

ToyShades

Shades Add Class

Shopify Store Setup with Techniek

# Overview

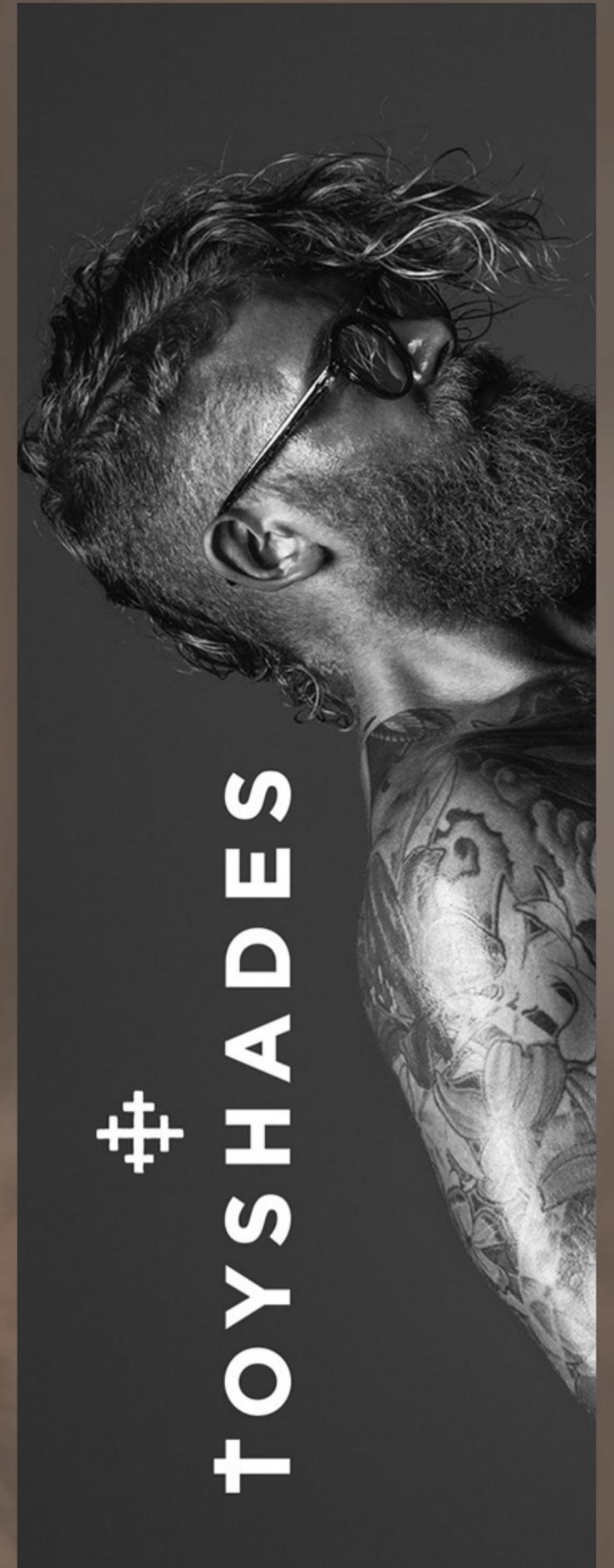
Based in London, England, ToyShades is a design-led eyewear brand creating exciting sunglasses aimed at both men & women. Originally founded in 2013 and now re-launched for 2018, they create both classic vintage eyewear styles and contemporary designs. ToyShades is innovative, dynamically designed, and reflects a team's dedication to producing reassuringly affordable eyewear.

# OUR AIM

- Highlighting the main features of the project .
- To create an online store of shades, with the ability to independently make a purchase on the site.
- Create an online store with the RetailCRM system.
- Migrate data to the Shopify platform.
- To create an application that will allow visitors to customize the lenses for the frame of the glasses they have selected.

