

The Gildan logo is displayed in a bold, white, sans-serif font with a registered trademark symbol. It is positioned on the left side of the top banner, which features a background image of a young man in a white t-shirt leaning against a metal railing.The silk logo consists of a white, stylized geometric icon resembling a folded piece of fabric or a cube, followed by the word "silk" in a lowercase, white, sans-serif font.The Contentful logo features a large, white, stylized letter 'C' followed by the word "contentful" in a lowercase, white, sans-serif font.The BigCommerce logo includes a white, stylized triangle icon followed by the word "BIGCOMMERCE" in a white, uppercase, sans-serif font.

GILDAN GOES HEADLESS WITH SUCCESSFUL CONTENTFUL IMPLEMENTATION

<https://www.gildan.com/>

ABOUT GILDAN

As one of the world's largest manufacturers of different clothing, including activewear, shirts, and socks, Gildan is known as a leading apparel company in the industry selling to multiple elite and aesthetic brands. Distributing their products around the world in North America, Europe, Asia-Pacific, Latin America, Gildan offers their apparel to wholesale distributors, screenprinters, retailers, and consumers through eCommerce platforms and online websites. The company strives to uphold their well-known production services and clothing establishment across multiple websites and high-quality apparel brands.

GILDAN'S OPPORTUNITY USING CONTENTFUL

Contentful is a leading CMS helping brands and businesses manage website content to enhance and prioritize the digital experience. With accelerated speed and wider scalability as opposed to traditional CMS platforms, Contentful enables digital stores to manage and organize content in a seamless and efficient way through API layers and workflows.

AT A GLANCE

KEY IMPLEMENTATION FEATURES

- Headless Solution
- 17+ Language Translations
- Image, Text, & Design Localization

PLATFORM

BigCommerce Multi-Storefront (MSF)

CONTENT MANAGEMENT SYSTEM (CMS)

Contentful

THE CHALLENGE

With 3 different brands powered on BigCommerce's platform, Gildan's various retail stores and marketing sites were difficult to manage individually. In order to sync content between the stores and be able to track key content information from its back-end, Gildan needed a user-friendly interface that could meet its content management needs. The main requirement was flexibility; Gildan wanted to manipulate, change, and update content across its multiple sites to optimize its marketing efforts and maximize spending. This would make it easier for the company to change content, e.g., images, texts, and information, on one website while automatically updating its other brands.

“How can Gildan sync all content from its previously-built landing pages together for better flexibility?”

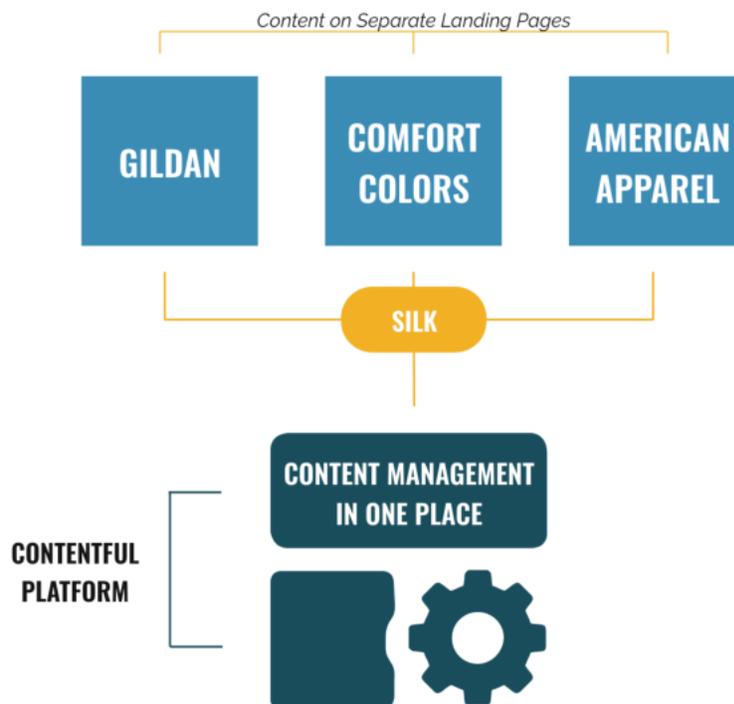
GILDAN®

COMFORT COLORS®

American Apparel

SILK'S STRATEGY & EXECUTION

With Silk's 15+ years of proven experience solving challenges for our clients, Silk sought to find a solution that would empower the brand to improve its content management processes. Utilizing Contentful, the headless CMS platform, Silk strategized and organized an optimal workflow that successfully and seamlessly connected the CMS platform with Gildan's BigCommerce storefronts for flexible content management.



