



**Hooch's quirky, hippy-chick look is charmingly haphazard. The influences are feminine and eclectic: vintage pieces from the '20s through to the '90s. Hooch wearers like to break the rules. At the Hooch store, they can indulge their love of the off-beat.**

**Ambition** Hooch (which is part of Americana Group) saw our work elsewhere - and loved it. They came to us for a fully integrated e-commerce store that would give the brand a permanent home and a focus for its growing number of fans. Offline, Hooch is a concession within boutiques, multiples, and Bench outlets.

**Action** Hooch is a scrapbook of ideas, images, and places. The site revels in found things: mementoes of lazy days and snippets from other people's lives. That's the essence of the Hooch look - putting fashion together in fresh and unexpected ways. And if you're still not sure, there are plenty of suggestions for creating Hooch's trademark mix-and-match style.

drivebusiness brings the site to life with a broad range of services from atmospheric photography through to full customer service. At the same time, Hooch have full CMS with blog functionality, news, styles, and most-wanted sections. There's a stockist finder, a press section, and full integration with Navision for live stock feeds and Sage Pay for payments. A look-book and cross-merchandising encourage multibuying.

drivebusiness send out fortnightly product-led mailers and occasional offers. SEO raised traffic and sales during the first month, while affiliate marketing continues to bring in visitors.

**Impact** **Last 3 months vs previous 3 months**  
**35% increase in on site conversion**  
**51% increase in purchased products**  
**18% increase in average order value**  
**13% increase from SEO**

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