



Original CaPeWear for **Babies & Kids**

CLIENT

Cape Cod Baby Company

LOCATION

Cape Cod, MA

INDUSTRY

Retail

Overview

Cape Cod Baby Company offers premium beach themed clothing that draws inspiration from the Cape Cod, MA area. The company designs, produces and sells children's baby suits, bibs, as well as short and long sleeved shirts. CCBC offers high quality products with fun and unique designs.

Project Summary Highlights – Web Design & Development

- Custom created Magento shopping cart theme
- Site updated to include Responsive functionality 1 year after launch
- Grouped product listings were utilized in order to allow multiple sizes, colors and styles to be tracked as individual inventory items.
- Branding integrated with the theme in order to create a consistent experience
- Newsletter signup allows visitors to subscribe to updates and allows the administrator to remain in contact with customers.
- News & media promotion – Administrator can post new news and media articles as well as a 'photo of the day' of children wearing the custom apparel.