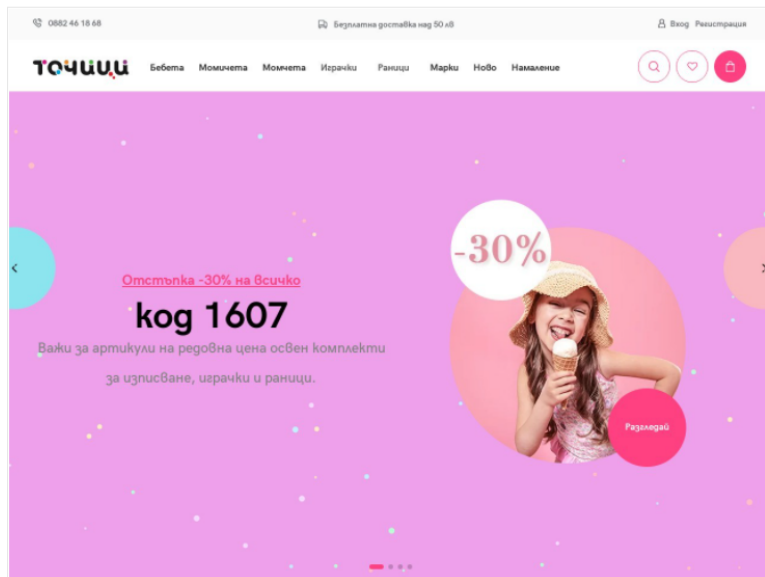




SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Tochici



EXTENSIONS USED

- [Product Filters for WooCommerce](#)
- [WooCommerce Wishlists](#)
- [Local Pickup Plus](#)

DEVELOPER

[Grind Web Studio](#)

DESIGNER

[Grind Web Studio](#)

CATEGORY

[Clothing & Fashion](#)

COUNTRY

[Bulgaria](#)

VISIT WEBSITE

<https://tochici.bg>

Tochici is a Bulgarian retailer of children's clothes and accessories.

With over 25 years' experience and **multiple shops in Sofia**, the company is synonymous with quality and care.

Tochici offers clothing for babies and children up to 16 years, complemented by accessories such as shoes, toys, and books. Its boys' and **girls' clothing** is comfortable and stylish, and is specially selected according to the latest kids' fashion trends.

Sofia's Grind Web Studio helped Tochici re-launch its large online store.

"Tochici's products are distinguished by their fabrics, style, and detail," explains Martina. "The site [needed] to overcome the challenge of the customer not being able to touch them by presenting the clothes as [realistically] as possible."

"Our team organized thousands of products by different filters and categories to simplify the selection process."

The result is a stylish, trendy online store with an easy-to-use UX. It instantly grabs users' attention and engages them in a manner that was lacking in previous versions. A simple, bold design, complete with gentle background animation, showcases the newest **children's fashion** products while keeping the brand experience on point.

With thousands of products on offer from multiple brands, it was critical for Grind Web Studio to simplify the search process for parents with limited browsing time. "Our team organized thousands of products by **different filters and categories** to simplify the selection process."