

CASE STUDY

Isabella Oliver

A-List fashion house slips into something cool

Isabella Oliver is an amazingly successful e-tailer offering a wide range of maternity clothes, which have taken the fashion world by storm. The huge success of the company has been due to the fact that absolutely nobody made anything that was remotely fashionable for those ladies that were expecting. In the bad old days the choice for pregnant ladies, no matter how stylish they were or wanted to be, was restricted to a pair of baggy dungarees or a large tent-like, mumsy structure purporting to be a dress! A pregnancy at that time equaled a fashion bypass.

An A-List e-business

Geoff van Sonsbeek and his wife **Baukjen** launched their first maternity collection in 2003 simply because they couldn't find anything remotely suitable to wear for fashion conscious mums to be. From the start the clothes were beautifully cut and made from stylish, easy care fabrics that not only looked fabulous, but also offered unrivalled comfort and fit. The maternity wear with its signature detailing - wrapping and ruching - has now become the essential standard for every pregnant woman's wardrobe. Little surprise then that the top 'A-listers' in the USA adopted the Isabella Oliver brand as their very own. Devotees of the maternity fashion range have included Natalie Portman, Selma Blair, Angelina Jolie, Jessica Alba, Gwen Stefani, Sophie Dahl, Naomi Watts, Minnie Driver and Jennifer Lopez.

Bad response, downtime and poor management

Geoff Van Sonsbeek said, "We started our e-tail business, as many do, with a shared server and the incumbent bad response, downtime, poor management and appalling support; all problems that are inevitably associated with such a cost led decision. It was not long before the success of the innovative clothing range meant that we had to look for a sensible hosting provider. In 2005 we discovered **Rackspace® Hosting.**" Geoff added, "I was aware of the company and its reputation in the marketplace for incredible support. Our business growth was such that we needed to find a reliable hosting partner that understood the commercial implications of hosting for an e-tailing business. Rackspace was able to offer a level of support and network uptime that would ensure customers always had a good online shopping experience and they were equally able to navigate and check out without waiting for a huge online queue."

Critical Partnership

Geoff said, "Moving to Rackspace has been the making of the business. We certainly could not have achieved the current level of success without this critical partnership. The reality of e-tailing is hosting, and if you don't get this right you will never be successful. There is nothing more likely to turn away a customer than having to wait for a page to refresh or the payment system to kick in and take the



Isabella Oliver maternity wear. Now the essential fashion brand of the expectant Hollywood A-list



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 Co-Owner
 Isabella Oliver



money. Rackspace has provided us with a 100% network uptime guarantee, Fanatical Support®, rapid scaling for business expansion, burstable bandwidth for those crazy times and a level of account management that is totally unmatched by other providers.”

Queens Award for Enterprise

The end result is a business that received the Queens Award for Enterprise in 2010 and is rapidly expanding into new markets. Their new, everyday fashion range has all the hallmarks of being as successful as the world renowned maternity wear.

Future is in the clouds

Geoff summarised, “Rackspace has maintained a high level of interest and support in our business since the outset, and we are now exploring the possibilities offered with a brand new cloud hosting package on both sides of the Atlantic.”

Maternity wear to be seen in

For the fashion conscious ladies that are contemplating motherhood, then the only place to visit to prepare the wardrobe for the big event is www.isabellaoliver.com. The same site is also the home of the brand new fashion range for women who simply love style.

Great expectations

If you have great expectations from your hosting company then the only site to visit is www.rackspace.co.uk or call the team on **0800 988 0100** for a **FREE** and friendly chat on how to get the very best hosting solution for your e-business.

