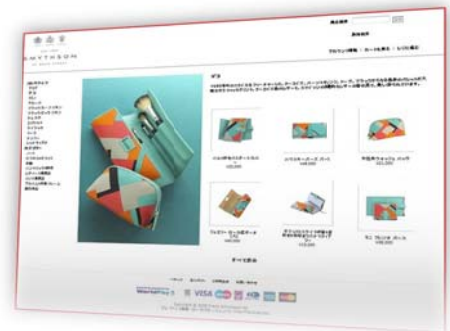


Case Study - Smythson of Bond Street



Smythson of Bond Street, established in 1887, has a strong reputation for producing high-quality stationery, travel accessories and leather goods. Its range of products is classic and iconic in design, while the clean, minimal style is timeless.

Smythson needed a world-class website to maximise their presence in the Japanese market to take advantage of the Japanese passion for all things typically British and to participate in one of the most developed internet economies in the world. Wéb-Tränslatiöns provided a fully localised and optimised e-commerce website, where Japanese customers can browse and buy products in Yen.



The Challenge

- Localise Smythson.com for Japan
- Ensure that the website and brand gave the best possible impression of Smythson to Japanese customers
- Implement payment gateway so Japanese customers can buy in YEN
- Integrate with Smythson's SAP system for current stock levels and order processing
- Maintain Smythson.jp in line with English updates

The Solution

- Translation of product catalogue for top 500 products.
- Brand research of 'Smythson of Bond Street' for Japan.
- Translations which reflect Japanese culture
- Provision of an e-commerce solution and integration with SAP, as well as localising the payment gateway to enhance the shopper experience
- Translation memory to ensure consistency and reduce costs

The Results

- Smythson.jp launched early 2008
- A localised website to appeal to the Japanese market, which also maintains the feel of the original Smythson of Bond Street brand
- 400 visitors in first month, conversion of 1.5% to sales
- Within a few weeks the website was achieving 5 orders a week

