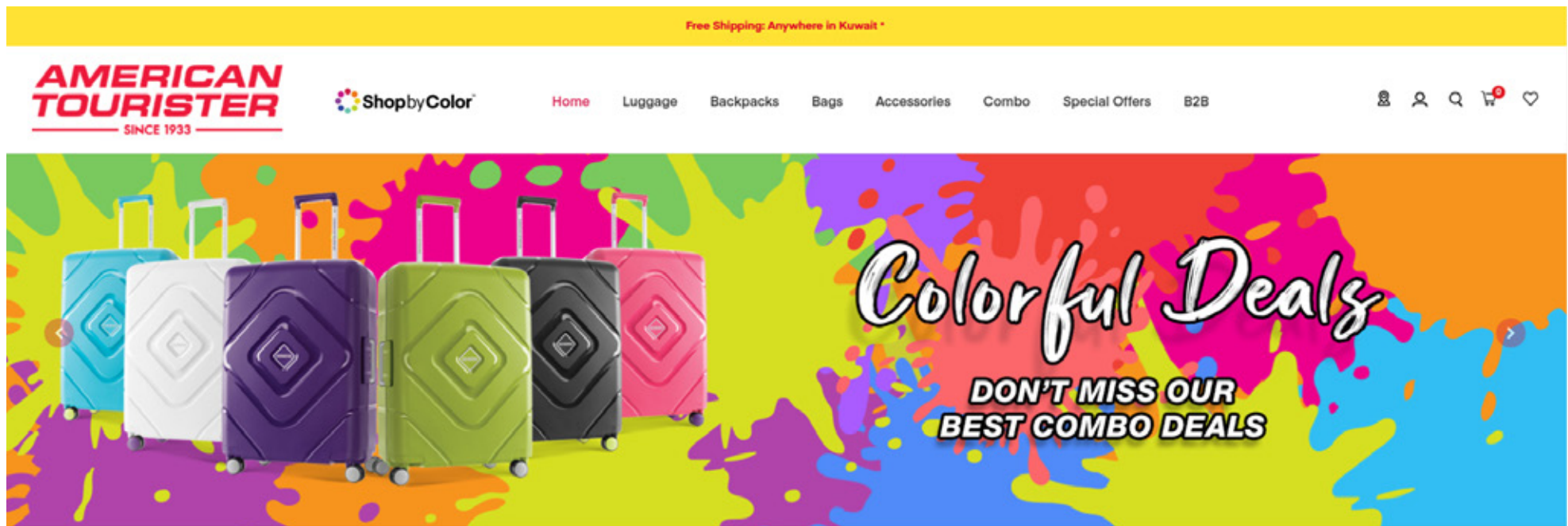
Solutions Offered by Sweans




- The admin panel enables the client to manage inventory, administrate order processing, and generate transaction reports.
- We designed a user-centric experience that highlighted their extensive luggage expertise, as well as provide them with an area to add offers and discounts. Together we crafted a highly visual and easy to navigate experience to welcome visitors.
- We integrated a ShopbyColor feature into the website which will help a customer to shop on the basis of their favorite color.



