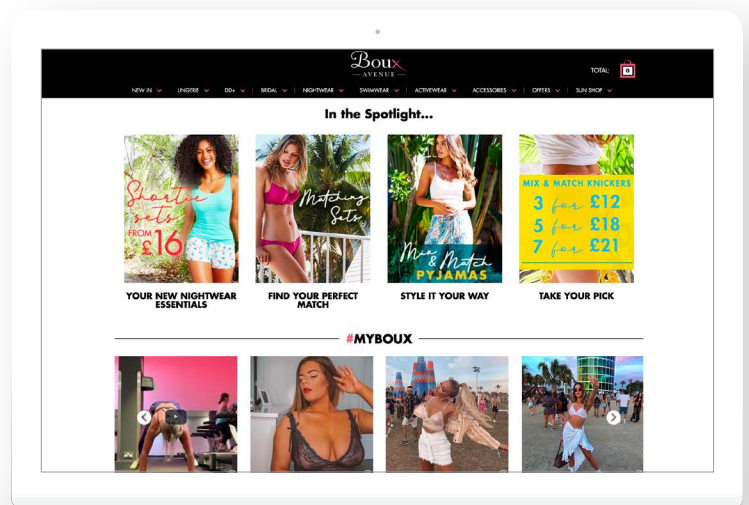


SUCCESS STORY

Boux Avenue



Boux Avenue uses beautifully curated consumer images to showcase products

Boux Avenue launched in April 2011 with a clear focus on making the customer feel special by putting HER first, providing beautifully designed, unique, luxury, lingerie, sleepwear, swimwear, and other similar products at affordable prices. To appeal to such a broad range of consumers, the company wanted to demonstrate to shoppers how the products look on people of similar body shapes rather than relying only on professional photos of models on the website.

To accomplish this, Boux Avenue uses Bazaarvoice Curations to collect curated visual images from actual consumers. This helps to highlight how products look on different people and serves as a low-cost way to continue creating new editorial content.

HOW BAZAARVOICE HELPS BOUX AVENUE SHOPPERS CHOOSE THE RIGHT PRODUCTS

Boux Avenue turned to Bazaarvoice and uses Bazaarvoice Curations to leverage visual content from customers and make it easy for shoppers to find the perfect lingerie, nightwear, and swimwear pieces online.

“It’s harder to buy exclusively online than it is to first visit a store and buy online after,” said Rachel Woolnough, E-Commerce Trading Assistant at Boux Avenue. “Seeing the items on real people can help shoppers better visualise how the clothes are going to look on them whilst offering creative ways of styling and re-wearing our products.”

AT A GLANCE

Challenge

Enhance the consumer experience by showing how the product can look on body shapes similar to the customer.

Solution

Collect and display authentic consumer images and content to help customers make informed purchasing decisions.

Benefit

A more compelling shopping experience that gives fashion customers the kind of content they want.

Featured Solutions



Ratings & Reviews



Social Curations



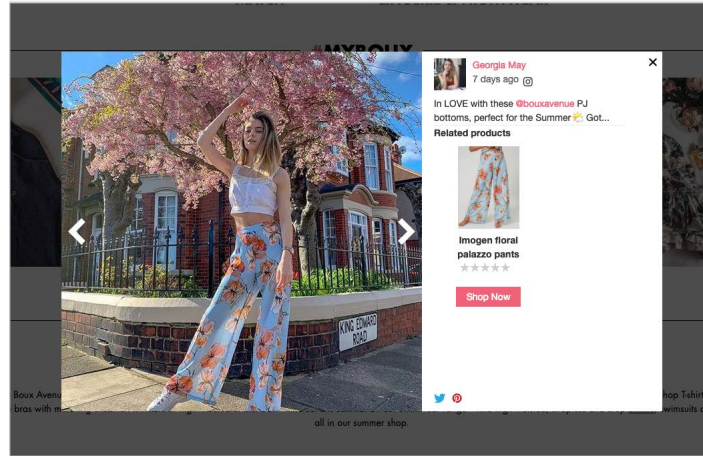
Seeing the items on real people can help shoppers better visualise how the clothes are going to look on them whilst offering creative ways of styling and re-wearing our products.

Rachel Woolnough

E-Commerce Trading Assistant,
Boux Avenue

In 2018, Boux Avenue collected and displayed more than 1,000 customer images with 1.3 million unique views, proving shoppers find the visual content helpful in providing inspiration and informing their decisions. The company sees the Curations platform generating additional revenue each week.

The solution lets the company create filters and tags for the visual content as its gathered, making it quick and easy for the Boux Avenue team to find and choose the perfect photos to use as alternative product images on the website and to leverage in creative marketing material like social posts and emails. This not only makes the marketing campaigns more compelling, but it allows the company to remain in control of the look and feel, as the Boux Avenue team reviews, moderates, and approves all consumer content internally before displaying it on the website.



Boux Avenue also employs Bazaarvoice Ratings & Reviews to provide customers with additional product information and to give the company insights into its products based on authentic customer feedback. The company uses the insights throughout the business, including to inform the buying team which products are trending and to gain insights in to what customers want to see from the company going forward.

“Passing the feedback on makes a real impact across the business,” said Woolnough.

In 2018, Boux Avenue collected nearly 15,000 reviews with a 4.6 average star rating across its products (90% of the reviews were 4-star or above). This is a testament to the quality and style of Boux Avenue’s products and the team’s success in reacting to feedback from customers.



COMPANY PROFILE

Apparel / Accessories

CLIENT SINCE

2012

ABOUT THE COMPANY

Boux Avenue is a chain of luxury, lingerie, sleepwear, swimwear stores based in the UK.

bazaarvoice®

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