

Case Study - Aspinal of London

Aspinal of London produces handmade leather goods, gifts and accessories for all occasions. Its focus is on quality – both of the product and the service customers can expect to receive.

Aspinal needed a world-class website to maximise their presence in the Japanese market, take advantage of the Japanese passion for all things typically British, and to participate in one of the most developed internet economies in the world. Wéb-Tränslatiöns provided a fully localised and optimised e-commerce website, where Japanese customers can browse and buy products in Yen.



The Challenge

- Localise aspinaloflondon.com for Japan
- Ensure that the website and brand gave the best possible impression of Aspinal to Japanese customers
- Implement payment gateway so Japanese customers can buy in YEN
- Ensure that the delivery process runs smoothly
- Maintain Aspinal.jp in line with English updates

The Solution

- Provision of an e-commerce solution and integration with Aspinal's internal system
- Translation of online product catalogue
- Translations which reflect Japanese culture
- Localisation of the payment gateway to enhance the shopper experience
- Integration with international delivery service to provide swift delivery to Japanese customers

The Results

- Aspinal.jp launched Spring 2009
- A localized website to appeal to the Japanese market, which also maintains the feel of the original Aspinal of London brand
- We expect the site to be a phenomenal success - watch this space!

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