

Technology Partnership with a leading jewelry store in the United States

Data Migration

Responsive Website

CRM

The Client

The client is a renowned jewelry store which provides large range of jewelry products and watches across the New York. With a history of over 90 years of experience in the industry, the store wanted to continue to remain competitive and maintain their digital presence with www.londonjewelers.com.



Business Challenges

- Implementation of multi select Ajax filters without refreshing the page after each selection
- Custom theme creation in Magento 2.0 from scratch
- Data migration of website from Magento 1.7 to 2.0



Areas of Engagement

- Modern responsive design
- Catalog management & display of brands
- Luxury brand landing pages
- Product importing/exporting through CSV
- Multi-select AJAX filters
- Brand oriented filters
- Sales management (cart, checkout, orders, tracking & tax)
- Reports calculator
- Custom homepage, category & management
- Cross-sell, up-sell & related products, coupon codes
- Ask for product's price and availability
- Email subscription
- Trending now
- The outlet, store locator
- Product sharing
- 5000+ products over the website

Engagement Brief

The client engaged Webdunia to develop a responsive website design to beautifully manage the display of brands. The functionalities of solution include:

- Data Migration tool to migrate complete data from old website to revamped website
- Style sheet Usage as per the mockups to make the website responsive for multiple devices
- Flags Integration for Price request to reflect product status (whether they belong to any special collection or not). If the flag is marked YES, it means that product falls in special collection, no price will be displayed and the user has to request for it
- Inventory Check for Availability request: Keeping the track of the inventory helps to identify product's availability. As soon as any product getting out of stock, it enables the frontend feature to display an option to ask for its availability.
- Client Communication to gather dynamic content for the website

Business Benefits

Easy workflow & manageable backend sections for Admin

Enhanced user interactivity with modular fragmentation of content

Easy to search & track relevant information

Brand page to filter out products of respective brand


Store locator to instantly find outlet's physical locations



MANHATTAN
 Outlet at Westfield World Trade Center
 185 Greenwich Street
 New York, NY 10007

Store Hours
 Mon - Sat 10am - 9pm
 Sunday 12pm - 7pm

[Get directions...](#)




AMERICANA MANHASSET

6046 Northern Blvd.
 Manhasset, NY 11030
 516-627-7475

Store Hours
 Mon, Tues 10am - 5:30pm
 Wed, Thurs 10am - 7pm
 Fri, Sat 10am - 5:30pm
 Sunday 11am - 5:30pm

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LONDON
 JEWELLERS since 1924

Find exquisite jewelry & timepieces

Call us Mon-Fri 9AM-5PM
 1-877-601-9924



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HOME / TRENDING NOW

RANDI'S PICKS
 Step Randi Udel's exclusive selections

Matte Black


From the runway to the red carpet, we're thrilled to see one of our favorite trends being embraced! Ear climbers and cuffs are here to stay and we've hand selected our favorites especially for you! From perfectly prosh pearls to rocker ready diamonds and funky shapes, we've got your ears covered!

RANDI'S PICKS
 Step Randi Udel's exclusive selections

Driven by Luxury

Step into spring with vivacious pops of spectacular color, and add a touch of nature inspired beauty to your look. Lush emeralds and earthy tourmalines combined with cheerful details are in full bloom, while heavenly sapphires and enchanting aquamarines capture our imagination as we daydream of picture perfect skies.



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HOME / BELL & ROSS

Bell & Ross

Named after the two friendly founders, Bruno Bolchini and Carlos A. Rossi, the brand is appropriately named Bell & Ross. Started only in 1992, it is difficult to fathom how rampant this brand has already become. Intentions were for these watches to be for a particular man with a unique occupation; knowing from the start that the watch had to be a proficient tool and an even more proficient watch. This led them to focus on the four critical fundamentals for the finest watch: readability, performance, precision and water resistance.


[Read More](#)

BELL & ROSS 10 items

DEPARTMENTS
 HING (0)

CATEGORIES
 WATCHES (0)

PRICE RANGE




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JAEGGER-LECOULTRE
 Open a whole new world



Philippe Jordan, Chief Conductor and Music Director in Paris and Vienna

Geophysic Universal Time watch

LONG ISLAND'S PREMIER DESTINATION FOR LUXURY



About Webdunia

Webdunia, is a CMMI Level 3, localization and software solutions provider to businesses across the world. With over 15 years in the industry, we deliver industry-led localization, translation, multilingual content management, and software solutions and services to address specific needs of particular business requirements. We have a proven delivery record of offering high quality solutions to help our clients excel globally on any technology platform.