

AMERICAN
CREW[®]

Official Supplier to Men[®]

BRAND POSITIONING
AMERICAN CREW



CHALLENGE

Revlon acquired American Crew, to appeal to the male, younger demographic. In spite of having huge market penetration, Revlon is late to e commerce game.

Revlon.com e commerce is essentially a link to Featured Affiliate Doors. Their only e commerce business model Elizabeth Arden was platformed on a legacy e commerce model (Site Genesis) Salesforce Commerce, and is set to be overhauled. Lack of any tools, Asset Management, CMS, CRM, meant rapidly setting up infrastructure that would support rapid development.

Development and deployment was urgent due to security flaw.

Original American Crew ecommerce development website, was a poorly executed Wordpress / Symphony Commerce engine, with process/program management breaks.

Revlon, digital team selected Shopify Plus Platform to quickly move outdated model to E Commerce and Enterprise Business and Design Tool Development.

METHODOLOGY

The Founder of American Crew is a photographer and videographer. There was a lot of great content.

Working with a remote team based in Florida. Images and Media were organized from Dropbox into a shared Cloud and GIT based iterative Asset Management and social friendly tagging system.

An Atomic Design Pattern and a Custom Shopify Theme was created in Shopify's Partner Portal.

A non destructive Theming workflow was rapidly set up.

The entire SKU/Image, Customer and Media Libraries were copied and linked to Salesforce Marketing Cloud. A PCI compliant real time updating ETL and data system was organized so that site conversion and commerce processes could be set up as soon as possible.

The Atomic Design Library needed to include a media friendly design system that included responsive media design rules that were aspect ratio friendly. This design template must include easy linking to YouTube API.

Metafields and custom fields were developed to work with Shopify's GraphQL and API library. Brand Extensions and App Development Patterns were set up and demonstrated to Marketing and Digital Stakeholders.

Design System works holistically and can be compartmentalized, for omni channel and device agnostic use.



AUDIENCE

American Crews Founding Team is a small group in Florida, whose origins are created by stylists, iconoclasts and tastemakers.

Revlon's enterprise requirements included integrations to SAP, complex warehouse management software and a non-existent CRM. Images were stored on Local Drives. Asset Management and Image Licensing was not tracked. PCI and GDPR compliance was not real time.

American Crew has a huge and loyal social following. Their Social Media Curation is excellent. They have an active Style Makers community and their products sell within large retail / global networks. An additional plus is a network of trusted recommended Localized Salons/Personal Influencers.

Their Consumer skews young to old. 16-70 Male Users. Extremely loyal users.

Men's Grooming is a hugely under served market.

Their YouTube presence was under utilized and tools needed to be created to support this resource.



BEST SELLERS

POST SHAVE COOLING LOTION

Moisturizing shave relief lotion. Dual action formula works as a lightweight moisturizing and cooling aftershave. Helps restore skin balance.

Moisturizes to provides shave relief.
Included for cooling aftershave feel.
Helps restore skin balance.

[LINK TO PRODUCT](#)

BEST SELLERS

3-IN-1 TEA TREE

Shampoo, conditioner and body wash: 3-in-1 Tea Tree cleanses and conditions hair and skin leaving it feeling soft and with a refreshing scent.

Washes away oil leaving hair clean, conditioned, shiny and soft.

Leaves the skin feeling soft and smooth. Provides a refreshing fragrance.

[LINK TO PRODUCT](#)



MATTE CLAY

Matte Clay's texturizing formula provides a workable medium hold and a silky matte finish that easily helps create a wide range of hairstyles. Ideal for shorter to medium length hair.

