



R.B. Zack & Associates, Inc.

Case Study: Kimara Takes Beauty to the Web

Challenge: Expand Upscale Retail Image Online

Catering to New York City's elite, the Kimara Ahnert makeup studio and boutique on 5th Avenue creates a special place for clients to relax and be pampered. The studio wanted to market its services and exclusive beauty products online. RBZ&A was asked to add "click-and-mortar" capabilities to Kimara's "brick-and-mortar" business.

Solution: Kimara.com Opens Online Sales Counter

RBZ&A designed a website to showcase the Kimara product line and services. This B2C site (www.kimara.com) reflects the upscale image of the studio.

The clean, logical flow of the site makes it easy for clients to order the studio's products as well as to request a "beauty lesson." By filling in a questionnaire, users can order a personal face chart that addresses specific beauty needs.

Kimara's non-technical staff easily maintains the simple, elegant website, which supports a large online inventory, eCommerce processing (including secure credit card transactions) and other specialty features.

RBZ&A developed all design, navigation, and eCommerce functions.

Results

- Site is maintained by non-technical resources
- Upscale template design accurately reinforces brand
- eCommerce capabilities expand product sales
- Specialty features encourage visitor interactivity

Technologies Used

- MS SQL Server 7.0 Database
- Internet Information Server
- Active Server Pages
- MS Transaction Server
- HTML / DHTML / JavaScript
- CSS

For more information, contact us today at sales@rbza.com or 310.303.3320.