

AVEX

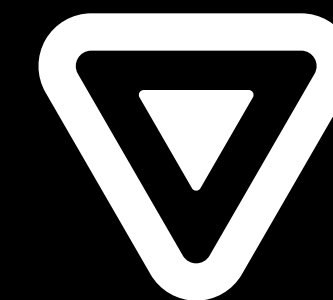
Where commerce meets artistry.



Hello. We're *Avex*.

We craft engaging & meaningful customer experiences that elevate brands to achieve unprecedented growth.

Avex is a NYC digital agency that partners with extraordinary lifestyle brands to deliver beautiful, functional and profitable e-commerce solutions. We live in the space where commerce, technology and customer experience collide. We are Shopify Plus Partners.



Our Clients

We proudly work with brands that are looking for more than just an agency. They're looking for a partner.

These extraordinary brands partner with us specifically to create something different. Something that will impact their businesses and improve their relationships with their customers.



BOSS
HUGO BOSS

KITH

Haus

BADGLEY
MISCHKA

TOMBOY X



**O'NEILL**

MARCHESA



FLEXFIT

EUGENIA KIM

ICONIX
BRAND GROUP, INC.

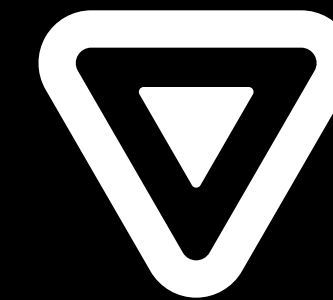
A group of approximately 15 diverse people are posed in an office environment. Some are sitting on the floor or low chairs, while others stand in the back. A small dog is sitting in the foreground. The background features large windows with a grid pattern and a potted plant on the right. The overall lighting is soft and professional.

Our Services

What we do.

Accelerating business growth through elegant & strategic e-commerce solutions.

We don't make websites. We create meaningful digital experiences. Our core services are extremely focused on what we do best: Growing your business through data-backed design, cutting edge technology, creative content and growth optimization.





Customer Experience & Design

On-brand creative with a customer-first approach.

Avex's team of expert designers and strategists collaborate with you to elevate your brand and provide a seamless customer experience.

- ▶ UX Audits
- ▶ CX Strategy
- ▶ Visual Design
- ▶ Creative Direction
- ▶ Branding & Strategy
- ▶ Prototyping
- ▶ Style Guides
- ▶ Customer Research



Technology Planning & Implementation

Delivering complex digital solutions that scale.

Our expert solution engineers and developers, will work alongside your team to evaluate platforms, create a roadmap and execute to scale your e-commerce initiatives.

- ▶ Web Development
- ▶ E-commerce strategy
- ▶ Platform evaluation
- ▶ Shopify Plus
- ▶ Contentful & WordPress
- ▶ Platform Migrations
- ▶ Solution Architecture
- ▶ Omnichannel Strategy





Growth-X: Optimization & Support

On-going support and consulting to maximize profitability.

“Growth X” is our strategic support process, designed specifically to optimize and scale e-commerce brands. Scalable yet customizable to meet your brand goals.

- ▶ CRO
- ▶ Analytics
- ▶ Email Marketing
- ▶ CX Optimization
- ▶ AB Testing
- ▶ Design & Dev Support
- ▶ Personalization Strategy
- ▶ Consulting



Content Creation & Strategy

Delivering high-quality content that tells your brand story.

Beautifully designed e-commerce websites need engaging and impactful content. From lifestyle and essential product photography to brand videos and copywriting.

- ▶ Videography
- ▶ Photography
- ▶ Essential Content
- ▶ Content Strategy
- ▶ Copywriting
- ▶ Social Media Assets
- ▶ Motion Graphics





Our Clients

Some of the criteria we look for in the perfect partner.

We engage with brands that are looking for a partner who aligns with their goals.

Industries: Fashion, beauty, luxury, hospitality, streetwear and lifestyle.

Stage: Funded start-ups, High-growth DTC brands, Global enterprise brands and legacy brands.

