CASE STUDY

BONNE GUEULE

Bonne Gueule fusion their media site and e-store into a unique omnichannel experience with a composable architecture

# BONNE GUEULE FUSION THEIR MEDIA SITE AND E-STORE INTO A UNIQUE OMNICHANNEL EXPERIENCE

Launched as a blog in 2007, by 2014 Bonne Gueule had become a French menswear brand with their first range available in an online store. The e-boutique was followed by the opening of physical stores from 2015. Despite phenomenal cross-channel growth, Bonne Gueule remains committed to bringing products and content that meet modern standards of sustainability and quality to their ever growing community.

THE CHALLENGE

With multiple channels and a media first website centred around helping their customers feel good, Bonne Gueule's customer journey is a key part of their commerce strategy.

The challenge they faced: merging an e-commerce activity and a fashion media site into a unique omni-channel experience without compromising on web performance.

Working in collaboration with digital agency, Antadis, it was decided that a composable architecture with a modern front-end and CMS would allow them to unify the customer experience and create flexibility for future development.
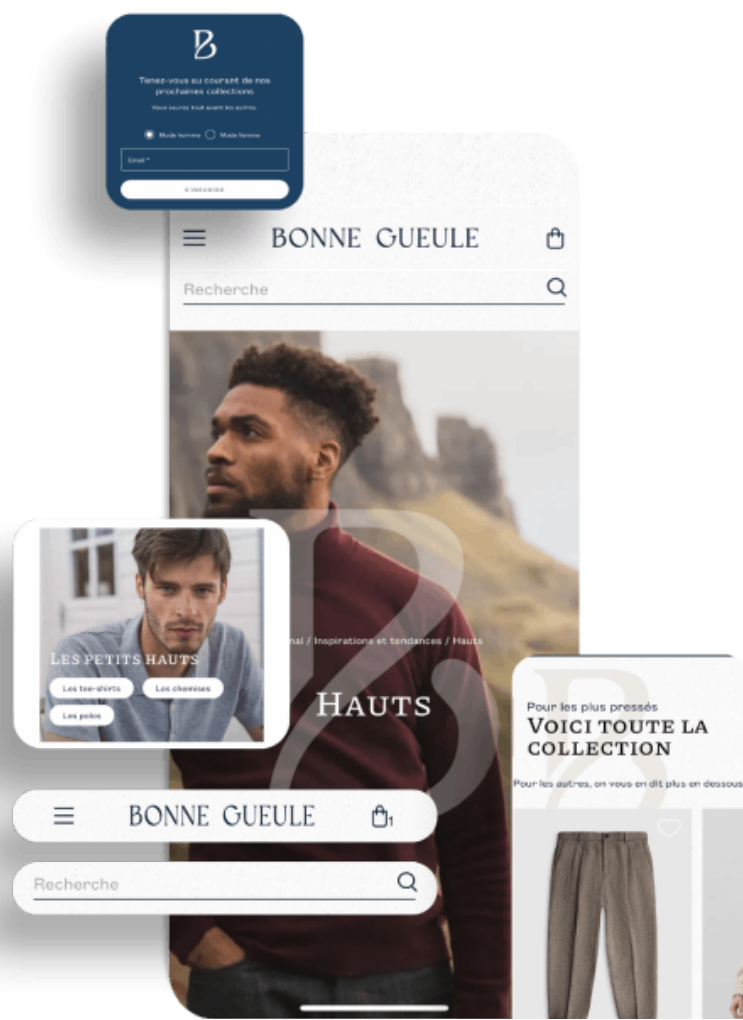
BUILDING A SUSTAINABLE TECHNICAL STACK

The existing Prestashop platform was migrated to Magento 2, which was simultaneously adapted to a composable architecture with the addition of a Prismic CMS and headless front-end solution, Front-Commerce. Not forgetting, Algolia as a search solution: the glue between the media and store products.

By choosing a composable architecture with a headless and microservices approach, Bonne Gueule have ensured that their e-commerce platform remains flexible enough to make isolated changes as their business and customer needs change, without undergoing a complete overhaul each time.

