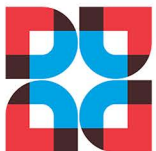


CASE STUDY:

APPAREL E-COMMERCE ON AZURE



APPAREL FOR **YOUR** GAME



SMITH
CONSULTING

949.218.9600
30251 GOLDEN LANTERN STE E187
LAGUNA NIGUEL, CA 92677

ABOUT THE CLIENT: ANTIGUA

The Antigua Group, Inc. is a leading designer and marketer of men's, women's and children's life-style apparel and sportswear under the distinctive Antigua label. Antigua has been serving the apparel needs of the Golf, Licensed Sports, Corporate and identity Specialty Retail markets for over 36 years.

It has become the apparel of choice for numerous PGA, Senior PGA and LPGA tournaments.



Ice Pullover
100604

\$52.00

[Details](#)



Leader Pullover
100607

\$60.00

[Details](#)



Ace Tee
100725

\$30.00

[Details](#)



Ls Ace Tee
100726

\$33.00

[Details](#)

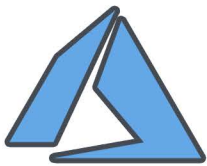


Icon
100784

~~\$60.00~~ **\$54.00**

[Details](#)

APPAREL E-COMMERCE OBJECTIVES:



Full eCommerce platform
functioning within an
Azure cloud environment



Unlimited variant configuration with
conditional variants, e.g.: certain colors
only available in certain sizes



Full image gallery at the
product level with lightbox,
zoom and color swatches



Inventory management at
the product and variant
combination level




Unlimited sales and discount options
with start/end dates by product,
category, and security roles



Multi-use product slider for
featured products,
categories, sales, and more

APPAREL E-COMMERCE WITH UNLIMITED CATEGORIES & CONDITIONAL VARIANTS WITH INVENTORY MANAGEMENT




Women's Pique Xtra-lite
100414 022 Dark Red
\$50.00

100% polyester Desert Dry™ Xtra-Lite D*XL moisture management pique short sleeve polo with 6-button placket, cut & sew inset detail, flat knit collar & open sleeves. Antigua branding on back yoke.

Colors ⓘ

- Dark Red
- Select --
- White
- Navy
- Dark Purple
- Black
- Grey Heather
- Gold
- Dark Red**
- Mid-Pink
- Yellow
- Dark Royal
- Smoke
- Surf
- Columbia Blue

022 Dark Red



Antigua has displayed an excellent use of conditional variants, while utilizing unique variant inventory features.

You can see the Women's Pique polo is in-stock by color and size.

Colors ⓘ

Dark Red

Sizes ⓘ

-- Select --

MD

LG

XL

Add To Cart

Continue Shopping View Cart

Colors ⓘ

Navy

Sizes ⓘ

-- Select --

SM

MD

LG

XL

2X

Add To Cart

Continue Shopping View Cart

The use of zoom images can give your customers a better feel of quality and texture throughout your online catalog. Variant images allow your customers to view all available options in real-time, taking the guesswork out of your eCommerce options.

Simply upload your zoom images and variant images using your admin console.