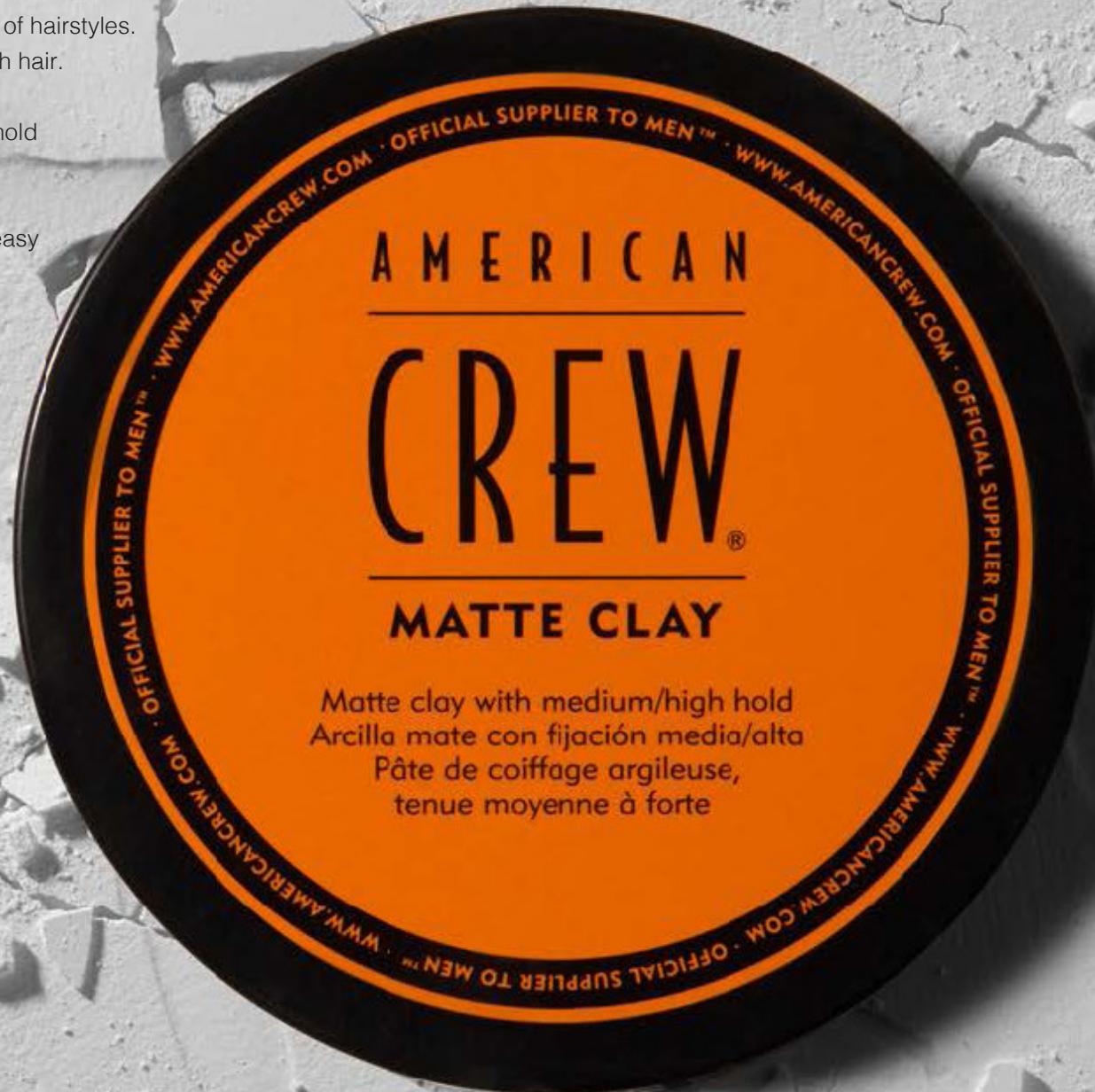
Provides long-lasting, workable hold

Builds texture

Washes out easily

Doesn't leave the hair feeling greasy

[LINK TO PRODUCT](#)



PROCESS

All of the Product Images/Data/Prices were exported from former site Conversions for Shopify Friendly APIs and Open Source Data were set up and demonstrated.

Real Time syncing applications that could sync to Shopify Plus and Customer Marketing Data Tools were set up and demonstrated.

Open Source Tools and APIs were linked to Source Set Retina Image Modeling and Tagging tools.

Design Templates were set up internal to Shopify and external so that API first strategies and design can be simultaneously built and maintain Brand Accuracy.



CATEGORY AND COLLECTION MANAGEMENT

Social and SEO tagging and content strategy were demonstrated to link to FB Pixel/Asset Management GTM and UTM parameter management.

Structured Data / JSON LD was demonstrated to Marketing and Content Team. Rich Media and linked content search is especially relevant to heavy YouTube Channel and Influencer Following

STYLING

HAIR & BODY

SHAVE & BEARD

FGRAGRANCE

GIFT SETS

BEST SELLERS

3-IN-1 Shampoo

All-in-one shampoo, conditioner, and body wash.