Here are some of the highlights

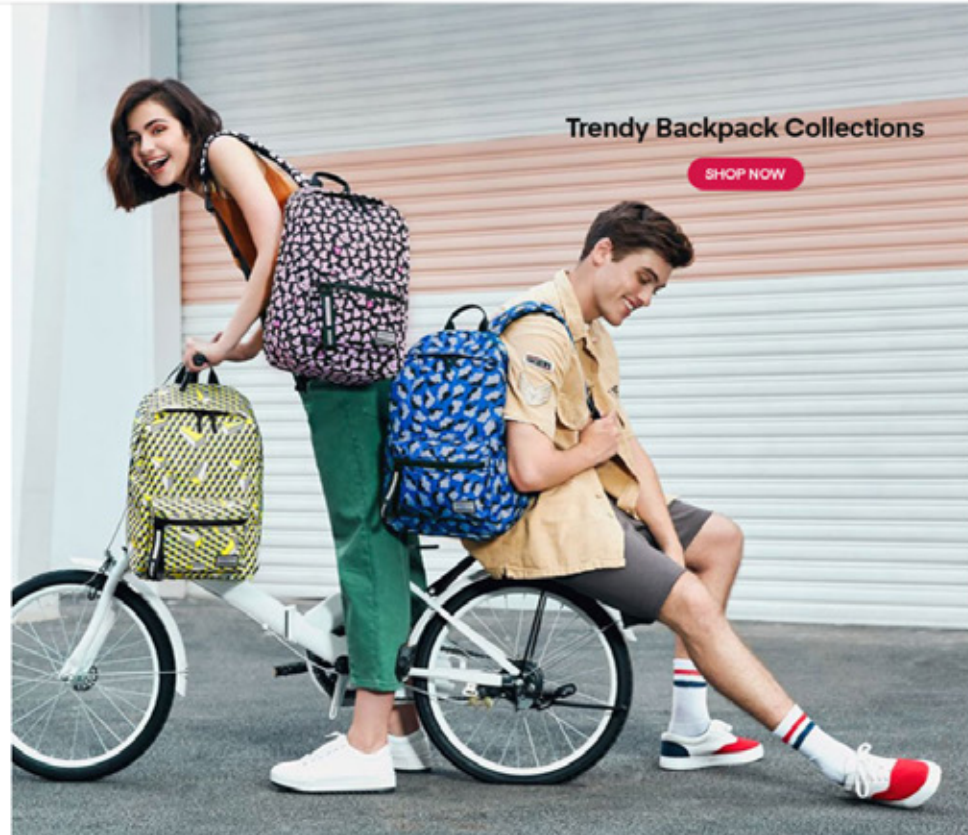


Attractive/colorful slider showcasing the products



Best Sellers

[SHOP NOW](#)



Trendy Backpack Collections


[SHOP NOW](#)



New Arrivals

[SHOP NOW](#)

[Chat n Shop](#)








Special Offers

[SHOP NOW](#)

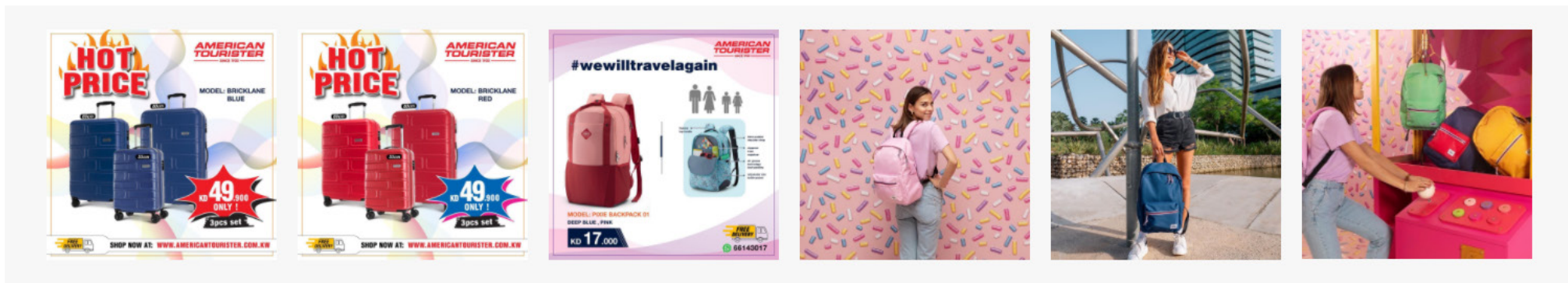


Popular and Trendy

 red dot award	 -33%	 red dot award		 -13%
Cabin Medium X-Large ●●●●●●●●●●	Cabin Medium Large ●●●	Cabin Medium X-Large ●●●●●●●●	Cabin Medium X-Large ●●●●●●●●	Cabin Medium X-Large ●●●●●●●●
CURIO SPINNER 55/20 TSA KD 45,000 CONFIRM	LINEX SPINNER 55/20 TSA KD 37,000 KD 24,900 CONFIRM	VELTON SPINNER 55/20 TSA KD 49,000 CONFIRM	INSTAGON SPINNER 55/20 TSA KD 45,000 CONFIRM	MAXWELL SPINNER 50/18 TSA KD 45,000 KD 39,000 CONFIRM

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Showcasing the products



Deals/ offers/ discounts showcased

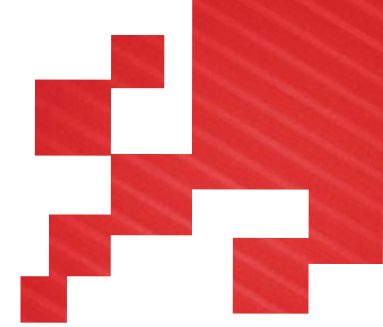


Results

American Tourister Kuwait had a new fully-integrated eCommerce website letting their audience easily navigate all through a beautifully designed and intelligent website that allows them to explore all new components of the website from the shop, discounts, and blog pages. Their audience can now easily access and purchase all the new products frequently added.

After all that research, design and web development we produced them a custom eCommerce website that they have full control over and can grow with.

The end-result was a bespoke and feature-rich add-ons integrated website with high usability and appealing aesthetics. The traffic on the website also increased within a week.



75% Hike in
Google Page Speed

50% Rise in
Conversion Rate

75% Hike in
Traffic to the Site



THANKYOU