

Samsonite yields a higher level of customer engagement by investing in a high-quality website!



Overview

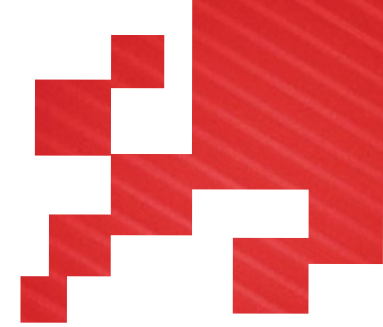


With a century of history, Samsonite is one of the world's leading and most popular designers and distributors in the luggage industry. It has a rich heritage in business.

Samsonite follows a tradition of developing high-quality products that integrate style, functionality and innovative design technology to meet with the changing needs of people on the move. The business landscape is continuously evolving. The latest and hottest trends drive consumer interest. Samsonite has embarked upon an exciting journey of transformation from suitcases to a lifestyle travel brand.

To reinforce its leadership position and to keep its brand perception fresh in Kuwait, Samsonite (Kuwait) turned to Sweans Technologies to help them build a replica website of their Singapore website.





Challenge

Our client Samsonite approached us to develop a replica of Samsonite Singapore website that aligned with their brand. They wanted their website to give a strong emphasis on the customer experience.

Samsonite had a vision of developing a replica website emphasizing their entire product line with seamless e-commerce integration.

Our challenge was to modify the WooCommerce template according to the Singapore website design.

Technology Used

WordPress CMS with WooCommerce plugin

Our Strategy/ Solution



As a highly reputable brand, our challenge was to develop a website in a style that would bring their product line and brand at the centre stage throughout the website. Their Singapore website has been built on a different CMS. Sweans recommended WordPress CMS with WooCommerce plugin for Samsonite Kuwait website.

Converting the entire Singapore website into WordPress was an extremely tough task, but our developing experts did it remarkably. Compared to a standard E-commerce website, the product data of Samsonite was massive. Uploading the entire content manually was a major challenge but with our team effort this task was done brilliantly.