# GOAL 1

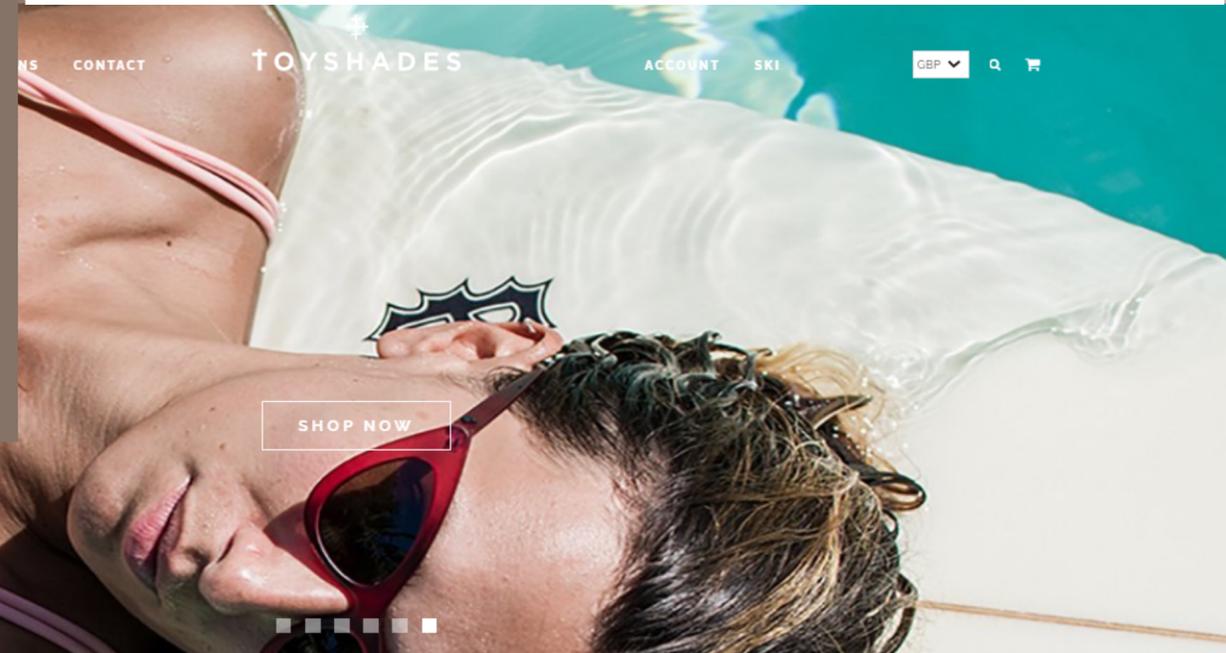
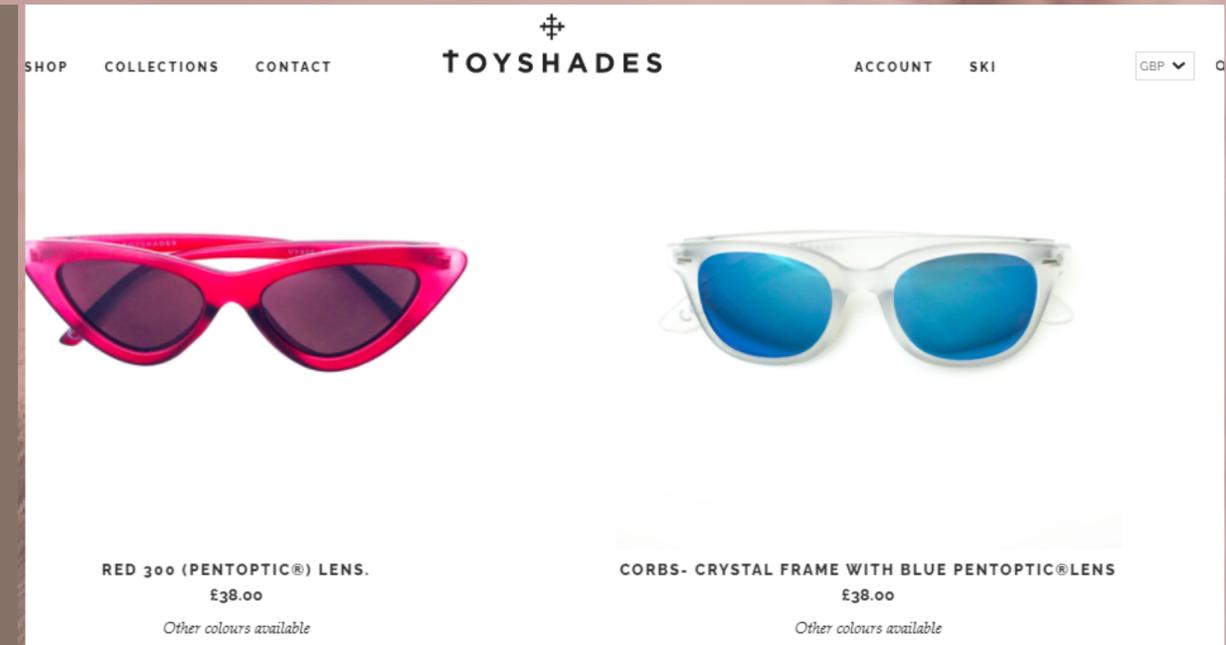
Our Shopify experts conducted a detailed interview with the client investigating his project and highlight its main features and facilities. Working in coordination, we were able to devise a wise strategy as to how we will design and develop the shopify store.



