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Case Study

SUNA Shoes

Branding /Website Project

Suna Shoes

SUNA SHOES is a family-owned Queensland based company with seven bricks and mortar stores throughout Queensland.

The company was experiencing challenges growing their online business, encountering barriers to sales and efficiency caused by their existing web presence.

Follow was engaged to arrive at a new brand and to design a new customer experience, to manage the process from browsing through to fulfilment. We set out to improve the promotion and sales journey, while making it easy and enjoyable to manage customers and deliveries. Additionally, we are inherently aware of the need for timely and robust reporting to support the sales and distribution functions.



Suna
shoes & accessories

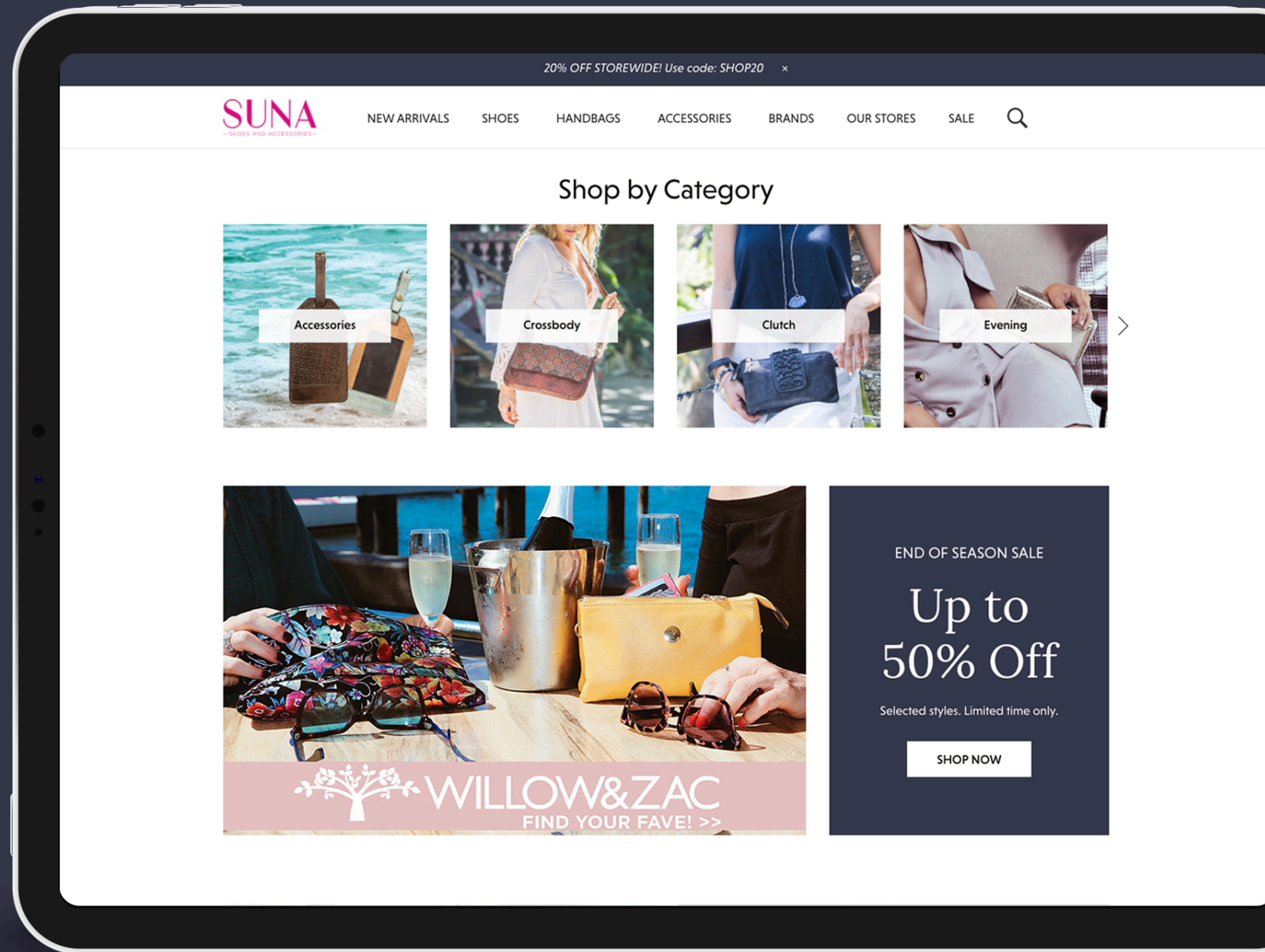
before

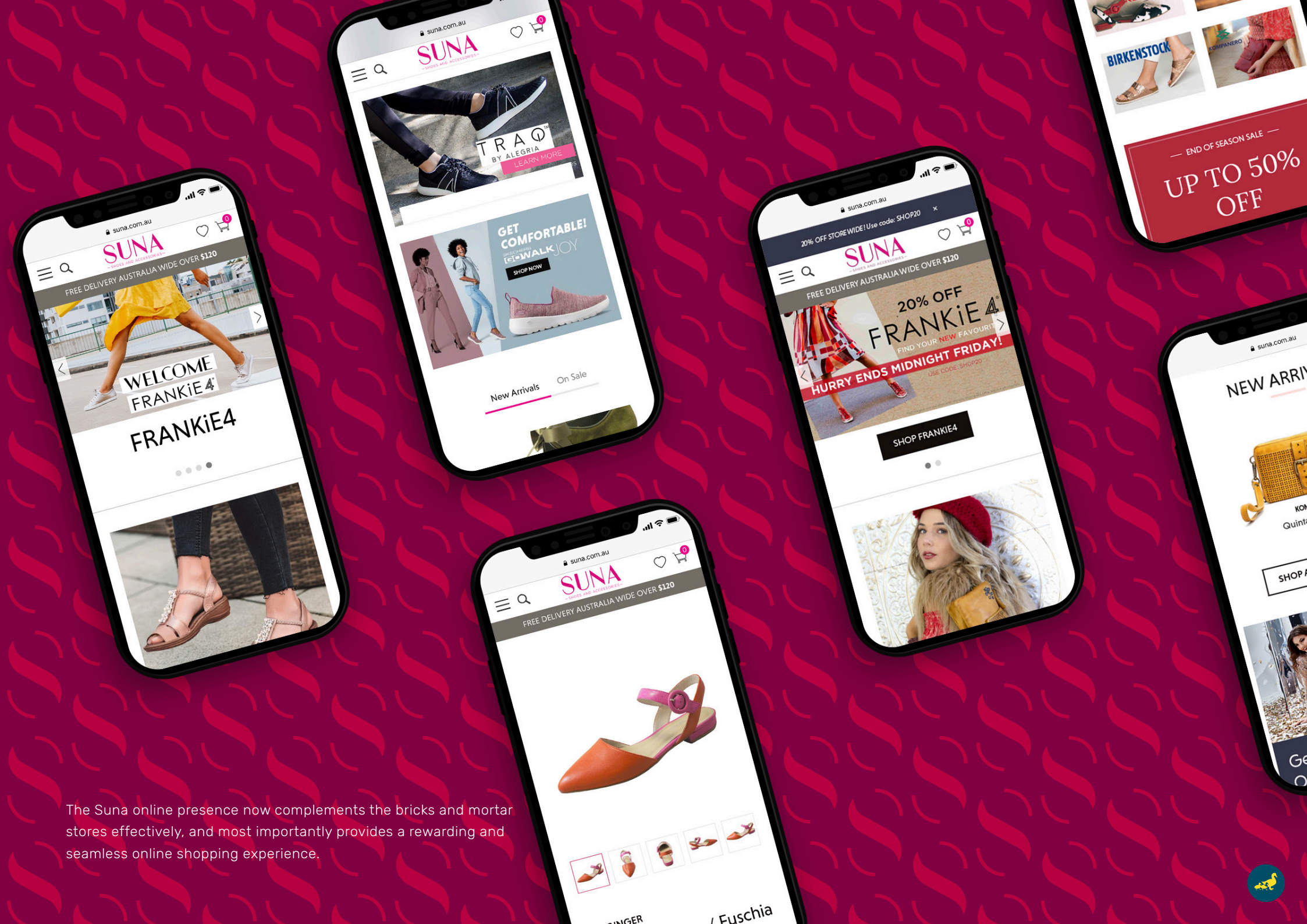
SUNA
— SHOES AND ACCESSORIES —

after



In addition to redesigning the front end of the new site, we carefully integrated the functionality into the Suna back office. Custom development ensured pricing and inventory remained constantly in sync with retail shopfront stores. Our team further worked with Suna to redefine the brand, and integrate a new look and feel into the modern new e-commerce solution. rewarding and seamless online shopping experience.





The Suna online presence now complements the bricks and mortar stores effectively, and most importantly provides a rewarding and seamless online shopping experience.





Brand Assets

- Stationery
- Gift voucher
- Shopping bag



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