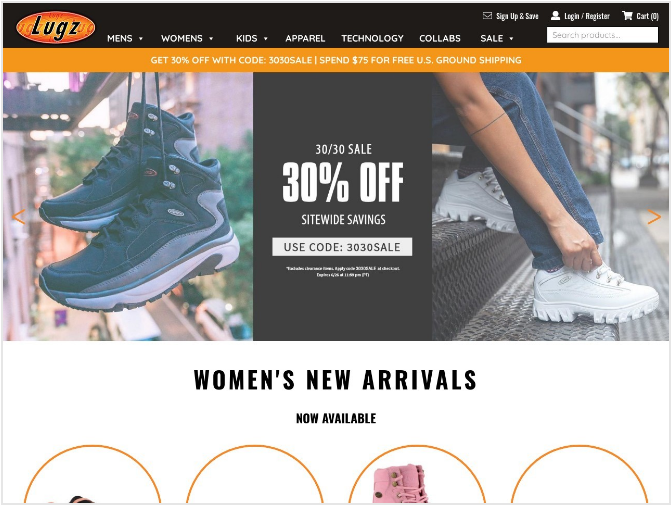




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## Lugz



**Lugz** is an innovator in the footwear market, creating trendsetting styles for boots, casual shoes, and athletics.

The brand first made a name for itself in October of 1993, bringing its first line of boots to market. Their initial product line consisted of two styles of boots, a quilted vest, and a pair of jeans.

Soon, Lugz was endorsed by key players from the world of hip hop – this has continued to this day.

One such collaboration led to Lugz breathing life into a whole new category of footwear by introducing the first ever celebrity-endorsed “Funk Master Flex” urban driving shoe. A collaborative line with hip-hop superstar, Bryan “Baby” Williams, followed – providing the “Birdman” with his own signature series of boots and sneakers.

**Subsequent collaborations** have included brands such as Montreal’s Atelier New Regime, Orange County Choppers (the world’s premier builders of custom motorcycles), as well as MMA fighters such as Quinton “Rampage” Jackson and Josh Koscheck.

Lugz footwear is characterized by its superior comfort, Flexastride memory foam insoles, and slip-resistant direction grip outsoles for traction where you need it.

Looking to rebuild their website in order to maximize performance, conversions, and efficiency, Lugz approached WooExperts, **Zen Agency**. Their site at the time was running on an inefficient combination of frameworks, necessitating a re-think.

Zen Agency overhauled their web presence, utilizing WordPress and WooCommerce as the foundation, streamlining ERP integration whilst also minimizing the time needed to create data structure and import product data. They also created product category page customizations to include variation swatches, and implemented an efficient way for Lugz staff to process returns.

### EXTENSIONS USED

- **WooCommerce Google Analytics Pro**
- **WooCommerce Order Status Manager**
- **Recommendation Engine**
- **Authorize.Net**
- **PayPal Advanced**
- **Customer/Order/Coupon CSV Import Suite**
- **Shipment Tracking**
- **Google Product Feed**

### DEVELOPER



SITE DEVELOPED BY A  
WOODEXPERT  
[CONTACT](#)

### DESIGNER

**Lugz / Zen Agency**

### CATEGORY

**Clothing & Fashion**

### COUNTRY

**United States (US)**

### VISIT WEBSITE

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