

Urbankissed

A Marketplace for Handmade Treasures

In 2018, Sophie Brunner, a passionate entrepreneur from Switzerland, had a vision: to create an online marketplace that showcased unique, handmade fashion and homeware from small brands. Inspired by the vibrant markets of the South of France, Sophie wanted to make these exceptional products accessible to a broader audience. Thus, Urbankissed was born. However, bringing this dream to life required more than just an online storefront; it needed a robust and integrated platform that could support multiple vendors, manage transactions seamlessly, and provide a delightful user experience. That's where we came in.

Together, we transformed a standard CS-Cart Multi-Vendor into a recognized marketplace tailored to the needs of conscious consumers alike.

Challenge

- Set up a comprehensive CMS for vendor management
- Implement a cloud hosting solution with reliable support
- Address technical issues and ensure smooth operations

Services

Custom Development

System Integration

Add-ons Development

Cloud Hosting

Business Area

- Fashion
- Homeware
- Accessories

Implementing the Project

Multi-Vendor Setup with CS-Cart

Sophie’s main requirements for the Urbankissed website setup were to create an effective and fashionable eCommerce platform. She explained her choice of the CS-Cart solution:

To work with a software which includes everything: eCommerce, Multi-Vendor Accounts, 0% commission on sales performed through my site (unlike e.g. Shopify marketplace which charges you commission per sale), one-time fee for software (apart from yearly fees for updates), easy to handle interface, to offer great and many add-ons, to offer professional tools (technical and design).



Sophie Brunner
Owner

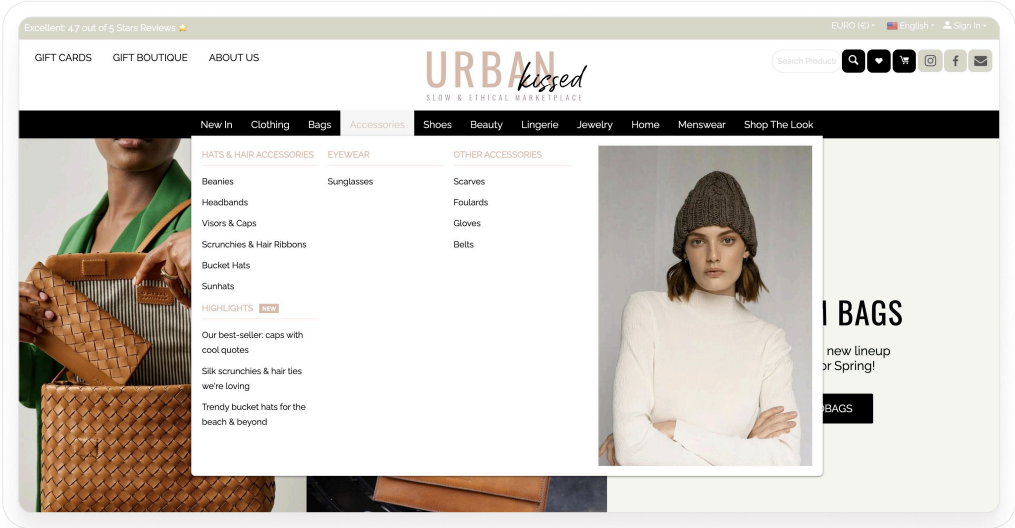
The development team focused on creating an intuitive design that enhanced the shopping experience. From streamlined navigation to visually appealing product displays, every aspect was crafted to engage customers and encourage exploration of the unique offerings.

Add-Ons Configuration

Reasons, among others, why this online boutique marketplace for hidden treasures performs so effectively are the add-ons that were developed by Simtech Development for Multi-Vendor platform.

