



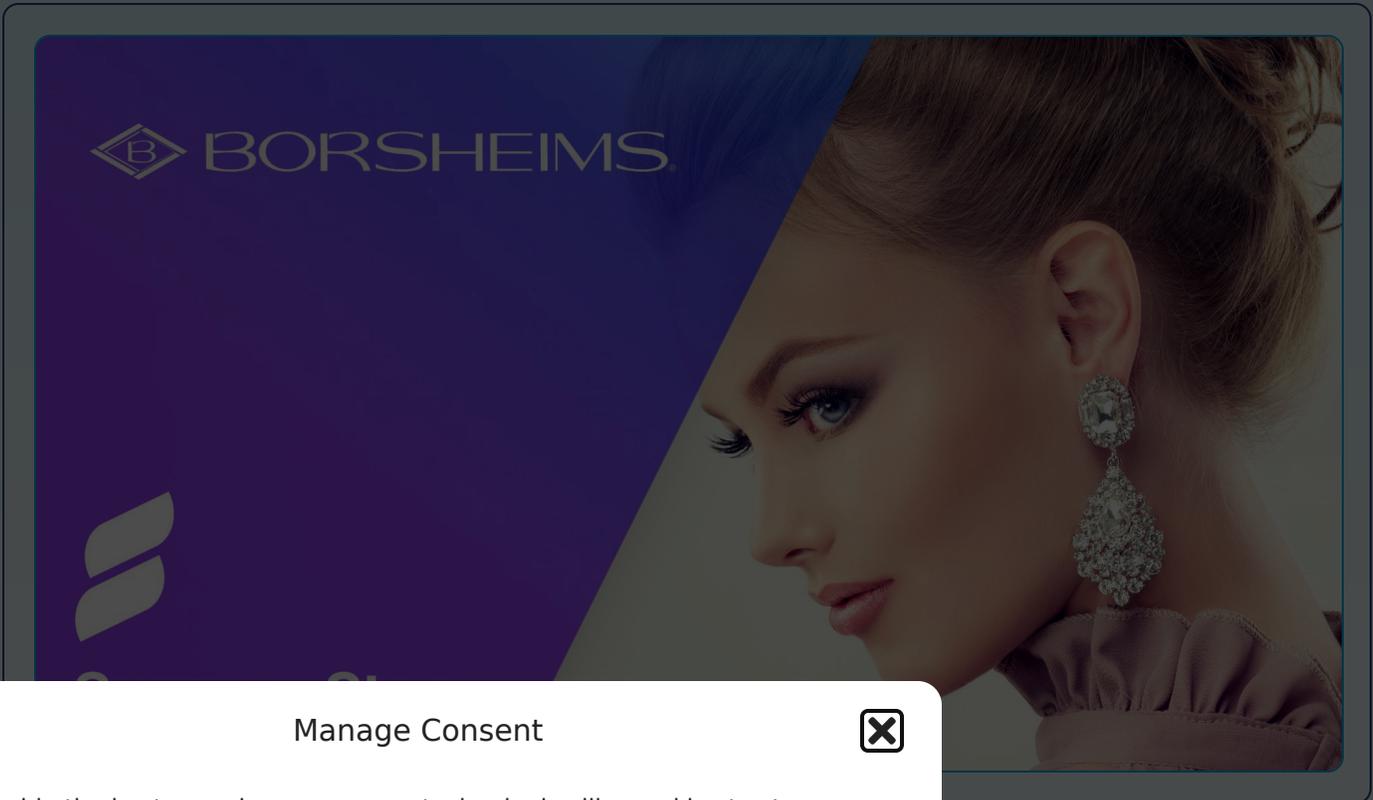
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# Borsheims

Borsheims replicates their luxury in-store experience on their online store with clever merchandising and a customized ring builder tool by Athos Commerce.



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overcoming for some time."