End-to-end E-commerce Budget: \$40K-\$250K

Optimization Retainers: \$500-\$20K / month





How we help scale e-commerce brands

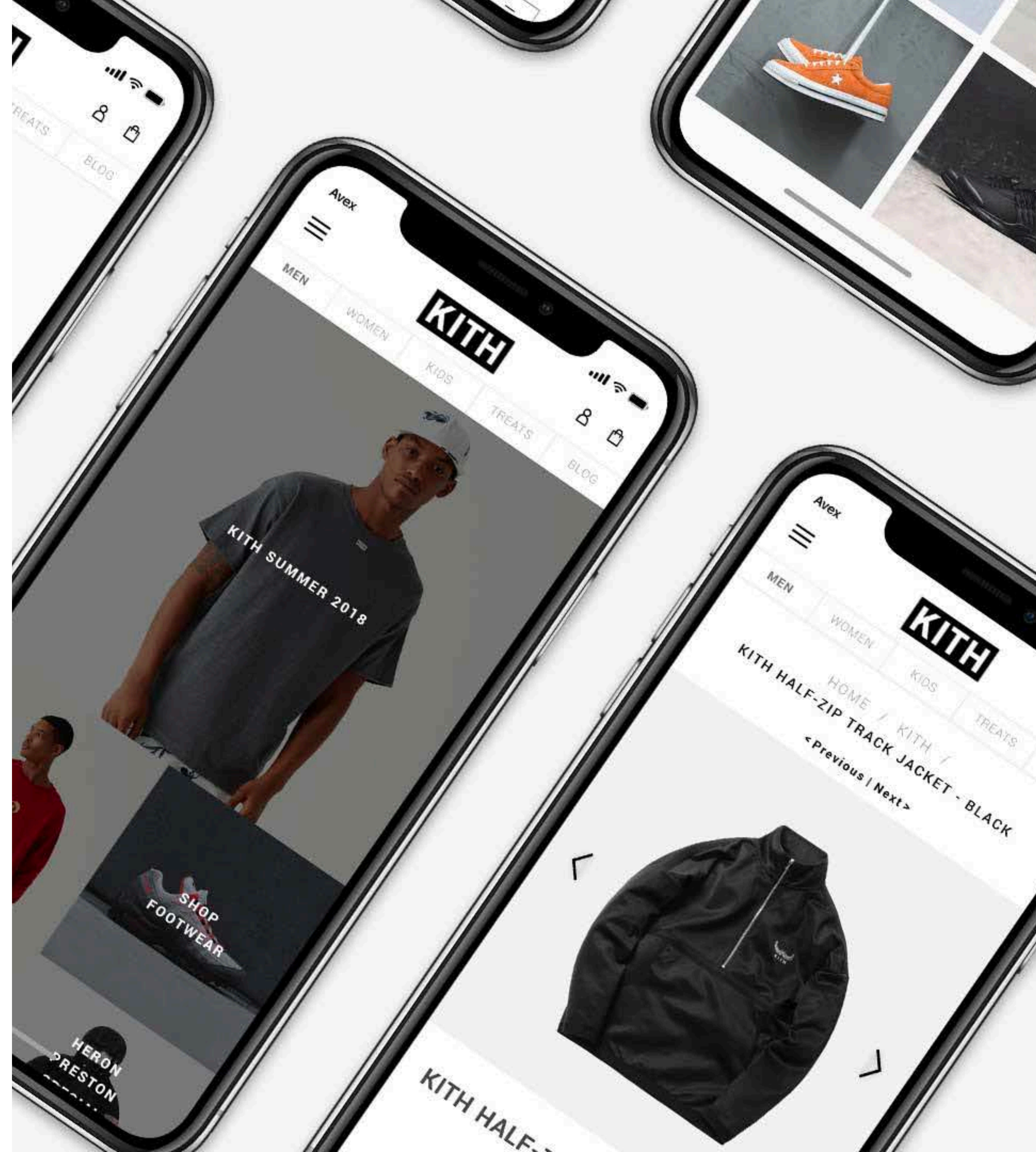
KITH

KITH is one of the most successful brands on Shopify Plus, and a leader in the streetwear industry. Avex provided e-commerce consulting before completely reimagining the UX/UI for their Shopify Plus website and Mobile App.

- ▶ E-commerce Strategy
- ▶ UX/UI Design
- ▶ Creative Direction
- ▶ Growth-X Support
- ▶ Mobile App Design



