

ADOBE COMMERCE

How a PIM Strategy Moved 1,000,000 SKUs and Saved the Time of 35 Employees



The Challenge

Fine Linens is a Manhattan-founded retailer with more than 200,000 products from 80+ brands. They had 35 staff members working on tedious product data management, and they came to GoldenComm to upgrade their website from Magento 1 to Adobe Commerce (Magento 2) and create a PIM strategy for their 1,000,000 SKUs.

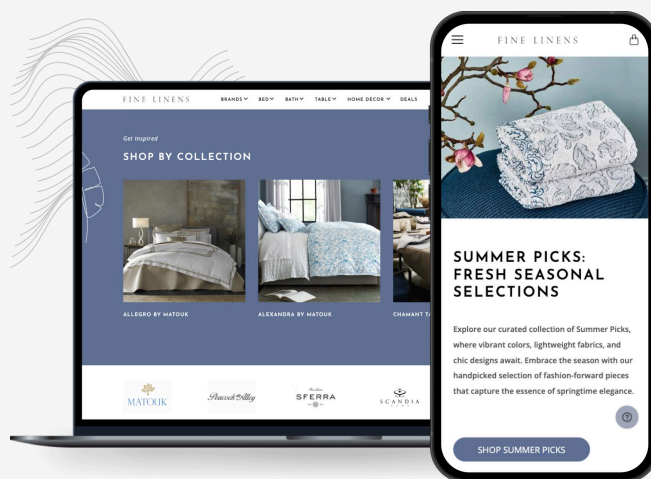
The Solution

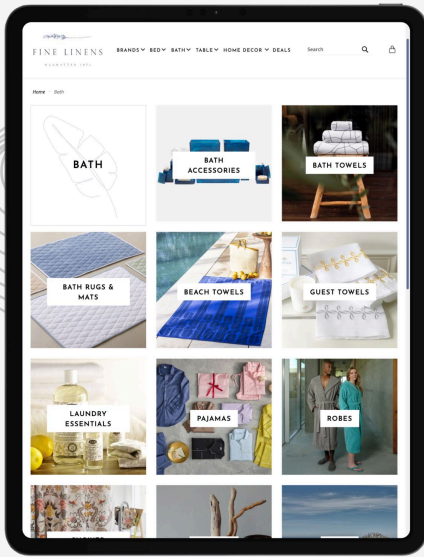
Choosing the Right Platform to Grow with Your Business

Years ago, Fine Linens chose to work with GoldenComm to re-brand and redesign their website. As a result of continued growth, they needed a fresh look and an enhanced online shopping experience that met their customers' needs. Now in this latest project, this online retailer needed to evolve their eCommerce system even further.

Their first system (Magento 1) lacked flexibility and customization, limiting their ability to offer a personalized shopping experience and efficiently manage their extensive product inventory (which had grown exponentially since their redesign). They needed a solution that offered greater customization and integration capabilities. Based on their needs, GoldenComm guided them in upgrading to Adobe Commerce (Magento 2).

With the upgrade, Fine Linens would gain access to a highly customizable, self-hosted platform, allowing them to tailor the system to their specific needs. Most importantly, it would allow seamless integration with a Product Information Management (PIM) system.





Managing 1 Million SKUs

Since their business had outgrown their original eCommerce system, product management had gotten out of hand.

“They had 35 people working on this website...”

With 1,000,000 SKUs to manage on an outdated platform, these staff members were spending countless hours manually updating pricing, product spec’s, digital assets, and more.