Sage Leaf Extract: Adds shine to hair and softens the skin

Dimethicone: Detangles & conditions the hair and hydrates the skin

Citric Acid: Revitalizes the skin for an invigorating cleanse

LINK TO PRODUCT



STYLE GUIDE

ATOMIC DESIGN PATTERNS

SHOPIFY CUSTOM THEME TEMPLATES
LEGACY DATA MIGRATION / MARKETING TAGGING
PIM FEED
STATIC NATIVE APP DEVELOPMENT
MODULAR UX/UI COMPONENTS

[LINK TO ATOMIC TEMPLATES](#)



H1 LEAGUE GOTHIC 46 PX

H2 LEAGUE GOTHIC 34 PX

H3 LEAGUE GOTHIC 30 PX

H4 LEAGUE GOTHIC 24PX

H5 LEAGUE GOTHIC 20PX

H6 LEAGUE GOTHIC 16PX

AMERICAN

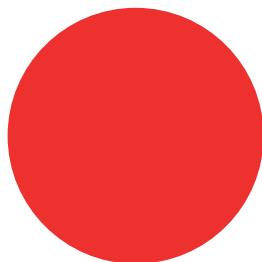
CREW®

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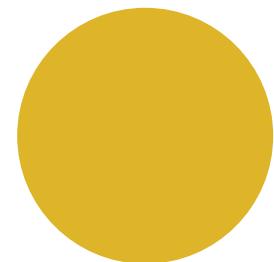
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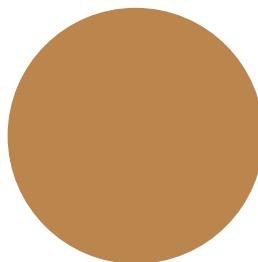
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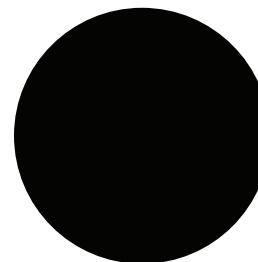
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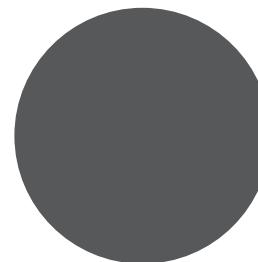
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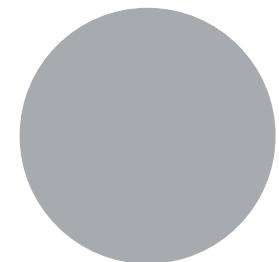
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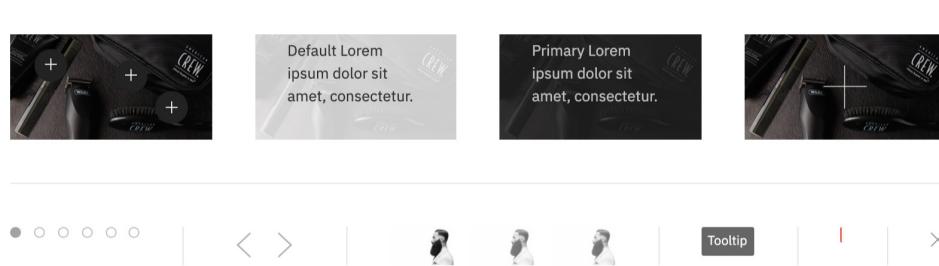
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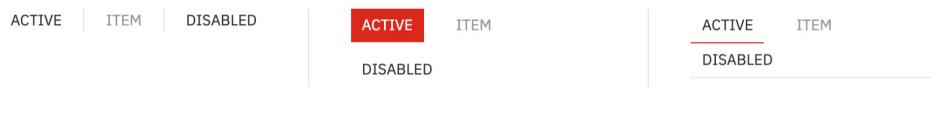
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<u>abbr element</u>	<u>ins element</u>	Text Primary	SUCCESS
<u>code element</u>	<u>mark element</u>	Text Success	WARNING
<u>del element</u>	<u>"q 'inside' a q"</u>	Text Warning	DANGER
<u>dfn element</u>	<u>strong element</u>	Text Danger	1
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YOONSUN LEE

INNOVATION / DESIGNER / DEVELOPER
YOONSUNLEE150@GMAIL.COM

[LINK TO PORTFOLIO](#)

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