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## Luxury Jewelry Brand L'azurde Launches Elegant New Composable Commerce Website on BigCommerce

*With an integrated tech stack built in just five months, L'azurde has seen its conversion rates double alongside significant improvements in sales growth, uptime and site stability*

AUSTIN, Texas--(BUSINESS WIRE)--May 21, 2024-- [BigCommerce](#) (Nasdaq: BIGC), an open SaaS, composable ecommerce platform for fast-growing and established B2C and B2B brand and retailers, today announced that [L'azurde Company for Jewelry](#), one of the Middle East's largest jewelry designers, manufacturers and distributors, has launched on the BigCommerce platform.

With a presence in Saudi Arabia, Egypt and the United Arab Emirates, L'azurde has been a leader in crafting exquisite jewelry for over four decades. Known for its commitment to excellence and innovation, L'azurde produces over 3,000 different jewelry models each year.

After dealing with performance and integration limitations on Magento, L'azurde turned to BigCommerce and a composable commerce approach to scale with the company's growth. Since its launch on BigCommerce, L'azurde has seen its conversion rates double in addition to overall sales growth and improved uptime and site stability.

"The decision to replatform was fueled by our commitment to future-proof our business," said Marcelo Da Silva, group head of omnichannel at L'azurde. "We recognized the importance of being nimble in a rapidly evolving market. With BigCommerce, we have a platform that prioritizes flexibility, empowering us to implement innovations swiftly and launch new features seamlessly so we can deliver amazing customer experiences and leave technical platform management to the experts."

L'azurde recognized that a compelling online storefront was pivotal to their digital transformation. The company needed a platform that not only showcased their extensive range of jewelry collections but also delivered an exceptional and engaging shopping experience. L'azurde worked with BigCommerce partners to create a custom headless storefront that integrated seamlessly with BigCommerce's ecommerce platform.

Leveraging the Next.js framework, L'azurde relied upon BigCommerce's world-class partner ecosystem to build a modern, composable site that enabled L'azurde to manage its product catalog, inventory and customer data efficiently. L'azurde's composable tech stack includes integrations for its CDXP, order management system, PIM, CMS and search-and-merch tools. The BigCommerce back-end provides the infrastructure for ecommerce at scale, handling key functions such as order processing, security payments and inventory management.

Taking a composable approach gave L'azurde a strong foundation to deliver incredible customer experiences, no matter how customer expectations change.

"Shoppers today demand personalized experiences, streamlined checkouts and responsive interfaces," said Da Silva. "Our replatforming efforts are geared toward meeting and exceeding these expectations. With the advent of AI, augmented reality and other cutting-edge technology, BigCommerce allows us to integrate seamlessly with a diverse array of third-party applications and services. This freedom from vendor lock-in empowers us to use a tech stack tailored to our unique needs, fostering innovation and adaptability."

"L'azurde really took full advantage of BigCommerce's open platform and strong partner ecosystem to get a fully functioning composable site up and running in just five months," said Mark Adams, senior vice president and general manager of EMEA at BigCommerce. "They are experiencing meaningful benefits in such a short amount of time. This project demonstrates that composability is effective and does not need to be overly complicated in order to land results."

L'azurde is the latest in a series of lifestyle and apparel merchants to choose BigCommerce, including [Badgley Mischka](#), [Rohan](#) and [White Stuff](#). For more information on BigCommerce's ecommerce solutions for fashion and apparel, click [here](#).

### About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Francesca's, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit [www.bigcommerce.com](http://www.bigcommerce.com) or follow us on [X](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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