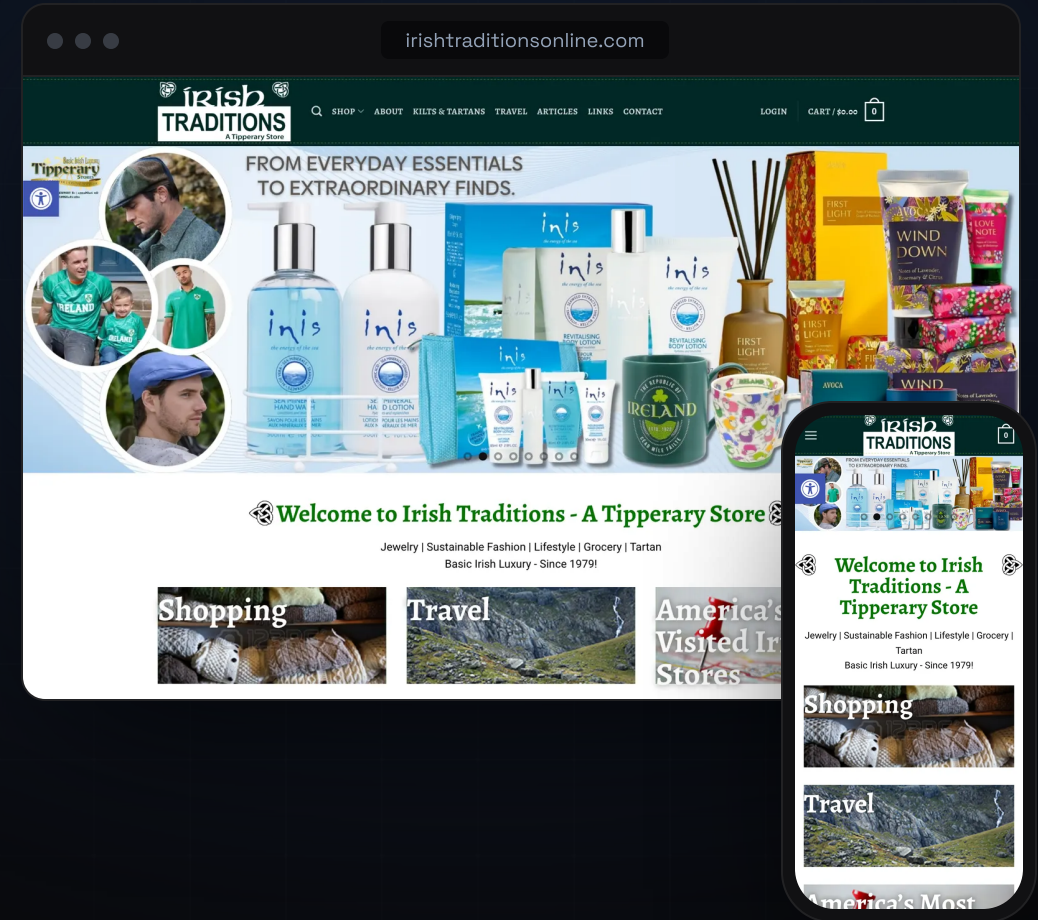


Irish Traditions · Retail e-commerce

Irish since 1979. Open around the clock.

An online store for America's most visited Irish retailer, with shops in Annapolis, Brunswick and Newport. It sells tartans, knitwear, jewellery, gifts and groceries, with family-name search and a clan tartan finder that the in-store staff used to do by hand.



The challenge

THE CLIENT

Irish Traditions, a Tipperary store, has sold basic Irish luxury since 1979 from locations in Annapolis MD, Brunswick NY and Newport RI.

SECTOR

Specialty retail

STORES

Annapolis, Brunswick, Newport

SINCE

1979

Loyal customers, but only in person

Visitors fell in love with the stores on holiday, then had no easy way to buy again once they got home.

Thousands of tartan variations

Clans, counties, states and military tartans across ties, scarves and kilts made the catalogue hard to browse.

Staff knowledge did not scale

Finding a family's tartan or crest took a conversation at the counter, which a website could not replicate.

An older, loyal audience

Many customers needed larger text, higher contrast and a very simple checkout.

The store experience, rebuilt for online shoppers



Tartan and family finder

Search by surname, clan, county or state to find the right tartan and crest across every product type.



Organised catalogue

Jewellery, sustainable fashion, lifestyle, grocery and tartan collections with quick view and clean filters.



Accessibility toolbar

Text resizing, high contrast, readable fonts and grayscale modes built in for every visitor.