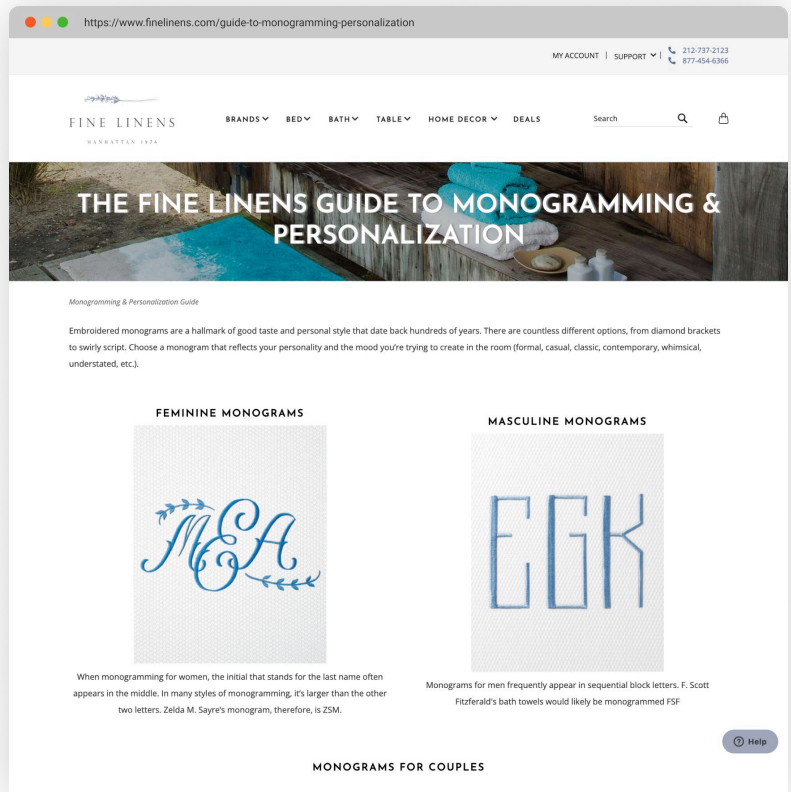
By choosing Pimcore as Fine Linens' new PIM system, they could:

- Cut time-wasting activities so staff and resources would be used more effectively
- Confidently migrate all 200,000+ products
- Automate their inventory management and other operations
- Continuously grow their business, with a system designed to scale with them

A Customizable System for Customizable Products

With the upgrade to a more customizable platform, Fine Linens also gained opportunities to stand out against their competitors. One feature Adobe Commerce, in collaboration with Pimcore, accommodates is a monogramming service. This option gives customers the ability to add a personal touch to nearly any product they purchase.

Now that the Fine Linens online store is on an updated platform with a PIM, they can offer personalization options on their already extensive catalog without overcomplicating their internal processes. They can scale their business, offer new products and add-ons, and do it all without wasting precious resources on spending hours and hours managing it all day-to-day.

