

Kore Essentials — Crowdsourced Fashion Innovation

Kickstarter success story sells on Bigcommerce to increase revenue by 41% and foster 50% repeat business

THE BIGCOMMERCE DIFFERENCE

41%

Increase in overall revenue

36%

Increase in online sales

11%

Increase in conversion rate

24%

Increase in mobile conversion

"Bigcommerce is inexpensive and full of features. Their support is more hands-on and ready to help than other platforms. They come across as more in touch with their users."

— Karl Kozak, Founder

Business goal: [Create a brand, increase sales](#)

After garnering more than \$300,000 in backing in just 30 days on Kickstarter, it was obvious that Kore Essentials had a strong market for their innovative belts. Once the campaign ended, though, the company needed a true ecommerce solution to power repeat purchases and attract new customers.

Bigcommerce benefit: [Exceptional support and aesthetics](#)

After researching and demoing multiple ecommerce solutions, the Bigcommerce support team's attention to detail and focus on individual merchant needs won Kore Essentials over. The platform's design and user experience played a huge part, as well, letting the team get a beautiful site up and running without much time or money.

Challenges

In 2013, Karl Kozak launched a Kickstarter to raise money for a new belt concept that eschewed the traditional holes in favor of a fully adjustable buckle. Within 30 days, the company had more than 3,000 backers and \$300,000 in funding. They had found a major market for their innovative accessory.

The successful launch led Kore Essentials to become one of the top 10 Kickstarter fashion products of all time. But the brand needed a sustainable solution for selling their products online.

“During the Kickstarter campaign, we began looking at ecommerce sites,” said Kozak. “We did a careful comparison of the top three, even going so far as calling each one and drilling them with our questions. After the first week, it became clear that Bigcommerce best fit our needs.”

Solutions

Bigcommerce met Kore Essentials’ needs for a merchant-friendly support team — the founders had never ventured into ecommerce before — with the added benefits of a quick launch and beautiful site design.

“Bigcommerce is inexpensive and full of features,” said Kozak. “Their support is more hands-on and ready to help than other platforms. They come across as more in touch with their users.”

Results

After launching, Kore Essentials saw more than 50% of their original backers purchase additional products from their Bigcommerce store.

“Once customers had the product, we were taken aback at how many came rushing back to buy another belt,” said Kozak. “It took us by surprise. It was a big validation for the product and company.”

The company has also seen a 36% increase in online sales, 11% increase in conversion rate, 24% increase in mobile conversion rate and 41% increase in overall revenue since switching to Bigcommerce. Kore Essentials has since been included in Entrepreneur magazine’s top 100 crowdfunded companies, and their belts were worn by Team USA members in the Sochi 2014 Winter Olympics.