THE BEFORE & AFTER

With its new implementation and content synchronization to Contentful's platform, Gildan is able to power its 3 websites through a headless CMS that allows for optimal flexibility, capabilities, and updates from one place. Additionally, using Contentful's platform allowed the brand to sync with and connect to different devices including its own Gildan Product Locator mobile app. Using Contentful's provided APIs and system software, Silk connected all content from three of Gildan's brands by pulling multiple IDs and information for the implementation process. This headless system gave Gildan the ability to decouple the front-end of the websites from the back-end, giving the brand elasticity for changing and updating content. Instead of updating content individually on 3 different sites, Gildan is able to do so once and duplicate the content across multiple websites automatically.

GILDAN'S CMS BEFORE USING CONTENTFUL:

LOCKED-DOWN COMPONENTS WITH EMBEDDED CODING.

Prior to its switch to Contentful, Gildan's individual websites consisted of locked-down components with content and design hard-coded and embedded on each site's back-end. This required time-consuming, manual work to recreate and duplicate content on each page. Additionally, the restricted fields and landing-pages made it impossible to preview the site before launching or going live.

GILDAN'S CMS AFTER USING CONTENTFUL:

WELL-ORGANIZED CONTENT MANAGEMENT SYSTEM WITH HEADLESS STRUCTURE.

After Silk successfully integrated Contentful with 3 of Gildan's BigCommerce stores, Gildan now has an organized content management platform to update and change website content with ease. With a headless structure that decouples the back-end from the front-end of the websites, Gildan can make changes from one central location while previewing all landing pages and field types before launching its updates.



GILDAN'S POSSIBILITIES WITH CONTENTFUL

Silk Digital was able to successfully implement Contentful's platform with Gildan's BigCommerce stores. With 3 separate brands to manage, maintain, and update content on, Silk's plan to integrate a headless CMS structure was the perfect solution. With additional key features and customized capabilities, Gildan's brands are able to control language, texts, colors, banner designs, and more from one centralized place.

THE KEY FEATURES:



VARIOUS CONTENT CONTROLS

From font type and text alignment to images and banner designs, all core content controls are accessible and available from Gildan's back-end. All content management controls are displayed in one place for changes and updates to any content.



TRANSLATIONS & LOCALIZATION

Across all 3 brands for Gildan, Silk helped Gildan implement translated copy and content into 17+ different languages for all markets in corresponding countries. Additionally, data and analytics such as SEO and meta descriptions for the website were translated.



SYNCHRONIZATION ACROSS MULTIPLE FRONT-ENDS

Content and translations between each website are automatically updated and synced with one another through API layers and workflows. Changes from the back-end of the website are linked between each website for easy and convenient updates.



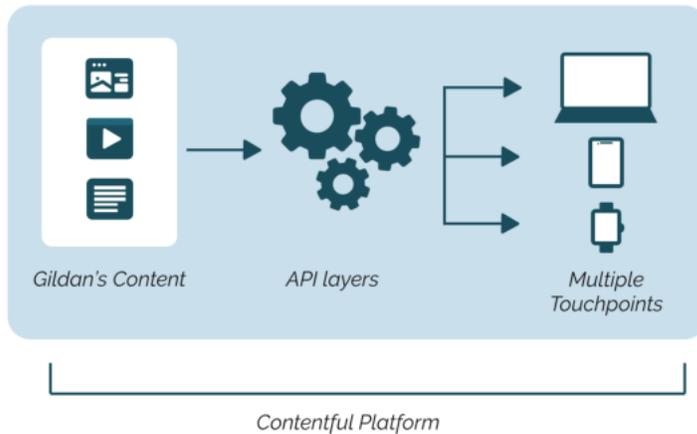
USER-FRIENDLY DROP-DOWN FEATURES

With a drop-down feature and self-service capabilities, Gildan is able to position texts, control edits, manipulate text sizes, and change color through easy content management. Contentful's platform allows selections from drop-down menus to eliminate user-complications and confusion.



THE SYNOPSIS

Silk Digital was able to successfully implement Contentful's platform with Gildan's BigCommerce stores. With 3 separate brands to manage, maintain, and update content on, Silk's plan to integrate a headless CMS structure was the perfect solution. With additional key features and customized capabilities, Gildan's brands are able to control language, texts, colors, banner designs, and more from one centralized place.



ABOUT SILK

Silk Digital is an award-winning digital agency with leading experts in headless implementations and eCommerce. Our greatest satisfaction stems from empowering businesses and brands to expand globally and boost revenue. From digital marketing and consulting services to design and development, our services are guaranteed to advance businesses towards a digital future.

“Our experience working with Silk has been second to none in my 20+ years of working through replatform, site redesigns, and digital transformation. We have found a long term BigCommerce partner in Silk, which has been instrumental in the success of our digital ambitions.”

- Raffael Sarracini, VP Global Ecommerce + IT, Gildan

