

Chow Sang Sang partners with Tribal Worldwide HK to relaunch e-commerce platform

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Source: Marketing

Jewellery retailer Chow Sang Sang has joined forces with Tribal Worldwide Hong Kong to relaunch its e-commerce platform.

Tribal is tasked with integrating the existing Chow Sang Sang brand and e-commerce websites into a holistic online presence, which balances brand content with the product catalogue. The digital agency's scope includes creative development, UX design, front-end production and system integration with Hybris.

“Brands need to look beyond just product presentations to create that vital emotional connection with customers online,” said Genevieve Chow, general manager, omni-channel development & e-commerce at Chow Sang Sang. “Our revamped e-commerce platform is rich in content that tells the story of our company's heritage, and the concept behind our product ranges – a strategy we believe will greatly enhance the user experience, and ultimately boost sales. The new website plays an important role in our omni-channel strategy.”

At the centre of Tribal's approach is content planning and linking strategy that guides the user from brand content to products, and back. The project extends beyond the desktop to mobile, where Tribal is changing the information architecture to improve the browsing experience and performance across different devices. The agency's UX team is also working to optimise conversions with improved basket and checkout features.

“Chow Sang Sang is constantly pushing the boundaries of the digital experience. We are very excited to join forces with such an iconic company, and redefine how customers interact with the brand online,” said Leo Tsui, head of Tribal.