#  
TOYSHADES

# GOAL 2

We worked to create an online store of glasses, with the ability to independently make a purchase on the site. It is also necessary to return and increase the index of customer confidence in the online store which helped us to get a hint about the trending styles and the individual choices of our customers that helped us in creating a more customized and customer-oriented store.



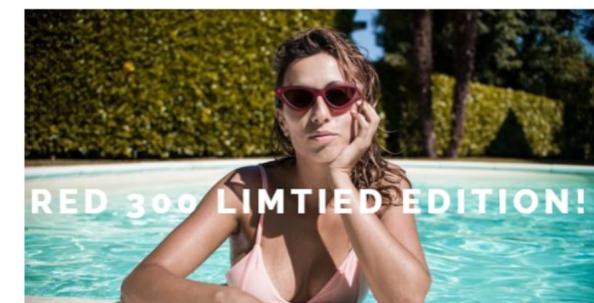
BS - TORTOISE FRAME WITH MIDNIGHT AMBER PENTOPTIC® LENS  
£38.00  
Other colours available

BUTLER - TORTOISE FRAME WITH RUST MIRROR PENTOPTIC® LENS  
£38.00  
Other colours available



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# TOYSHADES

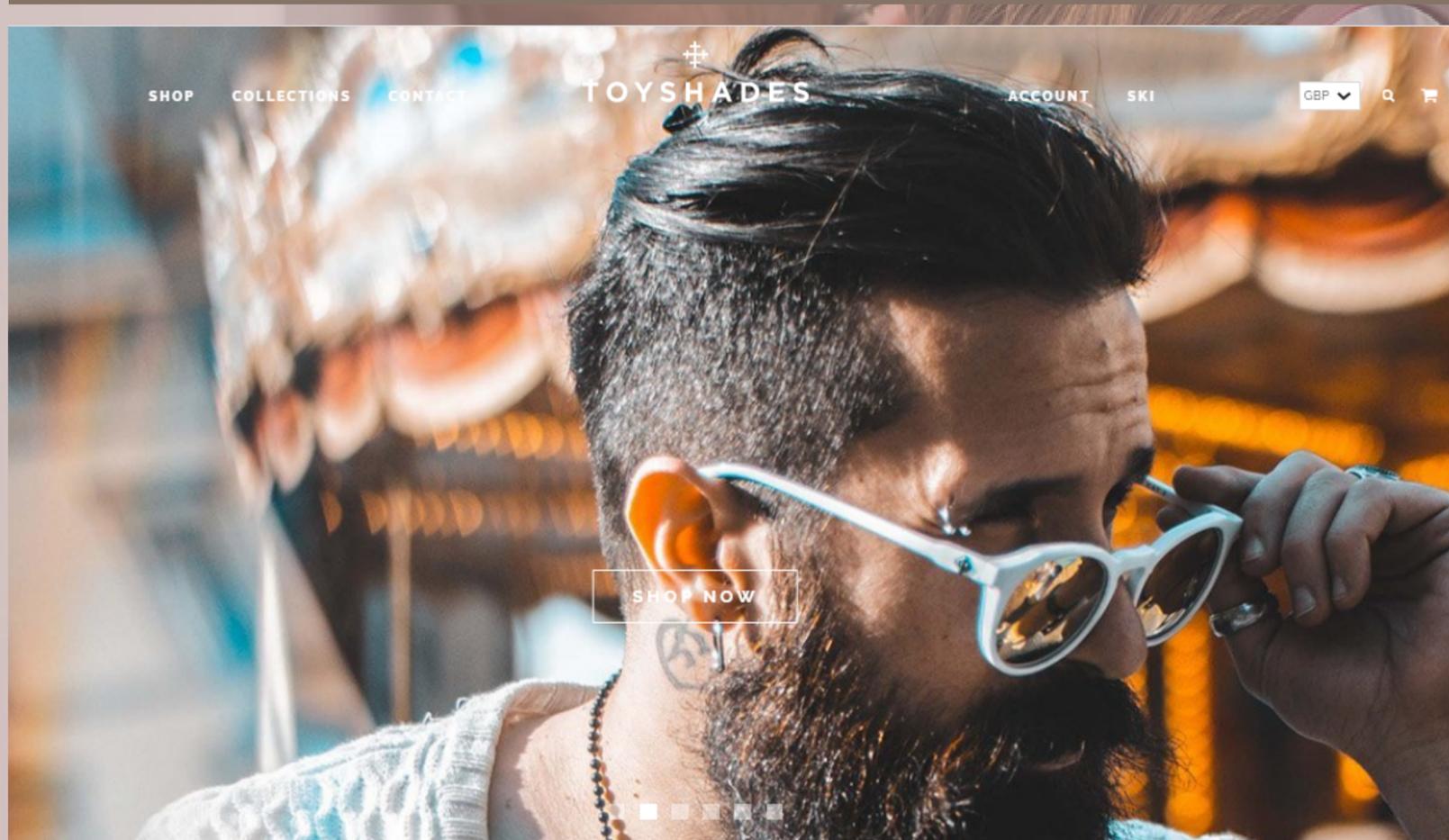
## GOAL 3

With adequate research and market survey, we succeeded in creating an online store on Shopify and integrate it with the RetailCRM system. We prioritized the main technical requirements such as orders being carried out according to the logic of three clicks, the search window should be present on all pages, and stick the navigation menu.