shopifyplus



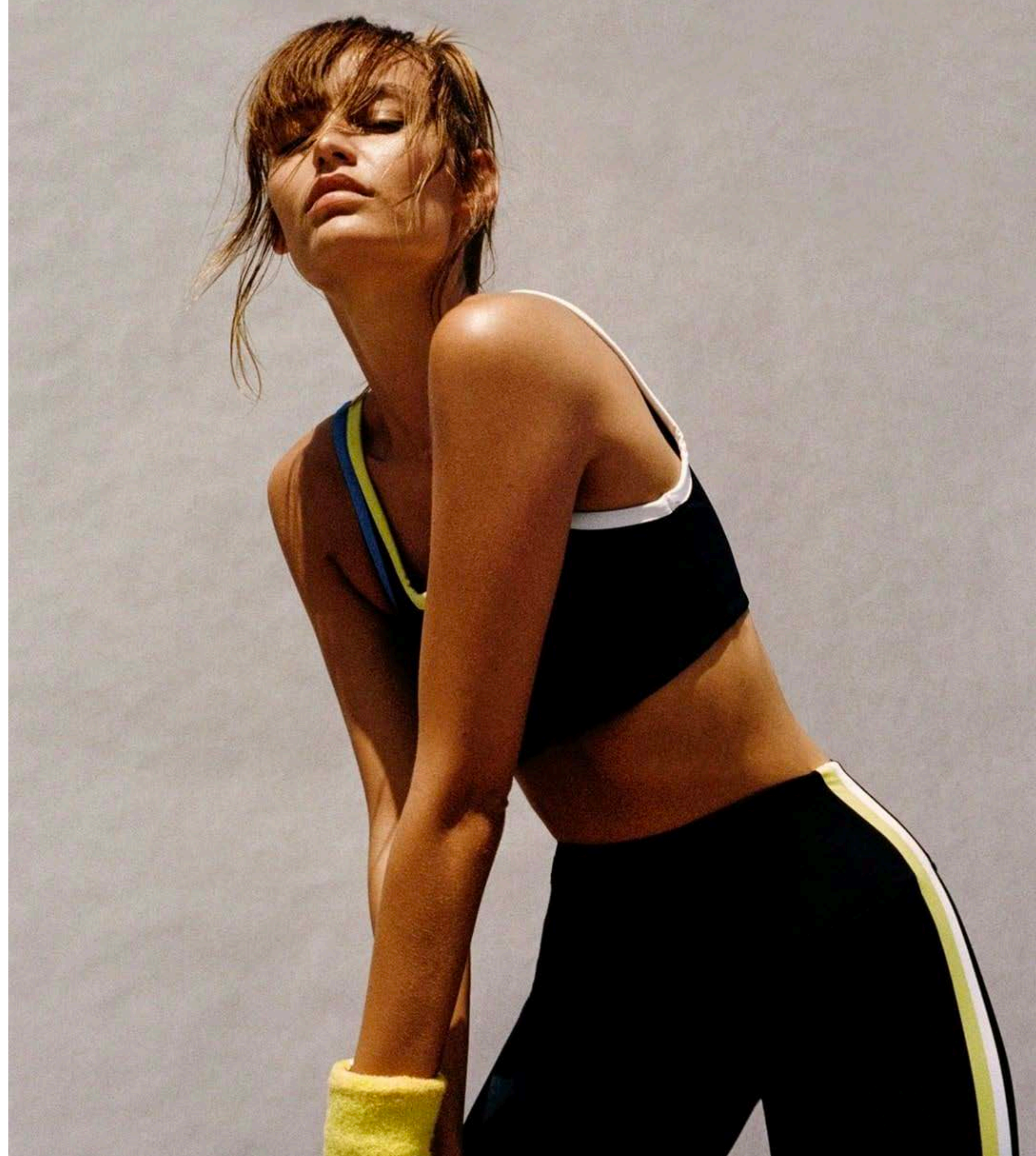
SPLITS59

Activewear brand Splits59 looked to Avex for ongoing development support and conversion rate optimization for their Shopify Plus store. We provided dedicated support via our Growth-X process.

- ▶ UX/UI design
- ▶ Growth-X Support
- ▶ Development
- ▶ Ecommerce Consulting



*shopify*plus



MARCHESA

Marchesa is a global, luxury fashion brand, with warehouses in multiple countries. The brand enlisted Avex to reimagine their e-commerce website, configure integrations and improve user and customer experience.

- ▶ Re-platform to Shopify Plus
- ▶ E-commerce Strategy
- ▶ UX/UI Design
- ▶ Shopify Plus Development
- ▶ Growth-X Support
- ▶ Photography Consulting
- ▶ Integration Support



