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CASE



STUDY



Design Kollective



JONATHONS
COASTAL LIVING

WELCOME TO CLICK-AND-MORTAR

Design Kollektive takes Jonathons Coastal Living from *overwhelmed to competing* with an impressive online presence.

PROBLEM

Jonathons Coastal Living features a carefully curated selection of high-quality home furnishings and accessories. Over the past decade, the design firm and retail outlet has earned a reputation for creating stylish, custom spaces throughout California, Nevada, Arizona, Hawaii, and Florida.

“As a small business owner of a brick-and-mortar showroom, I wear a lot of hats,” explains owner Jamie Bernal. “With all the responsibilities that I’m carrying, I knew I needed to be selling online, but I just couldn’t possibly extend myself any further to even think of launching an e-commerce site on my own.”

Despite being a local tastemaker in their own right, they did not have an online presence allowing customers to easily discover their brand or purchase their goods.



SOLUTION

Jonathons Coastal Living started with a website that was purely informational. It let local shoppers know what was available for sale in their brick-and-mortar store.

Design Kollektive set up a full-service retail website and incorporated the brand into their influential platform of local businesses. This immediately enabled Jonathons Coastal Living to make sales online, while expanding their online retail presence. They are now easily discoverable among similar and complementary local businesses, allowing them to finally take their place online as a tastemaker for local shoppers on the hunt.

“It was just crucial for us to be able to offer products for sale online,” claims Jamie. “It shows shoppers that you have your act together. If you are not selling online, people think there is something wrong with you. It makes you look like you are not up with the times.”

“

For us, deciding to go with Design Kollektive was a no brainer because they provide the retail infrastructure and support with minimal time investment.

- JAMIE BERNAL

OWNER
JONATHONS COASTAL LIVING



01

SOLIDIFIED ONLINE PRESENCE

One of the primary reasons for having an online store is to drive shoppers into the showroom. “It is crucial that we offer our goods for sale online,” shares Jamie. “Our Design Kollektive site is not necessarily an extremely important revenue source for us right now; however, I think that it really solidifies our presence as a retailer.”

02

EXPOSURE FOR WORKSHOPS

Having the ability to sell online has further added the opportunity to promote and sell tickets to workshops hosted in their brick- and-mortar store. “We’ve been advertising our workshops to customers through an email blast and providing a link to the workshop ticket sales page,” says Jamie.



03

MINIMUM EFFORT

Jonathons Coastal Living gets a full-service retail website with very little effort. “It’s super easy. The only thing we have to do is send Design Kollektive a spreadsheet each month with text and images relating to the products that we would like uploaded to our page. They handle everything else.

It’s really effortless.”



ABOUT DESIGN KOLLECTIVE

Design Collective is an online shopping platform showcasing select furniture and home retailers. We connect buyers and designers with the best independent brick and mortar stores so you can shop exceptional products from exceptional shops owned by exceptional people, all in one place, while giving brick-and-mortar retailers the necessary tools to compete online. We are committed to brick and mortar's survival.

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