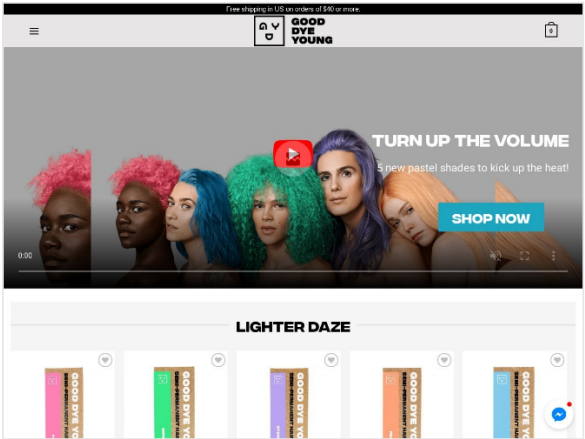




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## goodDYEyoung



EXTENSIONS USED

- Metorik

DEVELOPER

Ironside Marketing

CATEGORY

Beauty

COUNTRY

United States (US)

VISIT WEBSITE

<https://www.gooddyeyoung.com/>

goodDYEyoung is a cruelty-free, vegan hair color brand supporting artistry, creativity, and self-expression.

The brainchild of Hayley Williams, lead singer for Grammy award-winning band Paramore, goodDYEyoung is an extension of her passion to provide a brand speaking to a creative community without sacrificing on quality products.

This Nashville, TN-based operation differentiates itself not only by the ingredients in its products, but also by its message of self-love through self-expression. Their main purpose is to create an all-inclusive culture inspiring more creativity, community, and most of all, happiness.

*“Good Dye Young is us trying to empower people and give them the tools, but also to say ‘Hey, we’re right here with you and there are other people like you’. We are trying to break down that wall of this just being a company, and this is really more a community you can be a part of.”*

*– Hayley Williams, founder*

Hair makeup such as **poser paste** – a highly pigmented, high quality vivid-colored styling paste allowing you to express yourself without committing long-term – and gDy’s signature **semi-permanent hair color** means endless possibilities and combinations for you to be beautifully obnoxious.

*“goodDYEyoung decided [that] they needed a website that better reflects who they are as a business, and wanted to explore a different eCommerce solution with more flexibility. I recommended WooCommerce and revamped their entire website to be more visually appealing and easier to navigate than before. More color, animated product banners, [and] more functionality such as membership accounts, wish lists, and dynamic pricing.”*

*– Adrian Fraim, Ironside Marketing*

Hair can be a powerful force for self-esteem and a positive symbol of a new season in life. Let goodDYEyoung’s limitless inspiration and a flair for bold colors inspire you to be the most beautiful you – and rock it.

Metorik