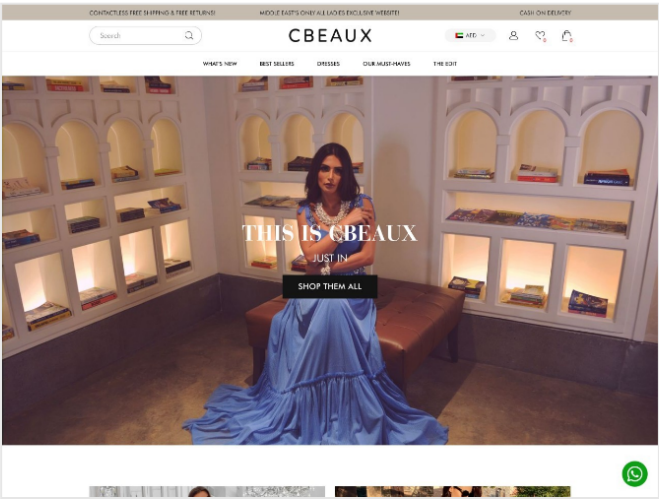




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

CBEAUX



EXTENSIONS USED

- WooCommerce Google Analytics

DEVELOPER



SITE DEVELOPED BY A
WOOEKPERT

DESIGNER

Absolute Web

CATEGORY

Clothing & Fashion

COUNTRY

United States (US)

VISIT WEBSITE

<https://cbeaux.com/>

CBEAUX distinguishes itself from Europe's mainstream fashion by developing and curating **dresses for all occasions**.

This Middle East-based company believes online shopping should be easy and fun, and that "fashion doesn't have to be expensive and it doesn't have to compromise on quality." They strive to make affordable, trendy, quality items that stand out to enhance a woman's everyday look.

CBEAUX was founded by four "very different" individuals who "never had a chance to find great items at affordable prices". Frustrated with delivery timeframes and costs, they decided to approach their own business model from a different perspective.

Customers seeking **looks for every occasion** can curate their own perfect wardrobe by visiting the editor's "most coveted pieces" list, or browsing the "What's New" and "Best Sellers" sections of the site.

"A particular highlight...is the complex multi-language experience, as the Arabic version transforms the website layout from right to left."

CBEAUX joined forces with Miami WooExperts, **Absolute Web**, to develop a B2C-focused eCommerce site. They wanted to create a top-notch user experience (brand presentation, product navigation, seamless checkout) to generate high conversion rates.

"A particular highlight of this project is the complex multi-language experience, as the Arabic version transforms the website layout from right to left," says Sergio, COO at Absolute Web. "WooCommerce was the best fit for this task."

Additional features include a **loyalty rewards program**, wishlist, and currency switcher – perfect for visitors from all over the world.