



2 YEARS · A NEW E-COMMERCE PLATFORM FOR A JEWELRY CHAIN

A website that held the business back – now a platform for **185 stores**.

Two years ago, the Stolychna Jewelry Factory website was holding the business back. We ran an audit, decided to rebuild from scratch – and in two years launched a new platform.

185

brand stores across Ukraine

28+

years on the jewelry market

500k+

items in the catalog

100k+

customers trust the brand

A large project that outgrew its previous developers

Stolychna didn't come to us for cosmetic fixes: the site for a 185-store chain could no longer handle the scale, and the previous team couldn't keep up with its growth. The audit confirmed it.

🚩 AUDIT 2024 · WHAT THE DIAGNOSIS REVEALED

- ✗ Core pages – categories and product cards – loaded slowly
- ✗ The previous team couldn't handle the scale or respond to challenges in time
- ✗ The technical base couldn't support growth – problems kept piling up
- ✗ The audit was clear: patching the existing site wouldn't deliver results

Instead of patching a platform that could no longer handle the scale, we **built a new platform from scratch** – and stayed on to keep developing it.

Two years of evolution – from audit to continuous development



What we built – and what it gave the business

The audit was clear: patching the existing site wouldn't deliver results. So we proposed building anew – and did exactly that.

01 Catalog, product page, cart, checkout – they fly

A new platform in place of the one that dragged: the site runs like clockwork.

The main pain was a slow site – categories and product cards took a long time to load. Instead of patching the old base, we **built a new platform on our own proven e-commerce foundation** and rebuilt every page to the client's design. The catalog, product page, cart, and checkout now open instantly. Along the way we upgraded the system version – which improved security, speed, and the admin experience alike.

02 Complex packaging logic – automated

Gift boxes and cases are selected automatically: by cart value, attributes, and product groups.

We built functionality for **automatically assigning cases and gift boxes** to products – based on cart value, attributes, and product groups, with the option to set custom packaging for a specific item. Plus pre-orders: a customer can order an item that's currently out of stock – something that wasn't possible before, when every such case was a lost sale.

03 Traffic that grows even after a major update

SEO prep done in advance turned a risky update into a growth point.

A major site update usually means a drop in traffic – a well-known problem. We came at it from the other side: **before launch, we ran deep SEO and structural optimization** under the hood. As a result, the site came out of the update not with a dip but better optimized than before: a revised page structure, improved content, more target queries covered – and steady traffic growth instead of the expected drop.

04

Managing a catalog of tens of thousands of items

Bulk changes to attributes and promotions – with no developers involved.

The chain's catalog runs to tens of thousands of offers. We added **bulk-editing functionality**: attributes and offers are edited in groups, not one by one. We also extended the promotions engine – now Stolychna's team rolls out complex rules by product selections and manages them on its own, with no queue to the developers.

05

Sets and a loyalty program

A dedicated sets catalog, bonuses, cashback, and coupons – new reasons to buy and come back.

Previously, sets got lost at the bottom of a regular product page. We gave them a **dedicated section and full product pages**, where a set can be bought as a standalone product. And to bring customers back, we built a loyalty program: bonuses, cashback applied at checkout, and coupons in the customer account with hints that can be unlocked through certain actions.

WHICH OF THESE DOES YOUR BUSINESS NEED?

Stolychna's specifics are **under NDA** – like those of every client of ours. The experience isn't. On a first call we'll map out your challenges – and show you how we've already solved them. Everything you see on the public stolychnashop.com.ua is our work. Go and see for yourself.

Stolychna came to us with a project that needed a strong team. We assessed the situation, proposed building anew – and did it. We're not an outside contractor but **an extension of the client's team: we come with solutions ourselves, rather than waiting for tasks.**

“

We collaborated with Red Chameleon on the development of a web project, and I can confidently recommend this team as a reliable technology partner. At every stage – from gathering requirements to launch – they showed professionalism and technical expertise, and the solutions they proposed fit our business needs. The result: a modern, fast, and functional website that's comfortable to use both for customers and for the team. I recommend them to anyone looking for a partner to deliver complex web projects.

IM

Ihor Mykolaivskyi

Digital Projects Director, Stolychna Jewelry Factory



Has your project outgrown your **current team?**

A partner who'll first tell you honestly what's worth fixing – and what should be rebuilt.

Discuss your project →

red-chameleon.com · stolychnashop.com.ua

On a first call we'll map out your challenges – and show you how we've already solved them