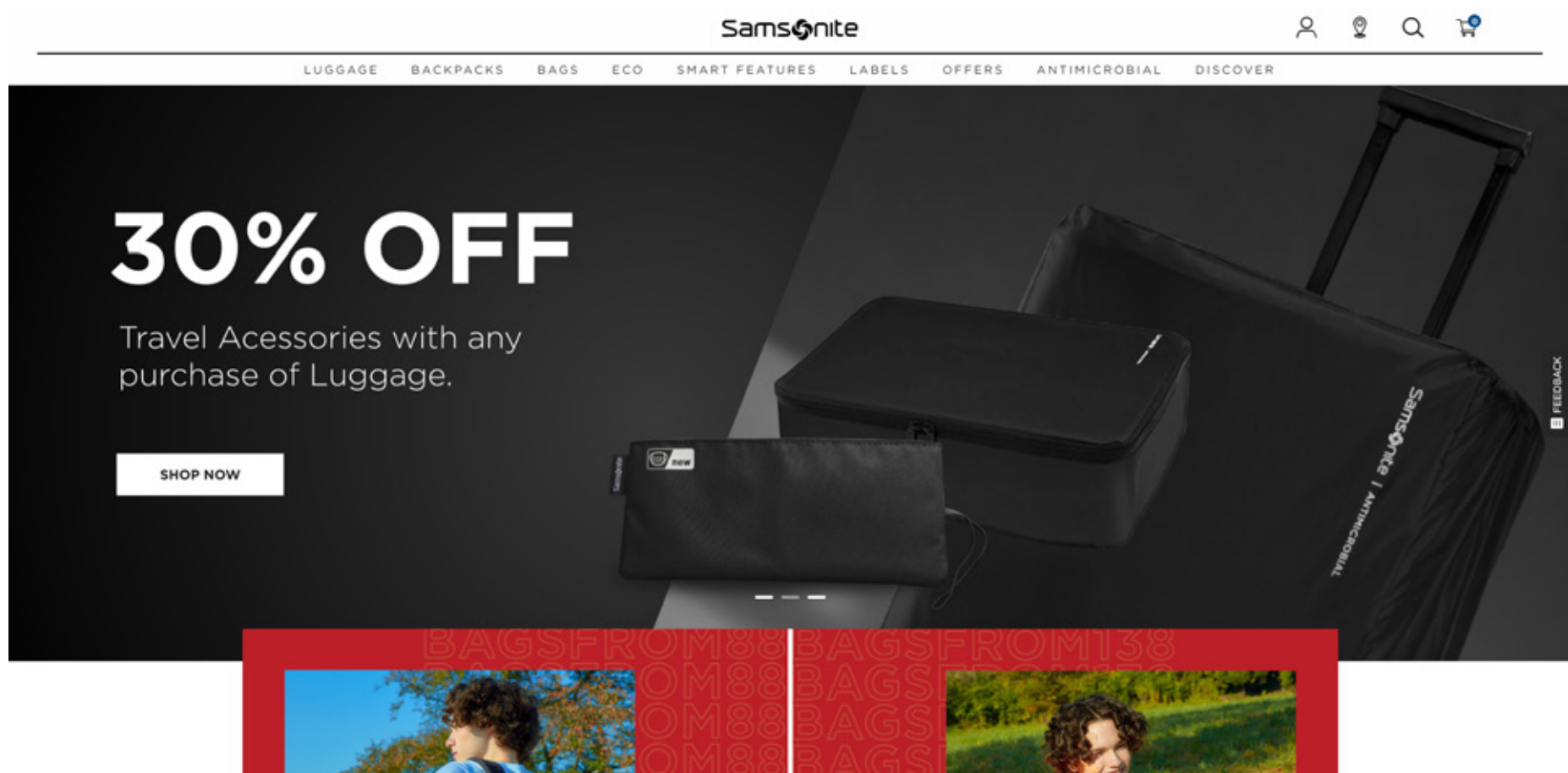
An emphasis on their strong brand reputation sets them apart from competitors with comprehensive content of their products, eye-catching images, and straightforward buying experience on different mobile & desktop platforms. With this approach, we were able to focus on what was most pertinent to their future aspirations.





