



Powered by the e-commerce platform Shopify, transcosmos built an e-commerce website in a short span of time for “ONWARD Design Diversity,” a D2C project run by Onward Digital Lab. Started small with minimum risk whilst ensuring scalable infrastructure and features. Leveraging fully customizable design templates and features that only Shopify can offer, launched ONWARD DD, IIQUAL and other brands on the same website.

Challenge

- Launch a scalable e-commerce business in a short period to adapt to the accelerating digital shift and the post-COVID business environment.
- Design the website in a way that represents apparel brands' commitment to detail such as unique “timeless clothing” and “gender-neutral clothing collections.”

Service

E-commerce website development services powered by Shopify, the e-commerce platform.
- End-to-end services from Shopify initial settings including account opening to apps implementation -

Benefits

- Successfully built the ONWARD Design Diversity website in only 45 days after receipt of order.
- Chose and created UI that suits brand concepts from more than 100 different types of customizable Shopify themes.
- With Shopify's scalability that enables adding design themes and features, launched brand websites for ONWARD DD and IIQUAL in series.

“After considering various options to make our e-commerce website launch successfully, we judged that Shopify is the right platform, and that transcosmos is the best choice for us to work with based on not only its credible know-how in building Shopify, but also its comprehensive e-commerce services including fulfillment. Although most of our meetings were held remotely given the COVID-19 crisis, we have worked together smoothly, keeping effective communication. As we expand our e-commerce business going forward, we will need other functions such as logistics, customer support, cross-border services, and more. It is reassuring for us that transcosmos has all those functions. We thank transcosmos for its continued support and partnership with us.”



Mr. Jun Takahashi
Director,
Design Diversity Division

Launch a scalable e-commerce business

Onward Digital Lab Co., Ltd. (Onward Digital Lab) leads Onward Group's digital strategy. The company runs ONWARD Design Diversity, an e-commerce website which showcases a collection of Onward Group brands that carry out initiatives to solve social issues.

Along with the growth of the brand, Onward Digital Lab faced a pressing need to launch a scalable e-commerce business in a short span of time in order to adapt to the accelerating digital shift and the post-COVID business environment. At the same time, Onward Digital Lab wanted to express its commitment to detail on its website which is what makes the apparel brand truly distinctive.

transcosmos, an officially certified Shopify Partner, built the e-commerce site in a short time

Recognizing the needs of Onward Digital Lab, transcosmos, an officially certified Shopify Partner, made a proposal to Onward Digital Lab to build ONWARD Design Diversity, an e-commerce website powered by Shopify, the world's top share e-commerce platform.

transcosmos assisted Onward Digital Lab throughout the process of launching its new business from completing initial settings including Shopify account opening to implementing apps. transcosmos also chose and created UI that best suits the concept of ONWARD DD and IIQUAL brands from more than 100 different types of customizable,

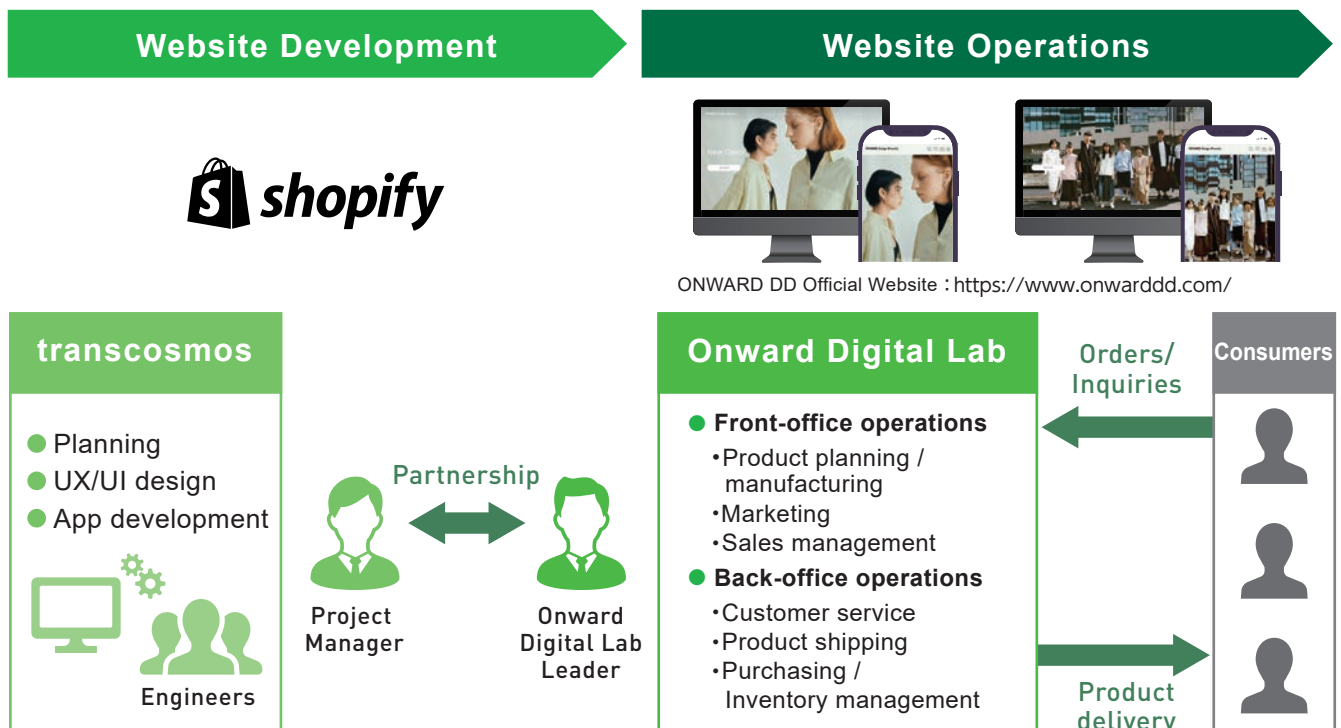
unique Shopify themes. In a limited time period, transcosmos delivered the website with high usability and design excellence, paying attention to UX/UI by using responsive design approach to create content that adjusts smoothly to all kinds of screen sizes, and making page layouts that showcase items beautifully and attractively.

Making the most of Shopify's scalability, transcosmos has also launched other brand websites

transcosmos built ONWARD Design Diversity website in only 45 days after receiving the order. After that, transcosmos first helped Onward Digital Lab launch ONWARD DD brand website. Following the success, transcosmos also helped Onward Digital Lab launch the IIQUAL brand website by making the most of Shopify's scalability, which allows users to readily add other design themes and features. By connecting to external systems and social networking services via APIs, and with a combination of more than 3,000 Shopify exclusive scalable apps, the website enables Onward Digital Lab to scale its business further into the future.

transcosmos's strength is its ability to deliver all required features for e-commerce business at one-stop shop, including customer services and fulfillment on top of building e-commerce websites. With the aim of helping Onward Digital Lab expand sales on its e-commerce business, transcosmos will continue to provide flexible services that satisfy the needs of Onward Digital Lab.

Services for Onward Digital Lab



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