

Dune London finds a perfect fit with Cloudinary

Modern DAM to meet Dune London's modern CX needs

50% reduction in license and network storage costs

Seamless integration with Salesforce Commerce Cloud and CMS

Optimized experience for mobile where **80%** of Dune London's customers shop

When global luxury shoe brand **The Dune Group** set out to overhaul its commerce site, it encountered a major hurdle: managing and sharing visual content from its huge digital asset library was complicated and inefficient. That meant Dune London not only needed to radically improve its outdated web platform, but also the way its teams and third-party partners, including all those within its franchise network, worked with its massive library of images and video assets. Seeking a new DAM partner, Dune London turned to Cloudinary for its innovative media experience solution and tight integration with Salesforce Commerce Cloud.

Dune

L O N D O N

INDUSTRY

Luxury retail

SIZE

1,400 employees

HEADQUARTERS

London, UK



ABOUT

An iconic brand modernizes its online experience

In 1992, founder and owner Daniel Rubin embarked on a dream to create an affordable luxury footwear and accessories brand with a small concession store on London's Oxford Street. The Dune Group has grown to become an influential, dynamic and internationally renowned business, designing, producing and distributing shoes and accessories for men and women across a multitude of platforms and global markets

Since setting up its online shop in 2005, the company has increasingly sought to be as meticulous about the quality of its promotional and product imagery as it is about the shoes themselves. The pandemic accelerated Dune London's need for a website update and Cloudinary's DAM with its close integration with Salesforce Commerce Cloud were selected to help.

THE CHALLENGE

Major platform change, big opportunity

The momentum to replatform Dune London's website had been building for some time as Dune London's online growth accelerated. Also, DAM licensing constraints made it prohibitive to connect users outside the company, so sharing visual media became a laborious, manual process.

When all commerce moved online during the pandemic, Elaine Smith, Head of Digital Product, seized on a chance to change:



"Prior to 2020, we were on a bespoke, heavily customized web platform. During the pandemic, I took the bull by the horns and moved us to Salesforce Commerce Cloud."

—**Elaine Smith**, Head of Digital Product

In making this change, one of Dune London's guiding principles was to give customers the same shopping experience across desktop PCs, mobiles or tablets. In practical terms that meant the stunning high-def pictures, videos and animations on Dune London's home and product pages needed to load quickly and display consistently, regardless of browsing environment. Dune London also wanted to give customers a seamless ecommerce and international shipping experience, supporting more than 130 different countries, 70 currencies, and full German and French language support.

More images than meet the eye...

For an edgy, modern fashion brand like Dune London, images really matter. And the company has a lot more visual media in its library than meets the eye, as Smith explains: "We rely heavily on 360s [panoramic images], which are composed of about 20 images stitched together. We're replacing some of those with videos, but that doesn't work for every product. Per season we can have 2-3000 products with this 360 format—and then we've got all the campaign imagery and assets on top of these."

Dune London also needed to give lots of users and teams – including those working at franchise operations – fast, easy and secure access to its huge visual content library.

“We work with a growing number of third parties, from wholesale and concession to franchise partners,” commented Smith. “The way that we were sending them imagery and videos was pretty outdated and manual involving URLs on spreadsheets.

THE CLOUDINARY SOLUTION

A perfect fit for all users and Dune London’s new tech stack

To meet these challenges, Dune London sought a specialized DAM solution that fit into a modern web stack and was optimized for securely managing visual assets at scale. It was critical that the new DAM came with a very simple UX that non-technical people in the company and its partners could onboard and use easily with minimal training. Fortunately, Cloudinary offered an ideal DAM solution.

Cloudinary also fits perfectly with other components of Dune London’s new tech stack. Crucially, Cloudinary works seamlessly with Salesforce Commerce Cloud, feeding the product detail page image carousel and also managing all the images displayed there. Cloudinary’s interoperability with Dune London’s CMS, Page Designer (built into Salesforce Commerce Cloud) was also a welcome feature



“Another big reason we chose Cloudinary was its product roadmap. After speaking to a number of vendors, we felt Cloudinary was truly at the forefront in not just talking about new things but actually delivering them, like support for WebP.”

—Elaine Smith

THE RESULTS

Striking the right balance with Cloudinary

Cloudinary’s DAM has helped Dune London overcome all the limitations it faced with its legacy web architecture including the crucial user access issue.



“Cloudinary gives all Dune London’s users and third-party partners access to the DAM so they can quickly serve themselves the image sets they need in a secure, role-based permissions manner. And it’s so easy to learn and use that most people can hit the ground running with little or no training.”

—Elaine Smith

Ditching the old URL and download-clogged DAM process has also really sped up production. “Replacing the old manual spreadsheet system with automation has been so welcome. I almost daren’t put a figure on the hours being saved, as it would probably be such a scary number – it’s very big!”

Cloudinary's algorithms for image handling also help in what Smith quips is the "eternal balancing act" between fast page load and the ability to display amazing, super-high resolution product images. "Like other retailers, we do keep pushing for our homepage to load faster, but we also know that's tricky because of the volume of content we want to put online including videos and GIFs. So, it's a constant battle between the beautiful and the functional. Cloudinary helps us strike the optimal balance"

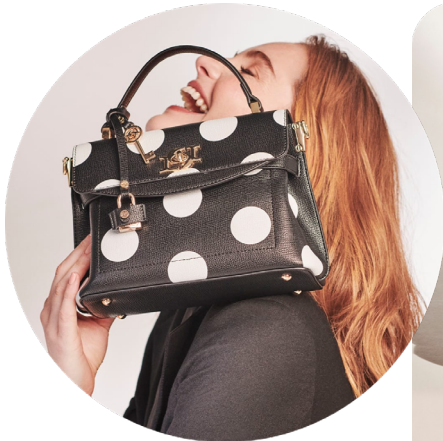
Crucially, this visual media optimization extends to mobile, where 80% of Dune London's customers shop. "The ability to automatically optimize images and videos for our users at the point they want to interact with us is really important," Smith continued.

Perhaps most importantly, Cloudinary's automation frees up Dune London's creatives to spend more time on what they do best: creating cool, compelling, informative content for every stage of the customer journey to improve conversion rates.



"Working with Cloudinary has always been super easy. We have a great relationship, and their tech lead is always happy to talk to our development team and drill into specifics. We have regular project meetings and always feel well informed. No ask was ever too big, even when customized work cropped up at the last minute. The Cloudinary team were very open to working with us on how to get through that and work out the best solution."

—Elaine Smith



About Cloudinary

Cloudinary's mission is to empower companies to deliver visual experiences that inspire and connect by unleashing the full potential of their media. With more than 60 billion assets under management and nearly 10,000 customers worldwide, Cloudinary is the industry standard for developers, creators and marketers looking to upload, store, transform, manage, and deliver images and videos online. As a result, leading brands like Minted, Atlassian, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Peloton and Petco are seeing significant business value in using Cloudinary, including faster time to market, higher user satisfaction and increased engagement and conversions. For more information, visit www.cloudinary.com