Samsonite Singapore Website

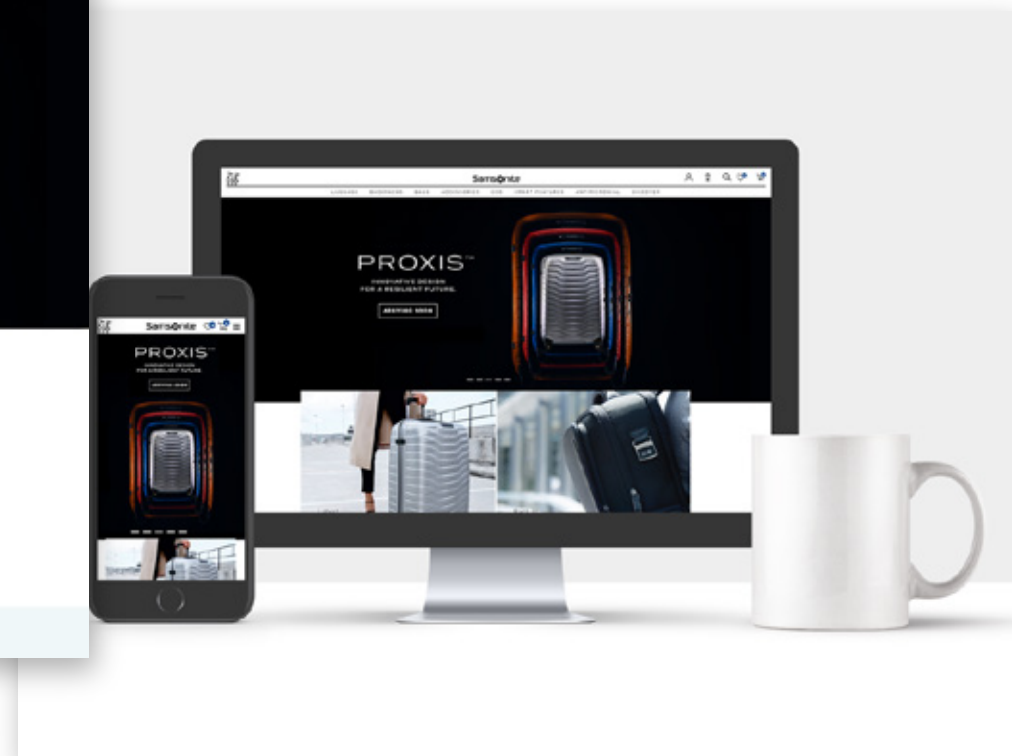
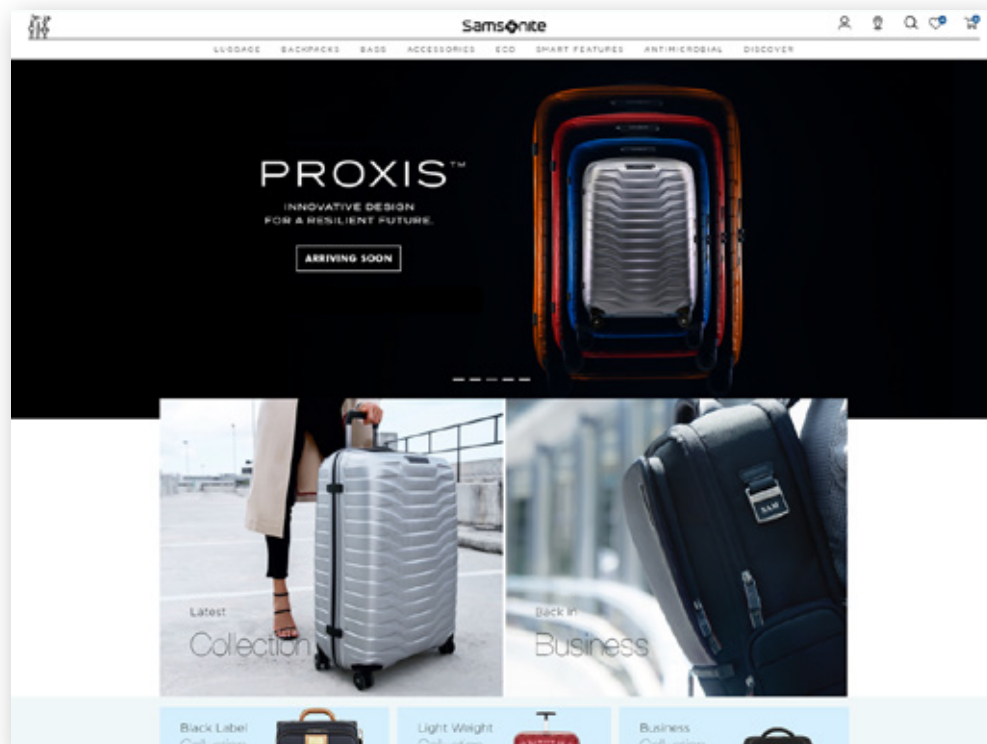
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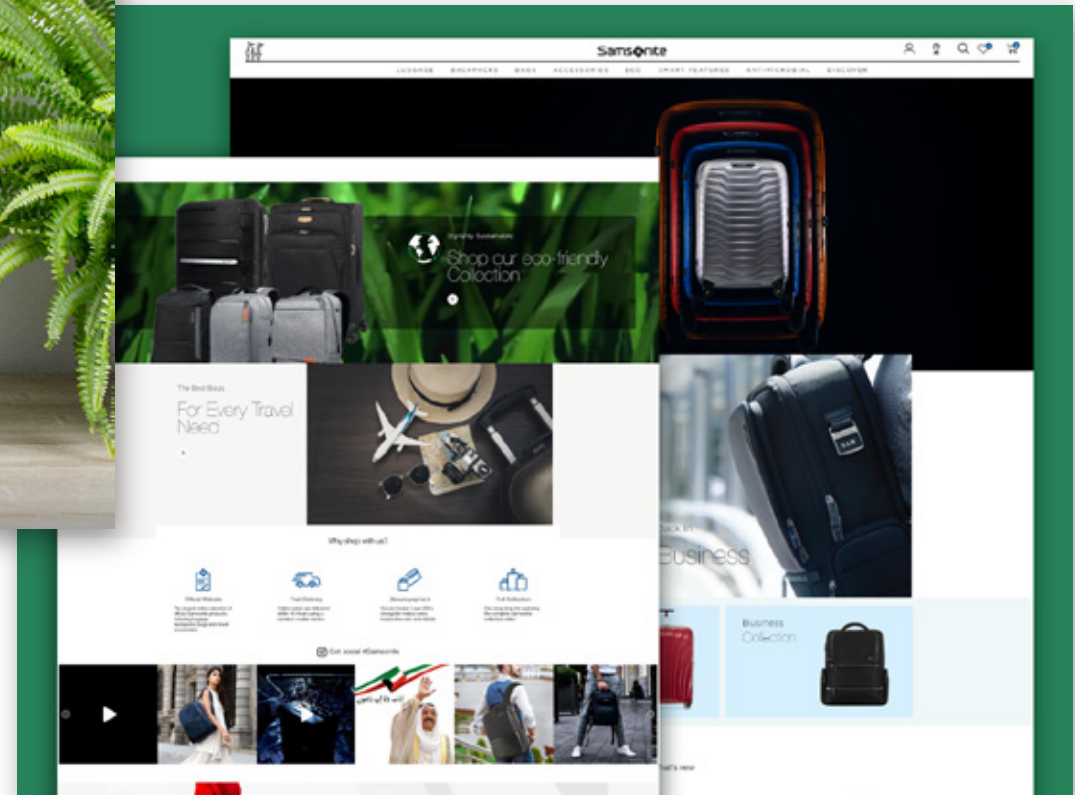


