

FASHION ADORE

www.fashionadore.com

BOAZ HOLDINGS LIMITED

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FashionAdore.com is an ecommerce website selling a wide range of fashion products across different product categories in men, women and kids. Currently, it holds over 500,000 products, more than 10,000 brands, from around 150 selected stores.

Everything is build in-house, by our team; the result is a proprietary platform that goes well beyond an ecommerce fashion website.

The technologies used allows horizontal scaling on commodity hardware, multi datacenter deployments, enterprise level performance.

A word of warning: what you may found at the URL address mentioned is a single server deployment without optimization. There is no “above the fold” optimization, no caching mechanism and the indexes exceed the memory size. The website is merely an indication of what the platform is able to do. Please contact me to find out more.

The website should have had two business models:

- The **Affiliate** business model
- The **Marketplace** business model

We were ceased funding prior having the chance to finalize the marketplace part, but in case you are interesting of the marketplace part, we can help, either by providing support to your team, or finalizing it ourselves as part of the Sale Agreement. There is also the possibility of co-investing, please contact me for details.

We can think at Fashion Adore as having two main parts:

- The procuring and processing of data from affiliate partners
- The ecommerce catalog

What can be seen from outside is the ecommerce catalog, but for interested buyers we can arrange a visioning of the administrative area and a tour of all back office and administrative area.

Arguably, the most difficult job is the first one.

There are several parts of interest here:

- Procuring of data for the catalog (getting the products)
- Standardization of data
- Filtering and exporting of data into the catalog (export to the ecommerce website)

Procuring of data

The procuring of data, in short, means the automatic download of the XML product feeds from Affiliate providers or marketplaces, such as eBay, Amazon, Sharesale, AffiliateWindow, AvantLink,...etc.

We have created two connectors: one for *Rakuten* (Linkshare) and the other for *CJ* (Commission Junction).

At the current time, only *Rakuten* products are available on the online catalog.

CJ

www.cj.com

An online advertising and internet marketing company that specializes in affiliate, media and tracking services. CJ Affiliate by Conversant (formerly Commission Junction) is the leading affiliate marketing network, specializing in pay-for-performance programs that drive results for businesses around the world. The CJ Network helps to reach and connect with millions of online consumers every day by facilitating productive partnerships between advertisers and publishers.

Rakuten Linkshare

www.linkshare.com

Rakuten LinkShare Corporation, now Rakuten Affiliate Network, provides eCommerce businesses with affiliate marketing services. The Rakuten LinkShare network is touted by the company as the largest pay for performance affiliate marketing network on the Internet.

Other connectors may be easily created and integrated.

Standardization of data

Probably the most difficult task is the standardization of data. There are several problems that must be tackled in order to have a catalog with correct prices, stock, attributes (such as “color” and “size”), images of the product,...etc.

I will present only one: the classification of the products. Each store has its own categorization of the products. When you aggregate multiple stores, the data must be processed and normalized.

We have developed several sub-systems, one of them is allowing non-technical personal to establish rules for classifying items (products) that are hereafter followed by machine.

There are several others, including data analysis and web scraping. Contact me for more details.

For those items that fall between the cracks, we have a manual sub-system, the equivalent of quality control. On a separate area of the site, non-technical personal (low level) can login and perform the tasks (and get paid by the amount of work). You may be interested in our approach as it allows to cut costs significantly by outsourcing some of the jobs. Big companies are doing it, why won't you?

Filtering and exporting of data

When all is said and done, the administrator(s) select the rules of export and hereafter the items (products) will be exported automatically to the store(s).

I put plural, because, in fact, there is nothing to stop the owner to have how many stores he wants!

We wanted to have one of the largest ecommerce fashion websites on the planet and technologically speaking we quite made it. However, it is correct to say that we have a platform that feeds a fashion website. The same platform may be used to feed any number of ecommerce websites on any industry.

For example, you may have a general store with all products, but you may export a subset of products to feed niche websites. You can have a website for shoes, one for bags,...etc. You can do it for any subset, like a particular kind of shoes, and so on. If you have the rules set for the bigger set, everything will run smoothly for all the other websites hooked up to the backend platform, with equal or lesser set(s) of products. There is virtually no technological effort and no additional maintenance costs. You can have many websites at the effort of one (as above).

We chose fashion products and we provide you the website located at fashionadore.com. But there is nothing to stop the potential owner to use it otherwise. It is not limited to fashion. You can activate in other industry, selling furniture or electronics, for example. You can build a general store with many products in various categories, Amazon style. You are not limited to products, it can be services, like travel and insurance. It adapts easily. It is the same principle and you need the same tools. With very little changes at the catalog level and a little effort from your administrators, you are good to go. Technically speaking, people will have to “train” the machine, set rules for the new kind of products, that’s it. No programming required.

This is mainly the reason why we said “it goes well beyond an ecommerce fashion website”.

The marketplace part is not finalized. However, as mentioned, we can arrange for finalizing it, if necessary, as part of the deal.

The marketplace may allow you, for example, to create something similar to Lyst.com. The “universal shopping cart” is just a fancy name for a very simple concept, closely related to the one of *marketplace*. In case of affiliates, you deal with incomplete, incorrect or even missing information, structured but un-normalized for your needs. Considering the tasks of fixing the above problems, the “universal button” is much simpler. The data will come directly from partnered stores, at the very least in the same shape, but most probably in a better shape than in the case of affiliates. Of course, nothing is “easy”, but we managed to do the hard part so you can trust us with the marketplace, if what you are looking for is this.

There are many things that were not put down in this offer, please contact me if you want to find out more. I didn’t want you to take the eyes from the prize, so I have insisted only on the technological part of the main components (enterprise grade). It will not be fair not to give you the great picture, so in broad strokes, here are some very high-level things you should know:

What else do we have to offer?

- We made research in R&D and there are many things in the area of machine learning and (big) data analysis and prediction that your team (or we can arrange for) can implement. At the very least, we can offer umbrellas to your buyers when outside their home is raining.
- We have a very nice iOS phone app (hooked to a different dataset).
- We made two photo sessions and edited two editions of a fashion magazine (as part of a bigger development plan). There is an app here as well, if you want to put your online magazine in the Apple's Newsstand.
- We have a good part of a web app similar to that of Polyvore. Users may made collages and share the result. It may be a starting point for something else of an addition to what we have. The code may be refactored for other gamification purposes.

For whom is this offer?

Of course, developing a site of the level of lyst.com or shopstyle.com could not be a goal for everyone. I can help you figure out if what we offer for sale is a good fit for you or not. I am not talking only about the code base, but also about the expertise gained in developing and working at the edge of the technology today. I can also help you to customize everything to your needs for a *perfect fit*. Do not hesitate to contact me; there is nothing to lose and virtually a lot to gain.

We may be a good fit, if you are:

- The CEO of a technological start-up looking to cut costs and fast forward in the development process.
- The owner or the person in charge of a website with a large (very large) online catalog and you want to upgrade (infrastructure, technology,...etc.) with best costs, in order to offer your customers great performance.

Generally speaking, we may be a good fit:

- if you hear your IT guys speaking about “scaling”, “performance”, “mongodb”, “no-sql”, “cloud”...
- if you know you have an online store that must address people in physically different locations and you want geo-based customization and personalization (geo-intelligence)
- if you know you have a large (very large) catalog and you want premium performance (hundreds of millions of records it's fine).

If you are unsure, please contact me.

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