



Since 2009



250 established  
artists



3.000+  
works



250k visits/month



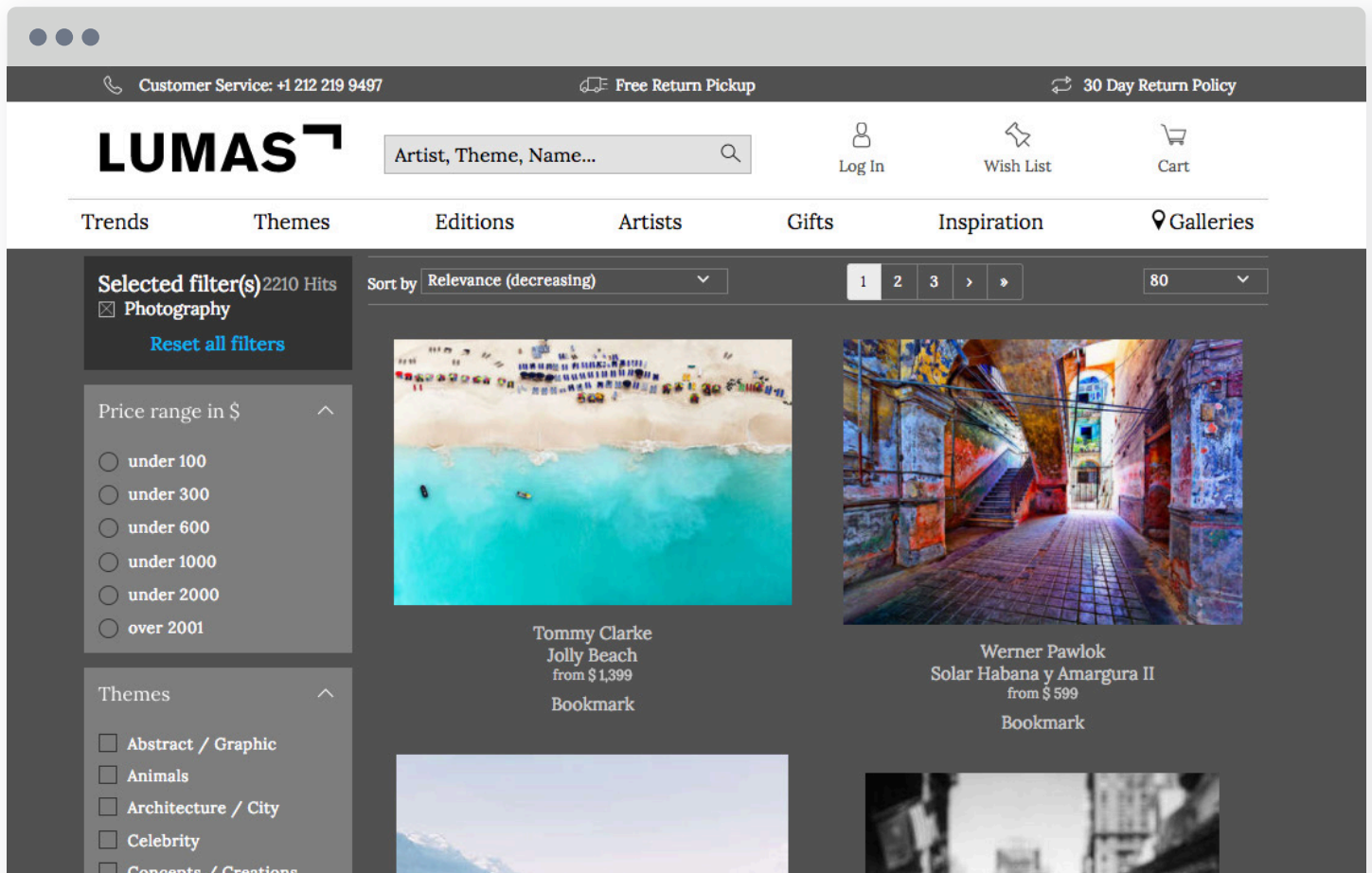
B2C

## Lumas Converts First-Time Art Buyers

From first-time buyers to art fanatics: LUMAS attracts users worldwide to get inspired and buy affordable art online. The offer ranges from curated photographs, illustrations and paintings to digital art. Founder Stefanie Harig believes that online channels are the key factor in converting first-time buyers who would not normally have bought art through galleries.

## Some customers seek inspiration, others buy their first art piece online

After a global market decline for the art scene in 2015, the turnover of art sales offline and online increased again in 2016 from 42 billion euros worldwide to 45 billion euros. The award-winning online art trade platform LUMAS was one of the first art galleries dedicated to the goal of bringing affordable art to people. In addition to the online shop, LUMAS also operates more than 40 art galleries in Germany, Europe, the USA and Russia.



The screenshot shows the LUMAS website interface. At the top, there is a navigation bar with the LUMAS logo, a search bar, and links for 'Log In', 'Wish List', and 'Cart'. Below the navigation bar, there are tabs for 'Trends', 'Themes', 'Editions', 'Artists', 'Gifts', 'Inspiration', and 'Galleries'. The main content area displays search results for 'Photography' with 2210 hits. The results are sorted by 'Relevance (decreasing)' and are displayed in a grid. The first two results are:

- Tommy Clarke - Jolly Beach**: A photograph of a beach with a turquoise sea and a sandy shore. Price: from \$1,399. A 'Bookmark' button is visible below the image.
- Werner Pawlok - Solar Habana y Amargura II**: A photograph of a narrow, colorful alleyway in Havana. Price: from \$ 599. A 'Bookmark' button is visible below the image.

On the left side of the search results, there are filters for 'Selected filter(s) 2210 Hits' (Photography) and 'Price range in \$' (under 100, under 300, under 600, under 1000, under 2000, over 2001). There are also 'Themes' listed: Abstract / Graphic, Animals, Architecture / City, Celebrity, and Concepts / Creations.

## LUMAS needed a commerce solution to support their growth

LUMAS' previous commerce software was no longer able to fulfil the functional and technical requirements to grow the business fast enough. System performance, seamlessly integrated analytics and speed in adopting new features were some of the core improvements that LUMAS needed to serve their growing customer base.



## Relaunch with Spryker

Thanks to the relaunch with the Spryker Commerce OS, LUMAS can easily serve more than 250,000 monthly visitors. Higher system performance and flexibility have significantly optimized productivity in their development team. The easy integration of new features has also helped to further drive store development.

### Key Features



#### Product Information Management

As an essential part to their product range of 3000+ art pieces, LUMAS' Product Information Management has been completely revamped. It smoothly handles complex requirements, including different product variants, such as multiple size and framing options.



#### Order Management System

Another core capability is a sophisticated cross-country Order Management System covering their digital and offline sales channels.



#### Analytics

Seamlessly integrated analytics, now enable LUMAS to focus more on data-driven decision-making aimed at driving profitable channels, optimising user journeys and making content more relevant for customers.



#### Multi-store solution

Covering a range of countries and supporting internationalisation of the LUMAS brand

### Spryker Industry Partner in this project



### About Spryker

The Spryker Commerce OS is a unique commerce operating system for digital pioneers and those who want to become one. Customers are using more and more devices that offer new touch points and make customer journeys more complex. Spryker enables companies to take the steering wheel back into their own hands and reach customers exactly where and how they prefer to shop.