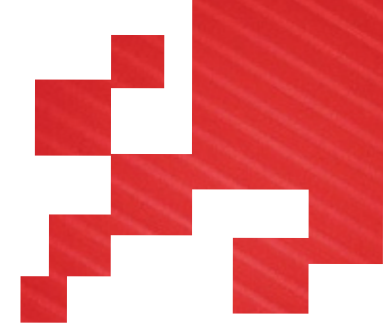


Samsonite Kuwait Website – Developed by Sweans for Samsonite Kuwait

URL: <https://samsonite.com.kw/>

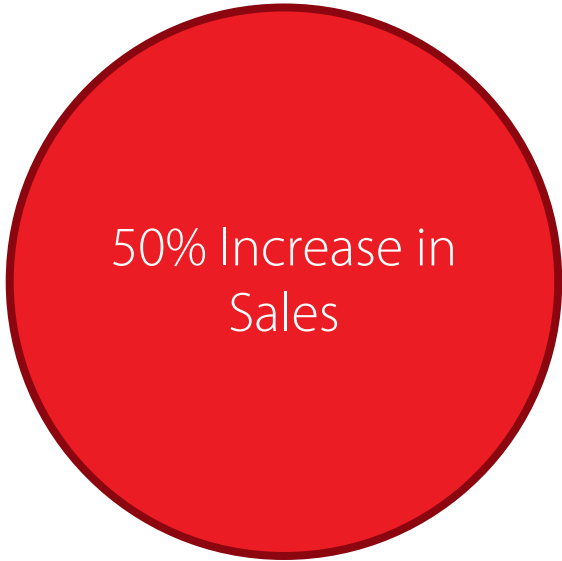






Results

Samsonite was able to launch a user-friendly website with executing a seamless e-commerce experience on desktop and mobile platforms. The new site maintains the integrity of their brand while highlighting their product line. As a result Samsonite will be able to reach more consumers with a well-managed professional website and increase their sales opportunity.



A photograph of a business meeting. In the center, a person in a red suit sleeve is shaking hands with a person in a blue suit sleeve. To the left, another person's hands are clasped together. In the foreground, there are several documents and a pen on a table. A large red arrow points from the center towards the top right. The word 'THANKYOU' is written in white capital letters on a red rectangular background that overlaps the handshake.

THANKYOU