300%

Increase in sales
first 4 months

+85%

Conversion rate in
first 4 months

0

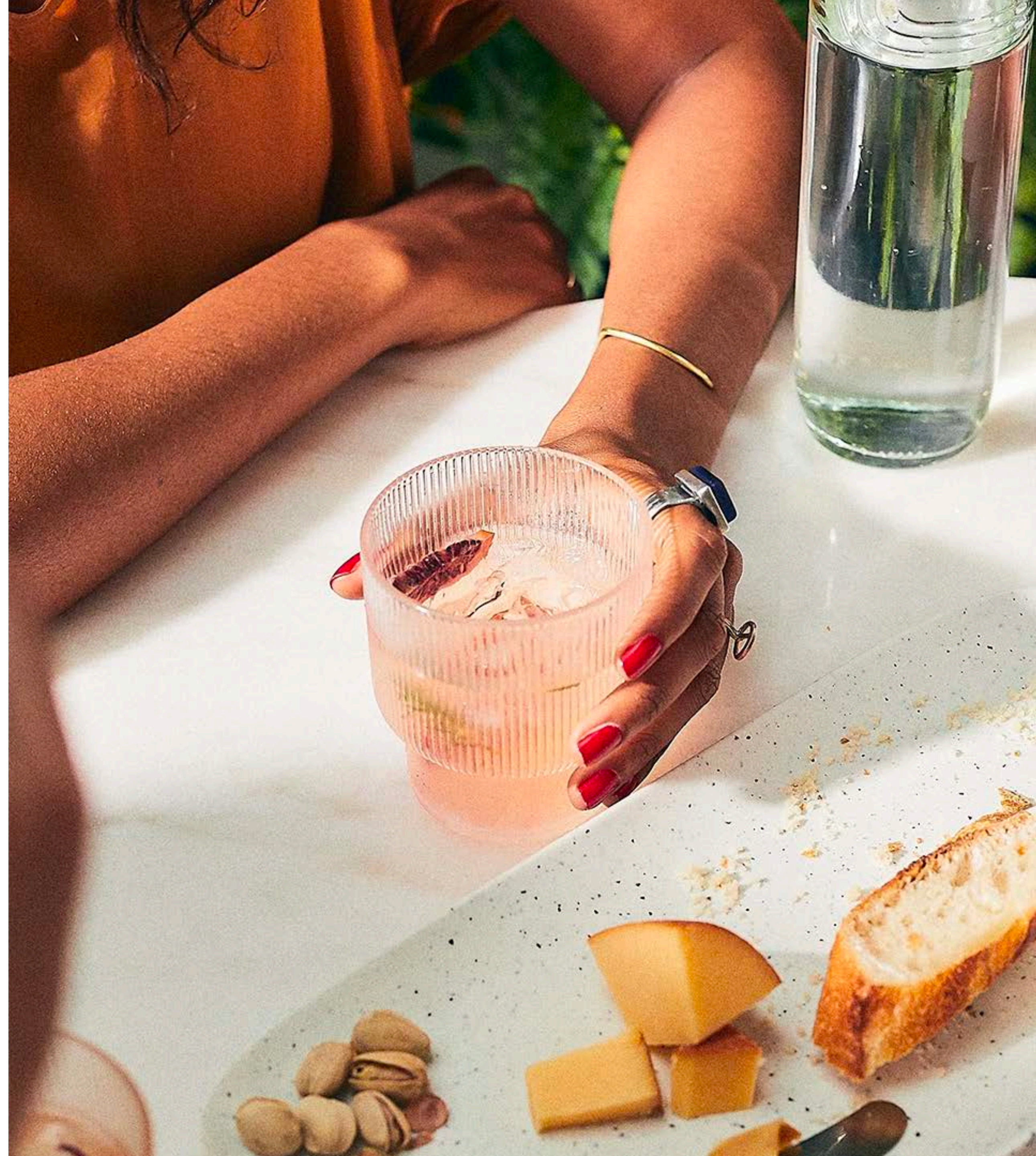
E-commerce Downtime



Haus

HAUS is a DTC aperitif brand that crafts the product in Napa Valley. Avex partnered with their branding team, Gin Lane, to launch the Shopify Plus store. We provided technical support as well as created the entire post-purchase experience.

- ▶ Shopify Plus development
- ▶ UX Consulting
- ▶ Interaction Design & Animation
- ▶ Post-purchase setup
- ▶ Klaviyo Setup



ROCKABILIA[®] EST. 1987

Rockabilia was on Magento 1.0 and required a secure & seamless migration to Shopify Plus, without impacting their thriving business. Coupled with a conversion optimized front-end, the company saw a drastic increase in sales and back-office efficiency.

