



Complexity in Commerce

& how to reduce it



On stage



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CCO
Dtails



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Why we're here



FRAMA

About FRAMA

FRAMA is a premium interdisciplinary design brand that creates lifestyle objects to inspire the senses and encourage mindful living.



FRAMA Spheres



Furniture

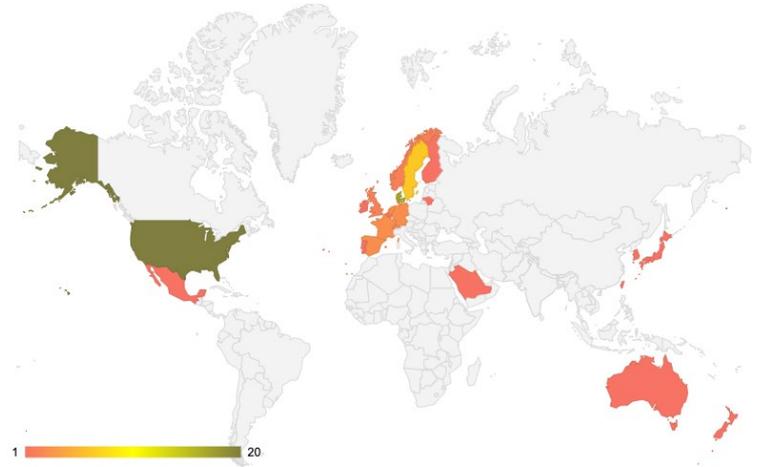
Care &
FragranceHome
Goods

Lighting

Interior
ArchitectureCafe &
Studio Store

FRAMA

Customer Base



1. USA 2. Denmark 3. Sweden 3. Germany 5. Korea

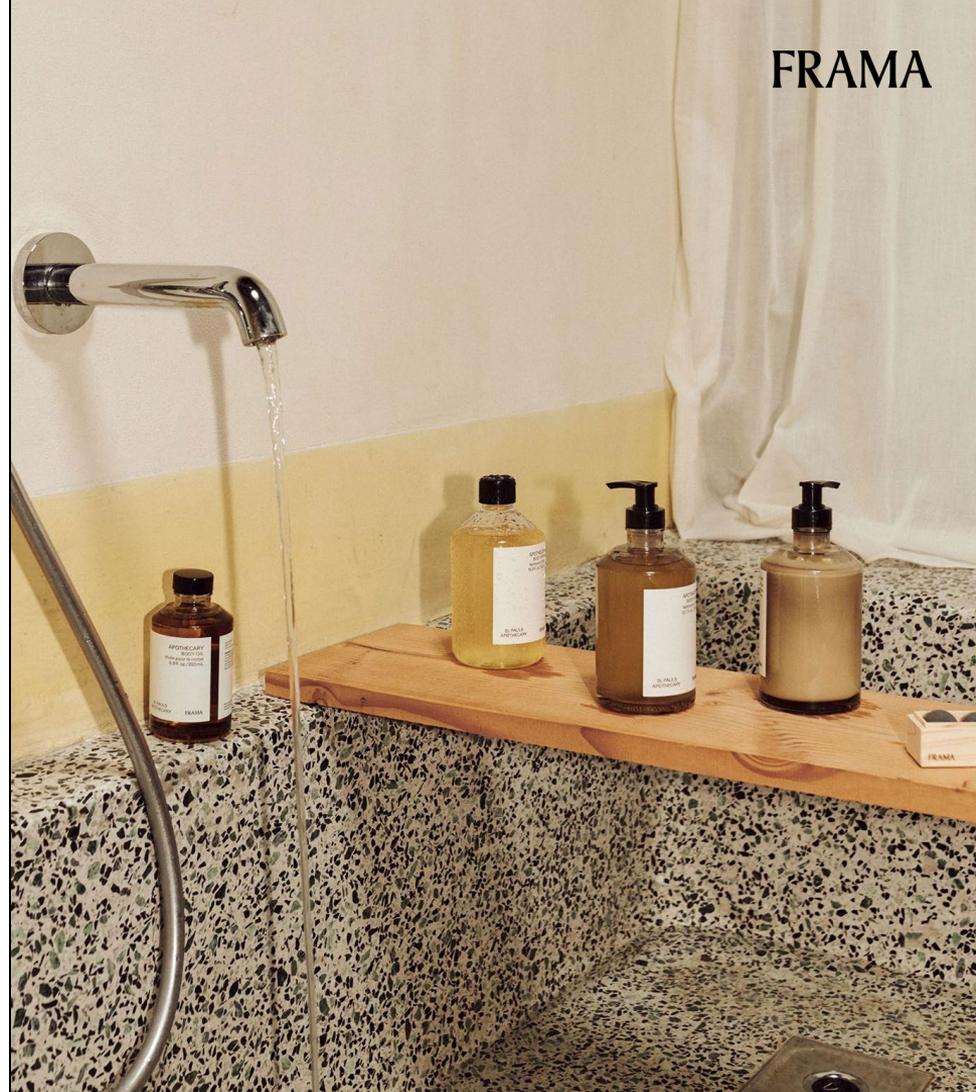




*“How can you reduce
complexity and increase
connectivity?”*

REDUCE COMPLEXITY INCREASE CONNECTIVITY

- Taken FRAMA on the road less travelled: replatforming from a fully headless setup to Shopify
- Has allowed us to cover off the basics of Direct to Consumer (D2C) and move towards Connect to Consumer (C2C)
- Streamline processes like:
 - Marketing integrations
 - Currencies
 - Product management
 - Customer service
- Make room for processes like:
 - Storytelling and brand building
 - Content excellence
 - Customer relationship management
 - Marketing research
 - Digital optimization





*“How do you create
something unique without
adding complexity along
the way?”*



LEVERAGING SHOPIFY 2.0

THE GOAL: use minimal workarounds and additional apps to achieve our highly-customized experience

THE RESULTS:

- A completely unique-to-brand theme
- Custom collection templates to best communicate vertical strategy and USPs
- Infinite storytelling possibilities with highly customizable blog posts and landing pages
- One domain with multiple geo-based functions
- Simplified integrations with our backend partners
- An upgraded tech stack where data flows transparently



*“What will be key to thrive
in the next few years?”*

MEANINGFUL TOUCHPOINTS

- Using every touchpoint to communicate your value—don't shy away from re-emphasizing your USPs
- Deliver analogue concepts with tech-driven solutions
- Automated 1:1 communication
- Leaning heavily on email marketing and customer communication in a 1st party data world
- Staying fiercely loyal to your brand vision





Thank you!