



IN PARTNERSHIP WITH



Bitmama, which specialises in consulting and conceptual design for digital branding, is one of Italy's most important digital creative agencies. The client portfolio ranges from prestigious brands in the field of international Fashion and Luxury goods to corporate clients in the field of Automotive, Banking, Food&Beverage, Retail and Telco&Media.







Koocomo is the leading hybrid cloud SaaS ecommerce solution, providing services to some of the largest names in the world of fashion. Koocomo's cloud platform provides unique opportunities to grow fast and reach your potential customers on all platforms, through all channels, and in a record time.

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Elena Mirò

A COMPREHENSIVE APPROACH TO DIGITAL BRAND AND ECOMMERCE

Waiting to breath life into each of the Elena Mirò channels, we worked with Elena Mirò to provide a solution flexible enough to meet their branding and e-commerce objectives.



Elena Mirò

ALWAYS LEADING THE FASHION MARKET ON PRODUCT INNOVATION AND COMMUNICATION INITIATIVES.

The Elena Mirò brand was, starting from year 1985, one of the first in Italy and the world to combine style with fit and feel, the brand targets Mediterranean-style women with fuller figures who wear shapely sizes.

As a real innovator in the market Elena Mirò always combined new products and product lines launches with the ability to smartly communicate to its target segments, often focusing on self-irony and creating some of the most celebrated slogans used in the press campaigns over the years.

A NEW INTEGRATED PROJECT

With this new website project Elena Mirò wanted to take a key step toward the cross-channel communication while creating the opportunity for its loyal clients to shop directly from the internet.

In the new elenamiro.com, Bitmama designed refined graphics with a great communicative impact, along with a simple, linear user experience that accompanies users through the brand's collections and lines, advertising, history and values, projects and events while looking at the maximum e-commerce effectiveness.

Stories of friendship

CELEBRATE DIVERSITY AND INCLUSIVENESS

Partnering with Bitmama, we have created a new, digitally native, concept of brand storytelling: Stories of Friendship.

Stories of Friendship tells the visitor about the opportunity to be different women while sharing the same values but accepting her own differences.

Through top level bloggers stories we understand how Elena Mirò could be the "fashion enabler" for living new life experiences connected to the different moments of the year. And this leads to outfit suggestions, always the good idea for special occasions or everyday life, ready to be caught on Elena Mirò e-commerce website section.



KOOOMO SOLUTION

MULTICHANNEL APPROACH AND RESPONSIVE DESIGN

The multichannel approach applied in creating Elena Mirò web store allows approaching any customer, on any market, using any available communication device.

Also, the payment and shipping methods applied allow each and every visitor of the website to become a customer.

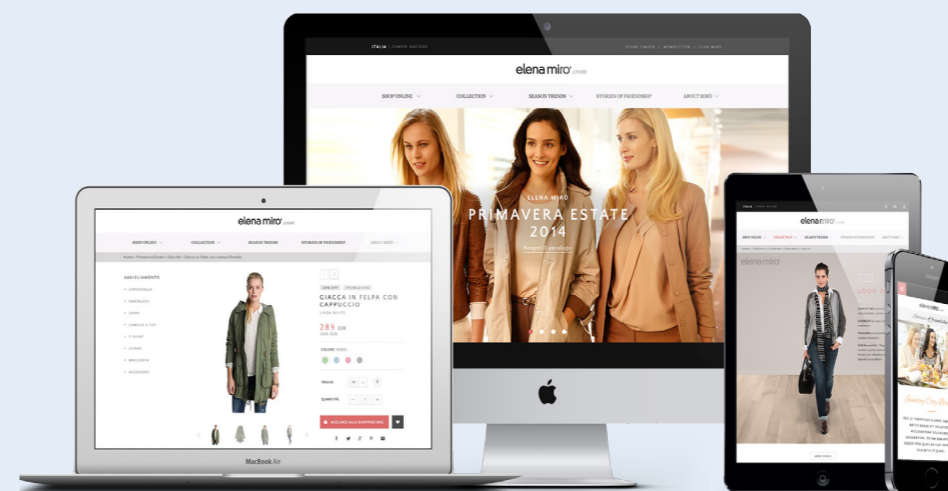
Joint efforts on all fronts provide the opportunity to reach any customer, regardless of the device type they prefer to use:

- Using standard layouts to reach customers who prefer buying at home
- Allowing mobile device users to see the content and make purchases
- Focusing on responsive design that allows each user to choose the shopping platform
- Combining offline and online resources into a single sales platform

ORDERING AND SHIPPING EVERYWHERE WITH MAXIMUM FREEDOM

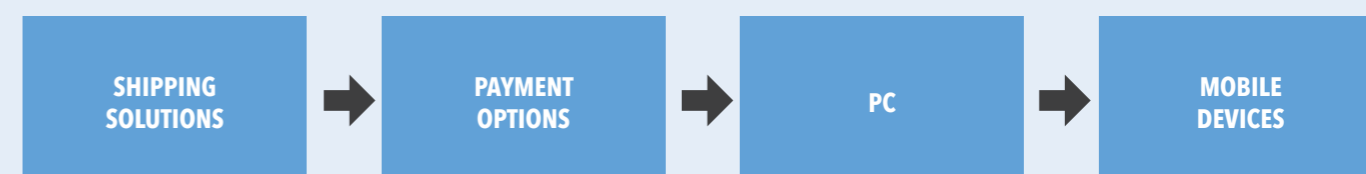
No matter which part of the globe is involved, there is an option of applying one of the major payment methods, and a shipping option that will allow goods to reach their destination:

- Allowing shipping within the EU borders and beyond
- Automatically calculating the VAT or export/import taxes
- Allowing the customer to choose the shipping option that will suit him or her the best
- Order tracking management for increased customer trust



Implementing a fully-responsive multichannel solution allows customers to shop on every device whilst enhancing the brand experience.

FULLY RESPONSIVE MULTICHANNEL SOLUTION



Choose between multiple shipping options, within the country or abroad

Use the payment option that suits your the best

Buy from your PC or Laptop

Buy using your mobile phone