

How Harry Rosen brought its luxury experience online



About

Harry Rosen is Canada's largest quality menswear retailer, founded in 1954 and currently spanning 19 stores. The brand's namesake founded the store with the mission to help men feel good and do good — placing an emphasis on first-rate customer service and menswear expertise. In 2009, Harry Rosen became the first Canadian luxury retailer to sell online.

Markets

Canada

Headquarters

Toronto, ON

Industry

Luxury menswear

Business Model

B2C

Worked with Partners

Orium, Vercel,
Ampliance, Algolia,
Bold Commerce

Revenue

~\$300-400M

Challenge

Harry Rosen built its brand on a vision for top-tier customer service — from tables of curated outfits to highly trained in-store advisors that work one-on-one with clients, often across generations. But over time, the store realized that this personalized in-store atmosphere wasn't translating to its products-on-a-page online experience. Harry Rosen needed a commerce partner that could help it think bolder, take action and digitize its legacy, carrying its differentiators across new channels.



Solution

With a north star of wanting to “say yes more than no,” Harry Rosen joined forces with commercetools for a composable commerce transformation. As opposed to website-in-a-box alternatives, this partnership enabled the retailer to create an ecosystem of best-of-breed vendors as it built a more customer-service-oriented eCommerce presence — from search (Algolia) through flexible checkout (Bold Commerce). Harry Rosen also leaned on commercetools as a strategic partner to navigate its path to going live.

Through a composable framework, Harry Rosen was able to think through complicated customer journeys and deploy microservices to bring both its expertise in styling and the relationships between clients and personal stylists online. Moving forward, the brand is focused on making everything it does fully omni-channel, including integrating its loyalty program, Club Harry, wherever they are, equipping clients to shop seamlessly across channels.

“Most people are projecting their online store to become their top store. **But how much are they investing in it?** Typically, substantially less than they’d invest in a great flagship location.”

Ian Rosen

President and Chief Operating Officer, Harry Rosen



Why it was a success

As Harry Rosen deploys features enabled by composable commerce, customers notice the investments. More clients say they trust shopping with the brand, and the number of people building wish lists has gone up significantly. While the brand didn't set out with a mission to "move to headless," this MACH approach has enabled them to accomplish their mission of saying yes more than no. President and Chief Operating Officer Ian Rosen noted another significant impact — with an agile, flexible platform, he's no longer worried about Black Friday traffic or a Cyber Monday blitz. After the shift to composable, 3x growth in online business came with zero downtime. Even in peak season, composable commerce enables Harry Rosen to maintain exceptional customer service online.

New commerce features for Harry Rosen

1

Digitized style consultations: Advisors can recreate in-person appointments, curating personalized product web pages for clients.

2

Shoppable photos: The iconic "Harry" fashion magazine has evolved into shoppable, "get the look" fashion photos.

3

Cross-channel consistency: Harry Rosen connected digital and in-store systems, centralizing discounts, inventory, loyalty and more.



About commercetools

commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS cloud-native commerce platform that uses flexible micro services. Using the commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale. commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since 2010, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.



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