

# Case study

## The Client



“TWIST is a small (but beautifully formed), independent boutique, tucked away on a quiet side street in the depths of Balham, Gateway to the South! Bringing to you a handpicked selection of baby and toddler clothing, toys, games, books and accessories from brands such as Me Too, Katvig, Lilly and Sid, Green Baby, Brio, Plan Toys, Manhattan Toys, Alimrose, Vulli, Wellipets and Starchild.”

## The Brief

“TWIST has an excellent high street offering but is missing out on online consumers. Many customers do their research online before making a purchasing decision and a lot of this happens during evening hours when the store is closed. TWIST wanted to be open 24 hours a day, giving it’s customers the chance to shop when it suits them. They also required a vibrant site to fit their brand which gives it’s visitors the product information they are looking for. Finally a site that is easy to operate from both a consumer and business view.

## The Solution

An intrinsic mix of technology, website performance, search engine visibility and online marketing combined with fanatical support, expert guidance, fresh ideas and an unprecedented level of service. These are the elements we infuse at icept to deliver one of the most comprehensive e-commerce services available



# The Result

Twist.com

The screenshot shows the homepage of Twist.com. At the top, there is a navigation menu with links for Home, About us, My account, and Contact us. On the right, a shopping cart icon indicates 0 items for £0.00. The main header features the Twist logo (a red circle with the word 'twist' in white) and five colorful circular buttons for 'Clothing' (orange), 'Toys and Gifts' (yellow), 'Books' (green), 'Pushchairs' (blue), and 'Essentials' (pink). Below the navigation, contact information is provided: phone: +44 7890 157 925 | e-mail: info@twistkids.com. A breadcrumb trail shows 'you are here > Home / landing page' and a search bar with the text 'Search' and a 'Search' button. The main content area features a large image of a smiling baby with curly hair, wearing a pink polka-dot shirt, set against a background of vertical red and orange stripes. Below the image, the text reads: 'TWIST New Store is now **OPEN**, 111 Balham High Road with a wider range of products and a unique shopping experience.' At the bottom, there is a '★ Featured brands' section with four brand logos: Vulli (with the tagline 'BABY GROWS UP WITH VULLI!'), Toby tiger (with a paw print icon), Greenbaby (with the tagline 'planet friendly'), and a penguin logo. To the right of these logos is a button that says 'SEE ALL BRANDS'.

Home About us My account Contact us Shopping Cart:0 Item | £0.00

Clothing Toys and Gifts Books Pushchairs Essentials

phone: +44 7890 157 925 | e-mail: info@twistkids.com

you are here > Home / landing page  Search

**TWIST** New Store is now **OPEN**, 111 Balham High Road with a wider range of products and a unique shopping experience.

★ Featured brands

**Vulli**  
BABY GROWS UP WITH VULLI!

Toby tiger

**Greenbaby**  
planet friendly

SEE ALL BRANDS