**Andrew Brabec**

Director of Ecommerce, Borsheims



# BORSHEIMS®

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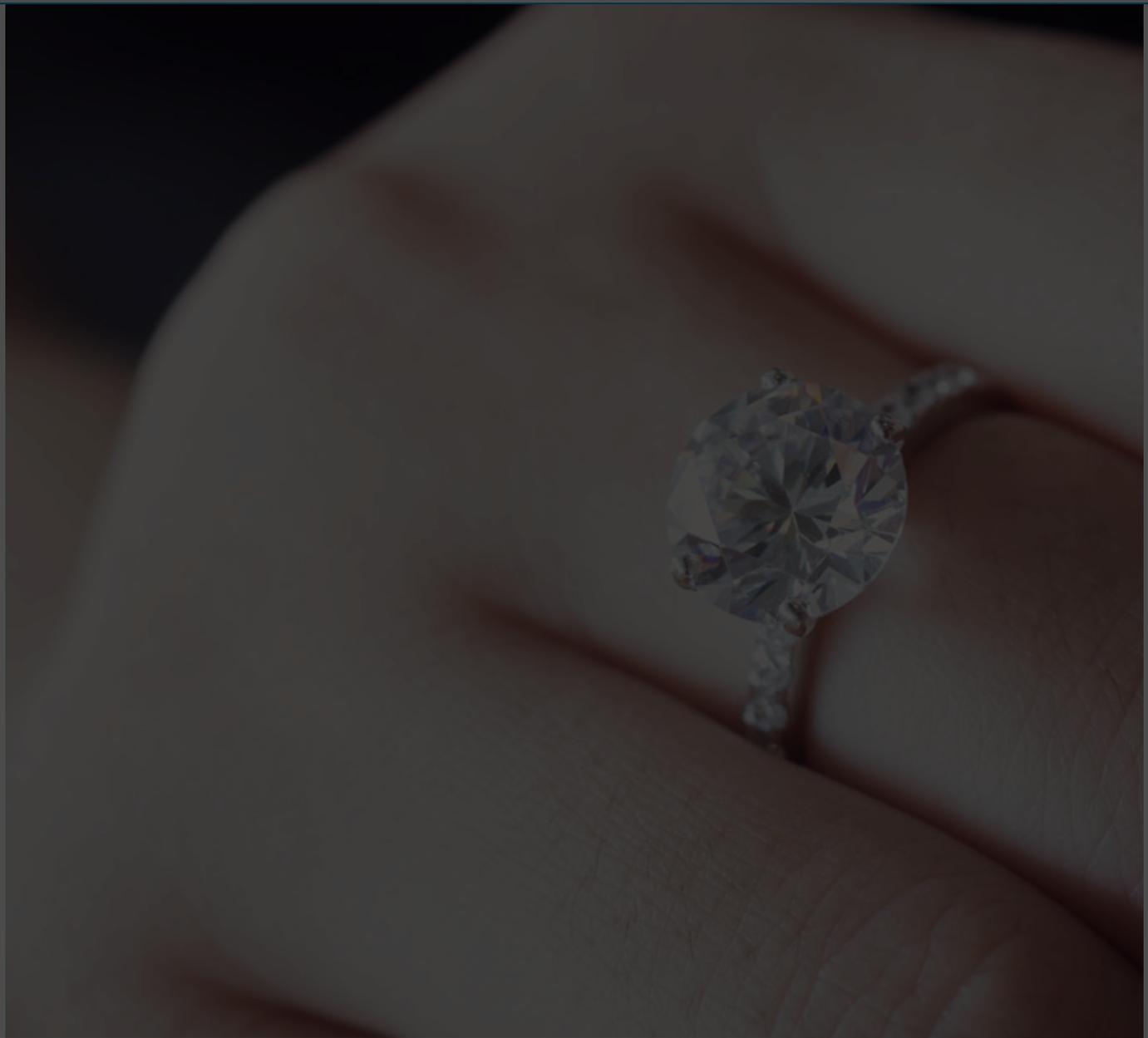


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the late 1800s.

ry has always been about a  
uch personal items online.  
s feel comfortable.



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DIAMOND SHAPE

Search Diamond SKU #

DISPLAY MORE

SELECT	COMPARE	SHAPE	CARATS	COLOR
<input type="checkbox"/>	<input type="radio"/>	Round	0.60	M
<input type="checkbox"/>	<input type="radio"/>	Round	0.59	K
<input type="checkbox"/>	<input type="radio"/>	Round	0.56	L
<input type="checkbox"/>	<input type="radio"/>	Round	0.54	J
<input type="checkbox"/>	<input type="radio"/>	Round	0.50	K
<input type="checkbox"/>	<input type="radio"/>	Round	0.64	K
<input type="checkbox"/>	<input type="radio"/>	Round	0.71	M

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Emerald



Princess



Pear



Radiant



Heart



Marquise



Asscher

BORSHEIMS SIGNATURE SHAPES



Borsheims Signature



Borsheims Signature



Borsheims Signature

## The Ring Builder!

Borsheims was looking to graduate to a more powerful search and merchandising solution along with a product finder to help them achieve the intuitive shopping experience they believe their clients deserve.

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experience on their store is  
 pe, size, fit and finish, and of  
 UI requirements were quite

and is equally impressive on  
 d importantly, create a ring

index of our diamonds alone is a challenge, but Athos Commerce has been able to handle that without a problem.”



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Commerce has made this simpler and more powerful than it ever has been before."

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With Athos Commerce, they have the option to apply rules to their search and category pages to influence how products are arranged.

A global rule is in place to boost new items on all their pages, increasing exposure to those products. In addition, they frequently apply boost rules to individual category pages to move a specific brand to the top of the page.

This allows them to organically feature a brand that's important to their business, and can be done without any technical work whatsoever. Rules can be applied to boost or demote products based on any variable that lives within their product data.

Of course, in their physical store, if a client comes in and asks for a diamond bracelet, Borsheims' expert staff wouldn't just point to a display case, they would work with their client to find something perfect for them. This same curated approach is now applied to their online store. Search results and category pages can easily be manipulated using the aforementioned rules, or manually arranged with a simple drag-and-drop editor.

Athos Commerce's ecommerce specific reports are also used to help Borsheims tailor the experience. For example, a search query report is frequently referenced to help them understand how their shoppers are searching. With this information, redirects or synonyms can easily be created to direct shoppers to the correct products.

"Some of the tools we have with Athos Commerce were available to us before, but they've never been this easy to use. The backend user interface is very intuitive and it's made

te and cater our online store

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The Athos Commerce AI-Powered Platform

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Visit Website

## Industry

Jewelry

## Platform

Miva

## Solutions

Category Merchandising

Category Navigation

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