Store-connected

Locations, hours, travel guides and call-or-text support that link the online and in-store experience.

HOW IT WORKS

How a visit becomes a repeat order

Connecting the shop floor to the online store.

01

Visit in store

Holiday shoppers discover the brand in Annapolis, Brunswick or Newport.

02

Sign up

Email capture at the till and online brings them into the list.

03

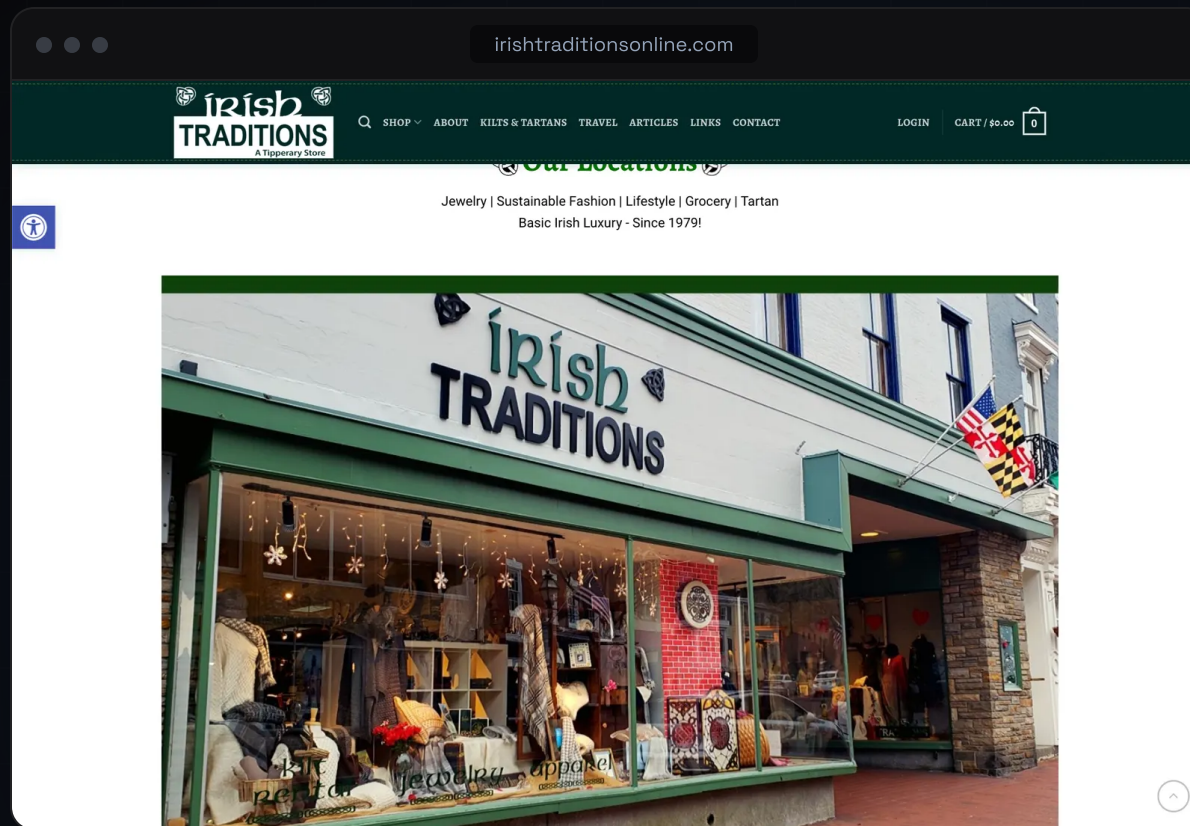
Find their tartan

Family-name search surfaces the right products instantly.

04

Order again

Seasonal campaigns and gift guides bring them back year after year.



STACK

WORDPRESS

WOOCOMMERCE

CUSTOM PRODUCT TAXONOMY

ACCESSIBILITY TOOLKIT

KLAVIYO

STRIPE / PAYPAL

What changed after launch

ONLINE REVENUE

+120%

growth in online sales year on year

REPEAT BUYERS

38%

of online orders come from returning customers

SEARCH TO CART

2X

more tartan searches ending in a purchase

HERITAGE

Since 1979

family retail, now selling nationwide

Figures reflect store analytics in the year following the relaunch.

BEFORE

Customers who loved the stores could not easily buy again, and finding a family tartan needed a conversation at the counter.

AFTER

The whole catalogue is searchable by family name, accessible to every shopper and open for orders all year round.

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DELIVERED IN THIS ENGAGEMENT

- ✓ E-commerce store
- ✓ Tartan and family search
- ✓ Accessibility and email marketing setup

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