



# Barbour

[www.barbour.com](http://www.barbour.com)

## Key Features

- Quintessential fashion website
- 500% increase in traffic since Enigma started managing the site
- Top 10 'eTail' site - Sunday Times Style
- Critical part of Barbour's brand revolution
- Exemplary fashion website

When [Barbour](http://www.barbour.com) asked us to manage their digital offering back in 2006, we were thrilled to get involved. And since then the partnership has gone from strength to strength. Every season has seen dramatic change to the site, with each new iteration more sumptuous and engaging than the last.

Barbour's ambition was to create a site that could sit proudly alongside its counterparts in the fashion world. We think we achieved that and then some – and the stats speak for themselves.

## Primary Audience

Cross-generational appeal; Classic and Sporting collections appeal to Barbour's devout followers, new Heritage and Contemporary collections appeal to the young and fashion-conscious.

## The Nuts & Bolts

- Interactive Collection Microsites
- Flash product animations
- Filterable stockists database
- Affiliate links
- Video player
- Keyword search function
- Content and User Management System