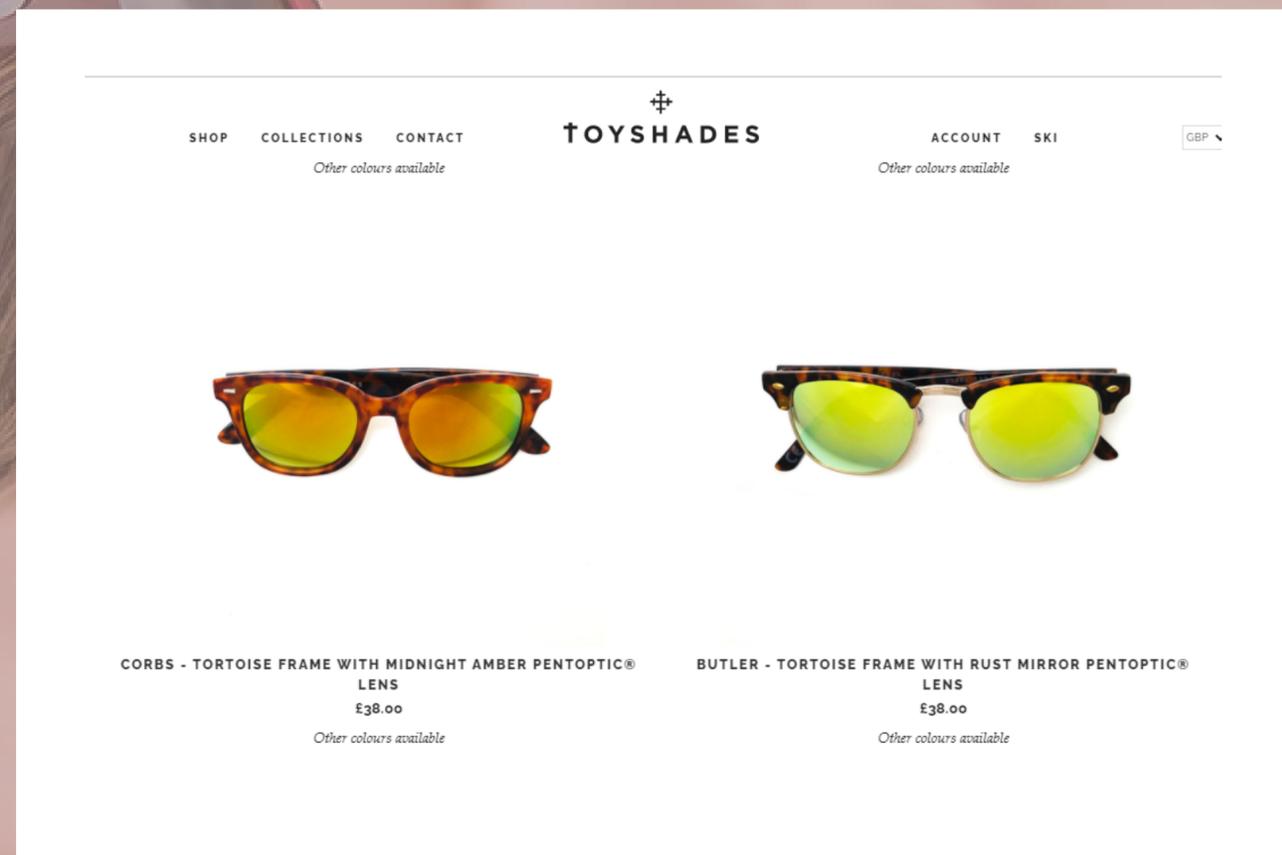


# GOAL 4

The experts at Techniek help you easily migrate data from any store to the Shopify platform. We transferred content, images, developed an application for automatic relocation, imported products with a CSV file.



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## GOAL 5



Techniek and Toyshades put together their efforts and were able to create an application that will allow visitors to easily search, add the product they need and place orders on their mobiles anytime and anywhere. From building a shopify store to fulfilling orders, we took this task head-on and succeeded in making it work as required.

# The Result

We sold through Instagram and other social media, using a key collaborator to influence purchasing decisions. Thanks to Techniek, we now have a three-tier business - online through Shopify

-Marketing Team  
Toyshades