- ▶ E-commerce Strategy
- ▶ UX/UI Design
- ▶ Re-platform to Shopify Plus
- ▶ Integration Support
- ▶ Conversation Rate Optimization
- ▶ Klaviyo Setup



2X'd

Conversion Rate

+10%

Increase in average
order value

150,000

Product migrated to
Shopify Plus

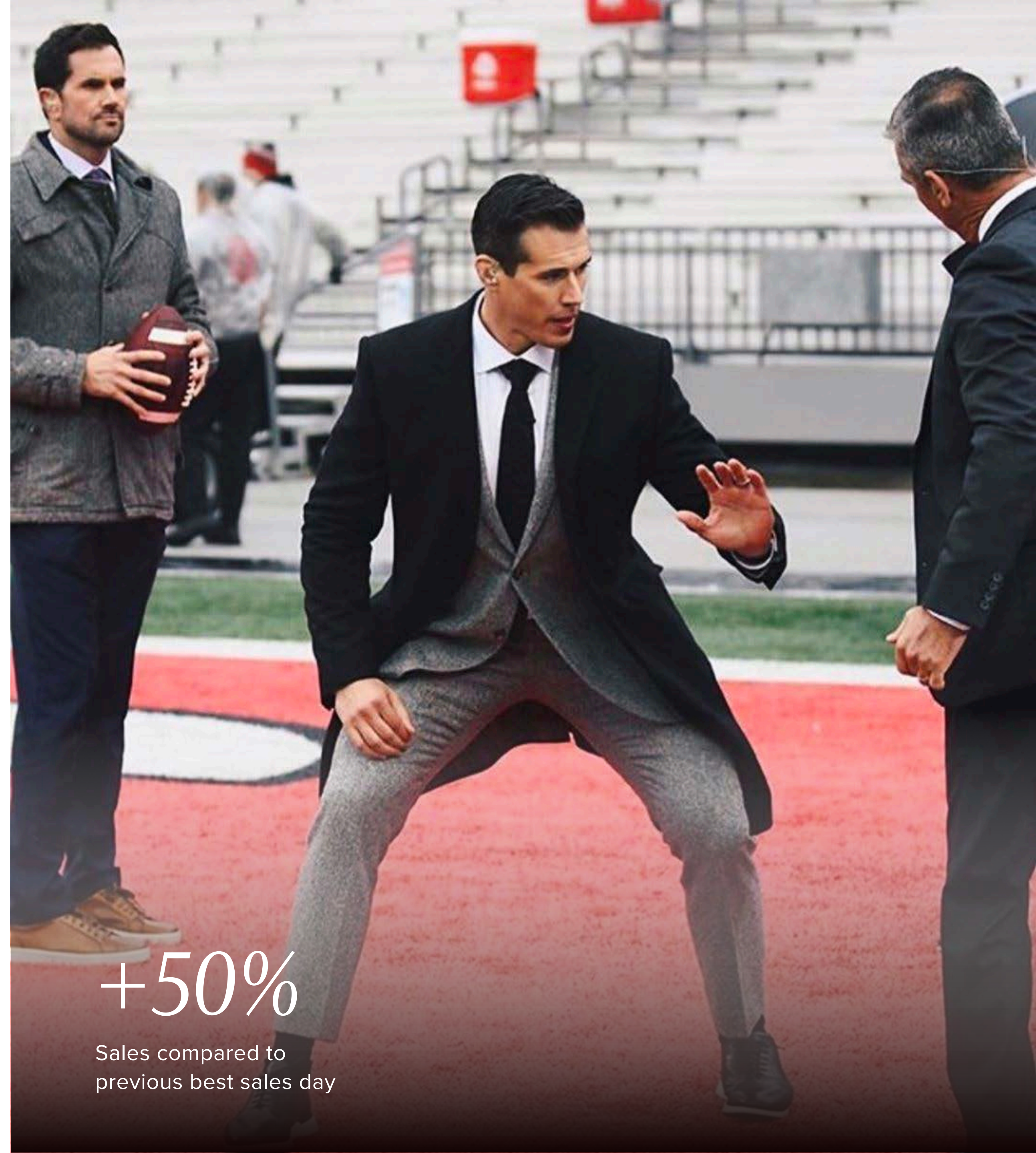
Wolf & Shepherd

The concept behind Wolf & Shepherd is simple: quality footwear that supports your active lifestyle. Avex partnered with W&S to provide support around black friend, as well as reimagine their customer experience on Shopify Plus.

- ▶ E-commerce Strategy
- ▶ UX/UI Design
- ▶ Shopify Plus Development
- ▶ Content Strategy
- ▶ Growth-X Support
- ▶ Integrations Support



 smile.io **shopifyplus**



+50%

Sales compared to
previous best sales day

Our Partners

We partner with industry leaders to help our clients achieve massive results

shopify plus

Optimizely



AdRoll



ORACLE®
Bronto

facebook Ads

Klarna.

inVISION

stitchlabs



Thank you.