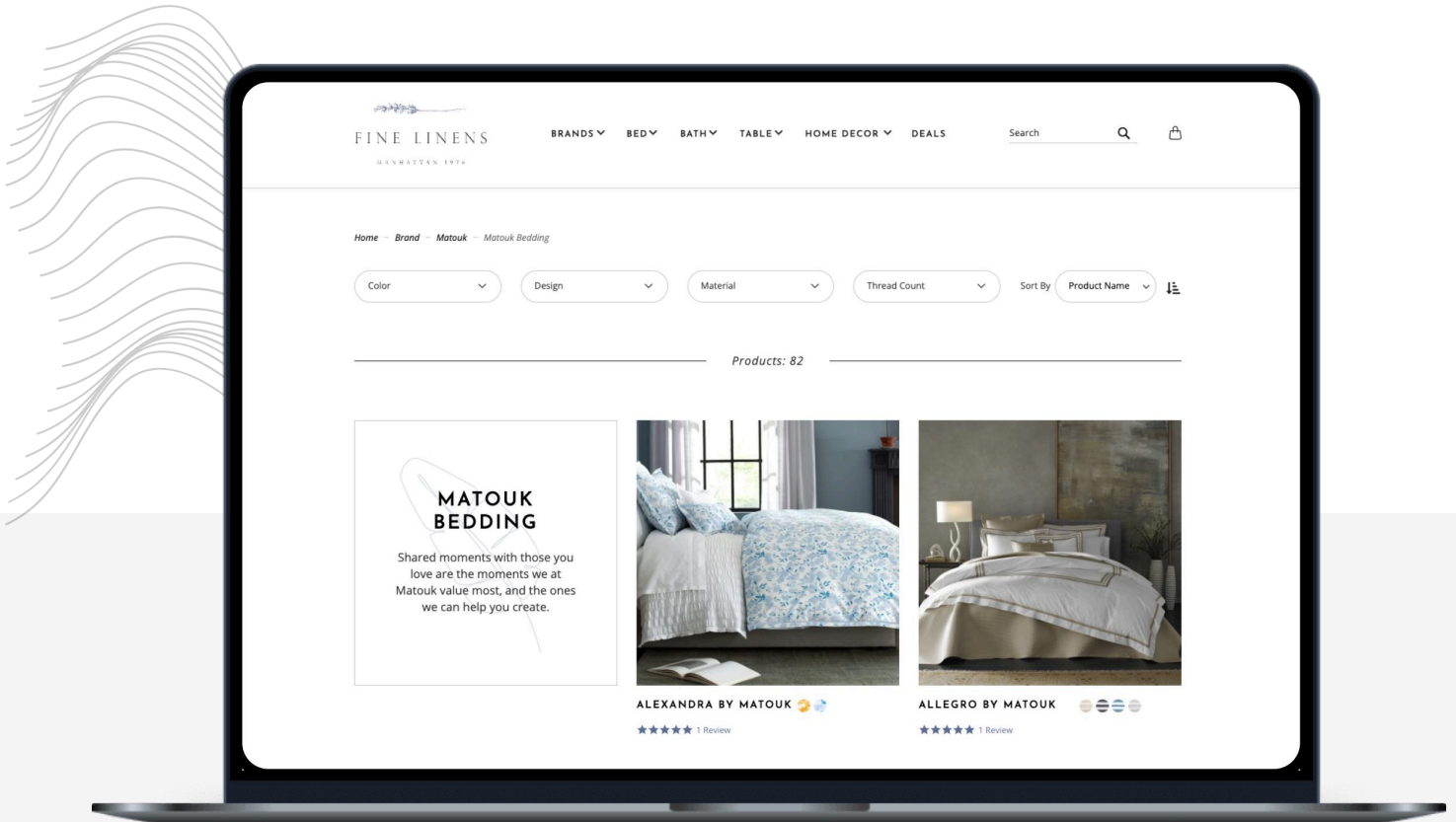


Creating a Community with 80+ Luxury Brands

As a family-owned business that's delighted New York City shoppers since 1975, community is at the heart of the Fine Linens brand. Beloved by decorators and homeowners alike, they're known for the luxury brands they feature in every category.

With their upgraded website and online shopping experience, they saw an opportunity to partner with top industry designers who could provide creative ideas and expert product recommendations. The goal: to create an inspiring community that would ignite customers and drive organic growth. That vibrant community is now filled with more than 80 luxury brands whose partnerships are thriving on cross-promotion, exclusive collaborations, and more.

All of this scaling and enrichment of the Fine Linens product line has been made possible thanks to the upgrade to Magento 2 (Adobe Commerce), integration of Pimcore for product management, and GoldenComm's best-in-class custom development.



Results

1M

SKUs managed with Pimcore

35

Employees' time saved on product data

200K

Products moved to Magento 2

Summary

Fine Linens started as a beloved NYC brick-and-mortar store, but their online business is now booming. They needed a website that would **scale with their business** and accommodate **new custom features** like monogramming and cross-marketing with 80+ luxury brands.

GoldenComm upgraded their online store to **Adobe Commerce** (Magento 2) and integrated their **1,000,000 SKUs** with Pimcore. This freed **35 staff members** from working on tedious product data management, delivering a robust eCommerce system that will grow as they do.

Services

- Project Management
- UI/UX Design
- Responsive Design
- eCommerce Web Integrations
- Custom Programming
- Magento Upgrade
- Adobe Commerce Development
- User Monitoring
- PIM Integration
- Inventory Management
- Error Tracking

Technology Solutions

- Adobe Commerce (Magento 2)
- Pimcore (PIM)
- Avatax
- Braintree
- Yotpo
- Klaviyo (Email)
- Google Tag Manager (GTM)
- Google Analytics (GA4)
- Hotjar (User Behavior Analytics)
- Zendesk (Customer Support)
- New Relic + Selenium

Like what you see?

If you've made it this far, you should check out our **Golden Rules**.

This case study is real, but your results may vary depending on your business and how well you execute. Be sure to let us know if you have any questions!

GoldenComm

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