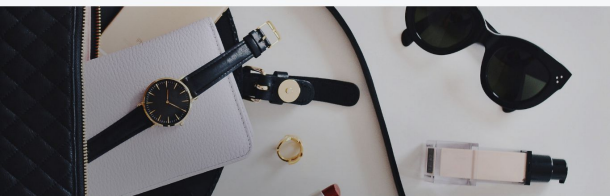


## Charming Charlie



CLOTHING

LEWIS, D.M.

## ACCESSORIES

### About Charming Charlie

Since 2004, Charming Charlie has been recognized for leading a retail revolution through an award-winning in-store experience consisting of carefully curated collections that are arranged by color. Realizing that presenting products by color provides an intuitive and fun way of shopping for clothing, handbags, jewelry, and accessories, Charming Charlie partnered with RMG to bring that same award-winning experience online, extending their reach far past their physical stores.

By creating innovative site-wide filters for color families, seamlessly integrating their in-store and online rewards and loyalty programs, and syncing their physical inventory systems to their online points-of-sale, RMG helped Charming Charlie delight their online customers with the same experience their in-store customers love.

## How We Helped

## CREATIVE

- Mobile Responsive Design
- User Experience Design
- User Interface Design

## DEVELOPMENT

- B2C & B2B Implementation
- Platform Delivery
- Platform Upgrades

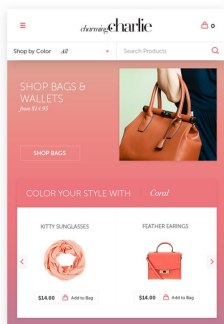
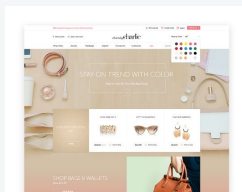
## STRATEGY

Business Process Design  
Omnichannel Assessment



Charming Charlie is a one-of-a-kind source of style that's been inspiring women to live more colorfully by offering a wide variety of apparel and fashion accessories in an even wider array of colors, making that perfect look fun and easy to find. As their catalog continues to grow and they introduced more moving parts to their brand - a loyalty program, reward points, and gift cards - they partnered with RMG to ensure their online experience satisfies their customers in the same ways they do in-store. To Charming Charlie, this meant allowing online customers to shop by color, redeem gift cards and rewards they may have earned in store, and keep track of inventory regardless of the point of sale.

To RMG, this meant standing them up on technology that scales well, integrates with their existing physical infrastructure, and streamlines their current workflows. RMG started by migrating Charming Charlie from Magento 1 to Magento 2. During the data migration, RMG made updates to the ways in which simple and configurable product data was stored, moving to an all-configurable structure. These updates allow for complex cross-family product association and attribute matching - for example, associating products from multiple families when a user filters the whole experience by color, or automatically recommending other products available in the same color(s) the user has in their cart. They also allow Charming Charlie's product teams to perform bulk operations (e.g., add or update many products at once), greatly streamlining catalog administration.



By default, Magento doesn't know anything about in-store programs such as gift cards, reward points, promotions, or credits. RMG integrated Charming Charlie's existing in-store programs and CRM with their online experience, allowing customer accounts to span every transaction, regardless of whether it originated in store or online. RMG took the same approach for Charming Charlie's ordering, payment, logistics, and fulfillment solutions by integrating their existing inventory management, customer service, point-of-sale, and shipment solutions with their online store. Implementing and refining these integrations resulted in an immediate drop in out-of-stock listings and shipping issues.

Another area that RMG greatly streamlined is content publications and product content management. RMG helped Charming Charlie move away from managing content in spreadsheets by implementing custom pre-approved content templates in Magento 2. Doing so provides a centralized workflow in a single system that every team can see in real-time and work on in parallel, greatly reducing time-to-publication and eliminating duplication of efforts. This means that everything from blog posts to product pages could be managed with much fewer resources and much less risk, allowing Charming Charlie to focus more on growing their brand and delighting customers in store and online.