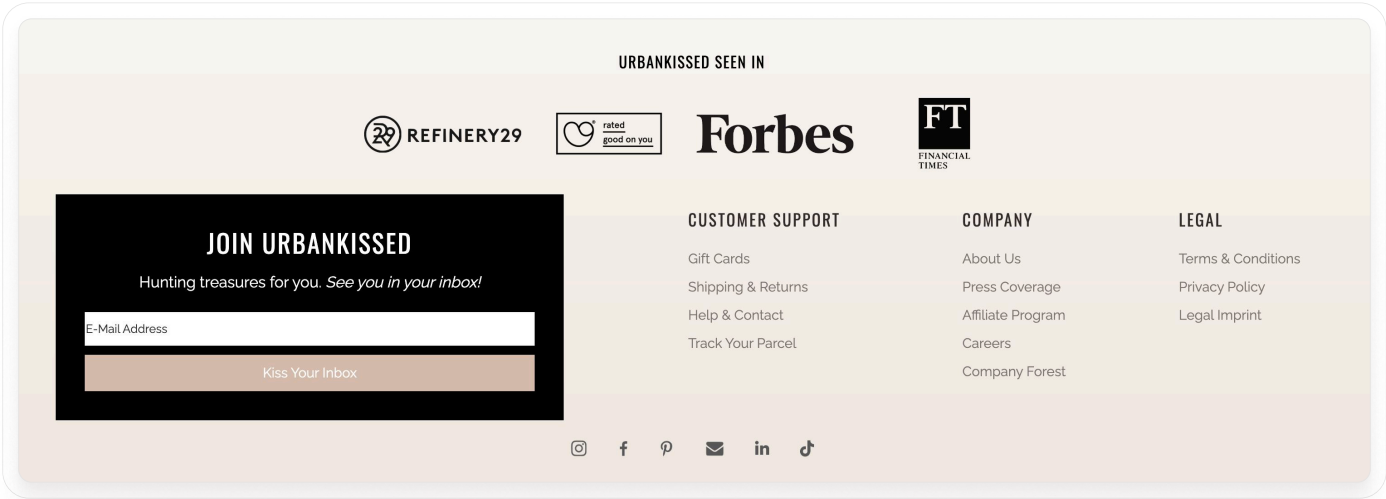
Amazon Style Menu

A multi-tier tree structure of the menu similar to Amazon store



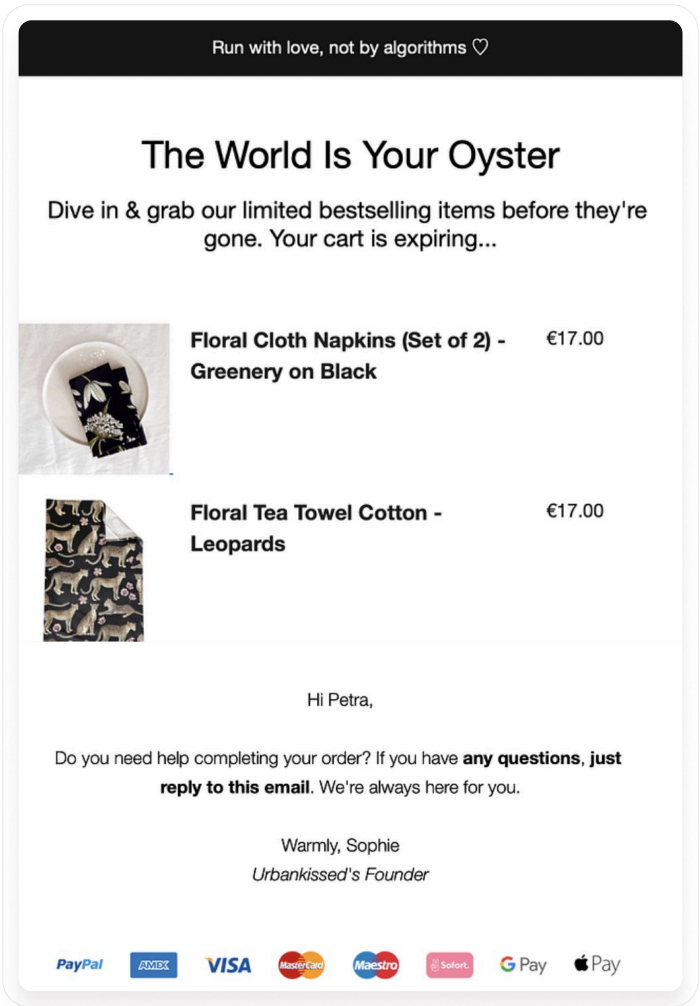
IP Geolocation

Allows determining the country and address of non-logged in buyers for more precise pre-login shipping cost estimation:



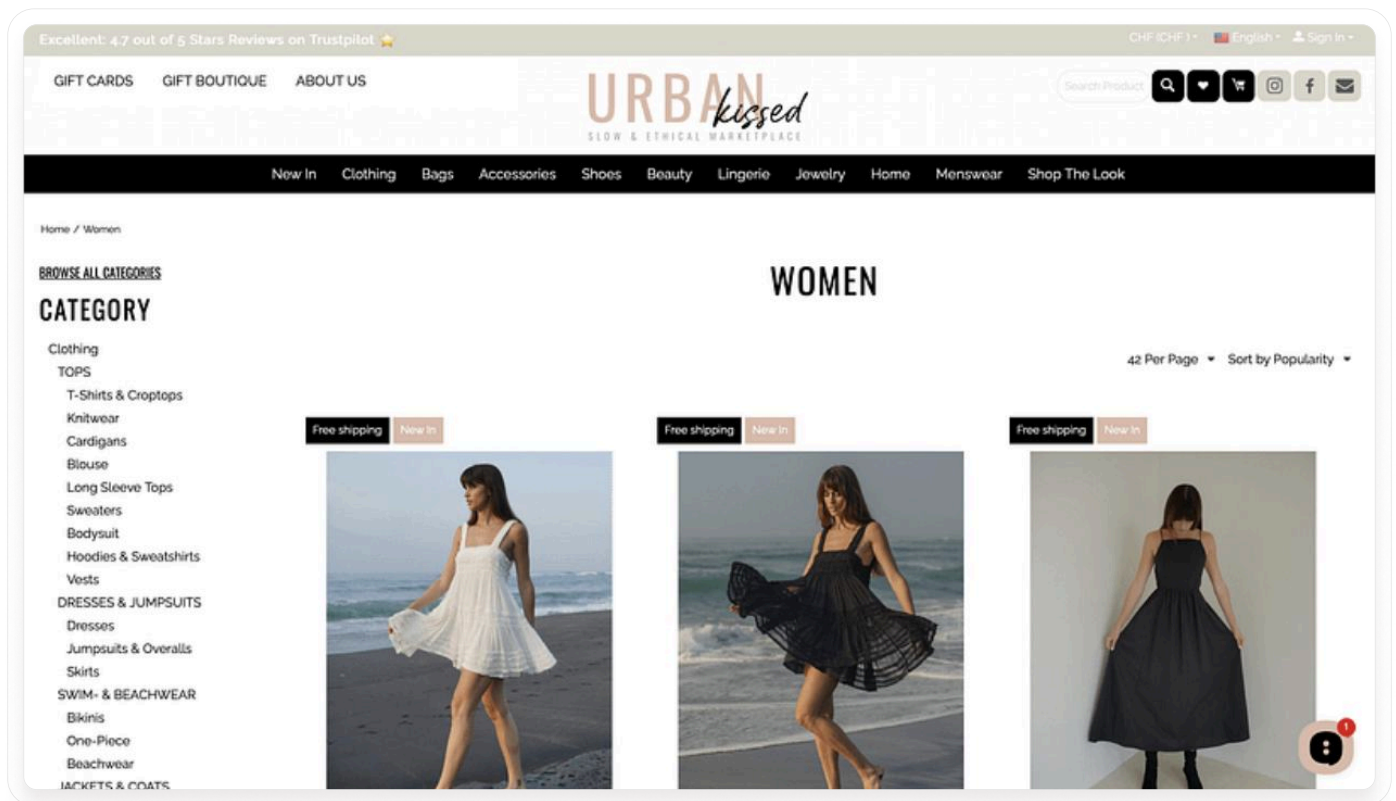
Mailchimp Advanced

Customers can join the email list via Mailchimp signup forms:



Product Labels

Adds most popular labels like “New”, “Hit”, “Cyber Monday”, etc. for enhanced visibility:



After the work completion, Sophie shared her impressions about add-ons' customization:

Most of them are very effective and they really help us improve our appearance and our performance as well as to make everything more professional and engaging. For me, it was always very important to install only add-ons from an official CS-Cart developer due to the previous issues I faced when I was working with WordPress and WooCommerce. Simtech Development is also very often giving me hints on additional topics and questions for free, which is just awesome.



Sophie Brunner

Owner

✓ Cloud Hosting for Stability

Transitioning to cloud hosting provided Sophie with peace of mind. Initially, she sought the most cost-effective solution and managed her account, but soon realized its drawbacks. Lacking knowledge about hosting and server management meant she often missed significant notifications and even experienced a server hack. Since moving to the cloud, she feels completely secure and no longer worries about such issues.

✓ Ongoing Support and Development

Our relationship didn't end with the launch. Simtech Development provided support, offering insights and assistance that helped Sophie navigate challenges and further optimize her platform. This partnership enabled her to continually enhance the user experience.

Results

Since 2018, Urbankissed has achieved remarkable success:

- ✓ **Steady Annual Revenue Growth.** The focus on niche, artisanal brands has resulted in consistent financial growth
- ✓ **Expanded Vendor Portfolio.** An increasing number of small brands have joined the platform, sharing a commitment to quality and craftsmanship
- ✓ **Enhanced Market Presence.** The visibility of these brands has significantly improved, contributing to their growth and sustainability
- ✓ **Long-Term Partnerships.** More than 200 small brands have chosen to continue their collaboration with Urbankissed, reflecting their trust and satisfaction with the platform

Simtech Development has been invaluable in providing support and expertise, allowing me to focus on my business



Sophie Brunner
Owner

Key Takeaways

If you're looking to build a niche marketplace, start with a flexible and robust platform that prioritizes customer experience. Do not hesitate to integrate third-party services that can enhance your offering. With the right development partner, even the most ambitious marketplace ideas can become a reality.

About the Company

Simtech Development is a provider of end-to-end eCommerce solutions. Since 2005, we have created cross-platform applications, conducted UX/UI audits of online stores and marketplaces, optimized infrastructure, and provided seamless integration of systems and services for successful automation of our customers' businesses.

Key Capabilities

- Scalable development team
- End-to-end digital transformation
- World-wide best practices

Our team explores the unique challenges faced by the artisanal industry. We are committed to developing a full-fledged marketplace that streamlines operations, enhances customer experience, and drives growth for small brands.

Services Offered

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|-------------------------------|----------------------------------|
| ● Website architecture design | ● Marketplace custom development |
| ● Marketplace MVP development | ● Mobile app development |
| ● eCommerce hosting | ● UI/UX design |
| ● System Integration | ● Quality assurance |

Your online business deserves the best — let us help you achieve your full potential. Don't wait, the time to act is now!

Contact us to

Get started