Leaning on the API's available, the entire platform has been made-to-measure to enable Bonne Gueule to exploit fully each feature, service and data to create the best possible customer experience.
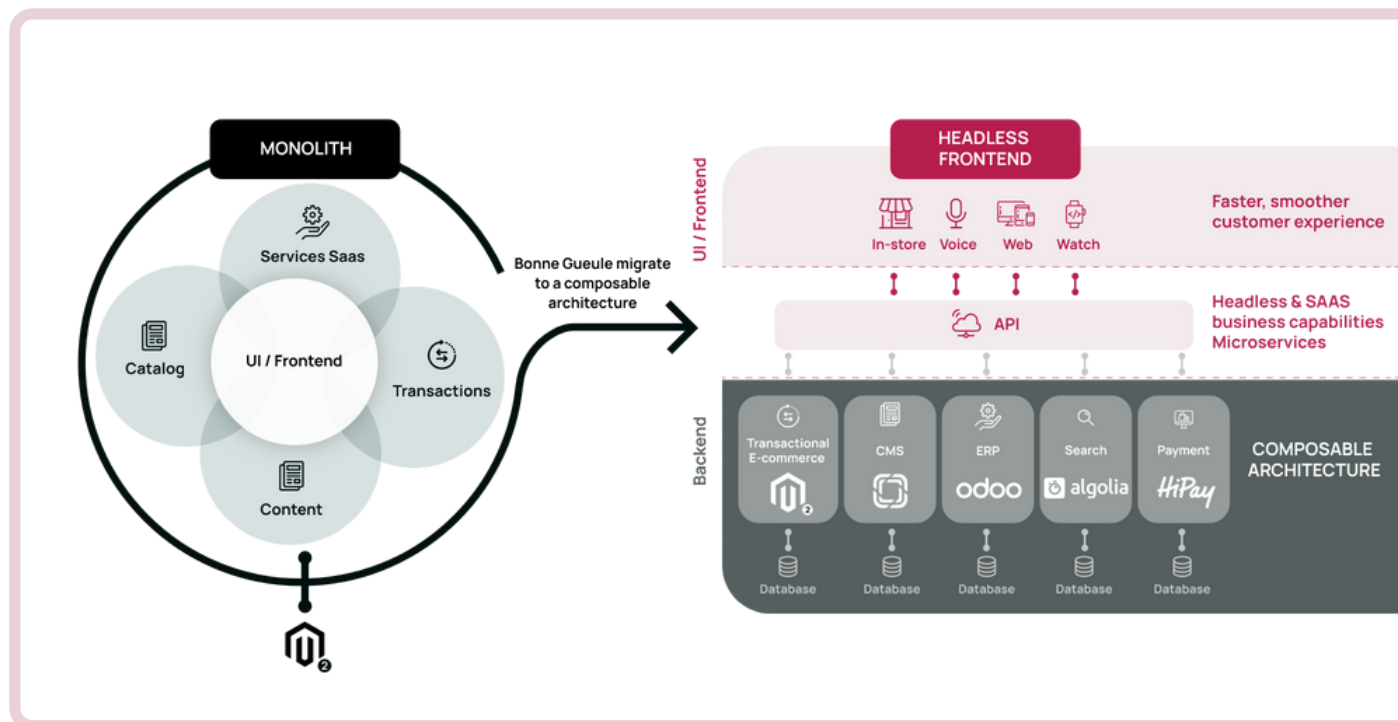
Bonne Gueule Migrate to a Composable Architecture

Bonnegueule.fr →

Click here to see the live project

MIGRATING EXISTING CONTENT SEAMLESSLY

An important issue during the implementation of this new architecture was the migration of the existing content from WordPress to Prismic.

Migrating a website from WordPress to Prismic can be a complex process, depending on the size and complexity of the site. The site had a large number of pages & posts to be migrated, not to mention a custom design that also had to be recreated. It was also necessary to ensure that the migration had no negative impact on SEO.

Once the migration was complete, the content then needed to be exploited in a fully integrated way with the commerce layer via Front-Commerce. Thanks to Front-Commerce's GraphQL layer, the team has been able to satisfy the domain requirements and expose a unified view of all data ready for use on the frontend.

BONNE GUEULE LEVERAGE THE BENEFITS OF COMPOSABLE COMMERCE

Bonne Gueule switched to a composable architecture in 2022. A composable architecture provide the brand with many benefits, such as a true omni-channel experience across physical outlets and digital channels, greater flexibility, faster deployment of new features, and better performance and reliability.

The real challenge was merging their e-commerce activity with their fashion media site into a unique, streamlined experience without disrupting the entire platform. The key to success was in identifying their specific needs and matching them to the ideal technology and platforms, before carefully assembling each component together.

The result, a seamless shopping experience between the different sales channels, that's ready to be adapted as and when customer needs change. A Bonne Gueule customer can now shop across all physical and digital sales channels in a unified manner.

> **"With its back-office brick jointly managed by Magento 2 and its ERP (Odoo), its headless CMS (Prismic), and its PWA front-end powered by Front-Commerce with cutting-edge languages (React, NodeJS, GraphQL...), the new "Bonne Gueule" is the epitome of headless projects which ensures that the brand has both a platform that meets the requirements of modern consumers, and a long-lasting technical stack that is ready to accommodate all the developments of the future"**
>
> - Antadis

THE BENEFITS OF COMPOSABLE COMMERCE?

Get our fact sheet →

A flexible
e-commerce platform
that's ready to adapt

Performance

Headless   **API**

Micro-services

1

Improve your KPIs &
meet new business
objectives

Conversion   **SEO**

Traffic   **Costs**

2

A fluid shopping
experience that drives
growth across channels

Omni-channel

Multi-device

Unified Commerce

3

Tailor-made storefront
with unlimited
design potential

UX

Hyper-personalization

Real-time display

4

THE BIT WHERE WE TOOT OUR OWN HORN

Front-Commerce is the <u>only</u> digital storefront that improves the customer, merchant & developer experience, at the same time.

An ultra-fast front-end based on PWA & MACH standards, we help brands evolve their current e-commerce platform to a headless commerce approach by integrating the back-end of their choice with Front-Commerce's best of breed technical stack based on React, NodeJS & GraphQL.

Front-Commerce does the decoupling of the frontend and backend for its clients to provide a state of the art front-end experience and a headless commerce architecture. Our solution is compatible with most backends, allowing us to integrate easily into your systems. You can stay in touch with your customers and we keep all technical considerations up to date.

Get the fact sheet

Contact Front-Commerce
contact@front-commerce.com

click here!

Some of the brands powered by Front-Commerce

JEROME DREYFUSS ∴   DEVIALET   collégien *Depuis 1947*   KAPORAL

autobernard.com   lulli *SUR LA TOILE*   Terräng *ÉQUIPEMENT POUR L'AVENTURE*   BONNE *et la* GUEULE

CENTRAKOR   LILINAPPY *LA TRIBU RESPONSABLE*   ROBERTET *GROUPE*   CHAÎNE THERMALE DU SOLEIL   PetDistrib

FRONT-COMMERCE

Headless Front-End as a Service

Request a demo