

Charles Tyrwhitt rolls out e-commerce platform with Demandware and Javelin



The scalable solution means the company's infrastructure can grow as the company does

Charles Tyrwhitt has announced it has joined forces with Demandware and Javelin to an e-commerce infrastructure to help its digital drive.

The new website and e-commerce platform to support it run on Demandware's scalable Commerce Cloud, which allows for growth

"The joint effort has equipped us with the resources to continue enhancing our speed to market and developing the new functionality to meet customer needs," added Kerry.

"The new website launch has gone more smoothly than we could have imagined, and this is testament to the effort, focus and high standard of work involved by everyone in the Javelin Group, Demandware and Charles Tyrwhitt teams."

The new website has launched in the UK, USA, Germany and Australia with a new responsive user interface, designed for use across mobile, tablet and desktop. It also allows customers to personalise their experience, with specific recommendations based upon past purchases and the products they've shown an interest in.

"We have a notable percentage of sales coming from retail stores, contact centres and online channels including mobile and tablet. However, we needed the central backbone to tie these channels more closely together to enhance our omnichannel experience for our customers," continued Kerry.

Plans for the future include launching the website in a variety of different languages for non-English speaking territories and launching local currency e-commerce sites for new regions.

"Charles Tyrwhitt is a British success story and we are confident that we will be able to use our industry experience to support its ongoing development," Andrew Gilboy, VP EMEA at Demandware said.

:In a fast-paced retail environment speed is essential, and we look forward to continuing to work with Charles Tyrwhitt to take advantage of new opportunities – whether it's handling increased consumer demand, exploring new markets or launching its next range online."