

# Replatforming for Radiance: A Luxury Jewelry Brand's Shopify Evolution

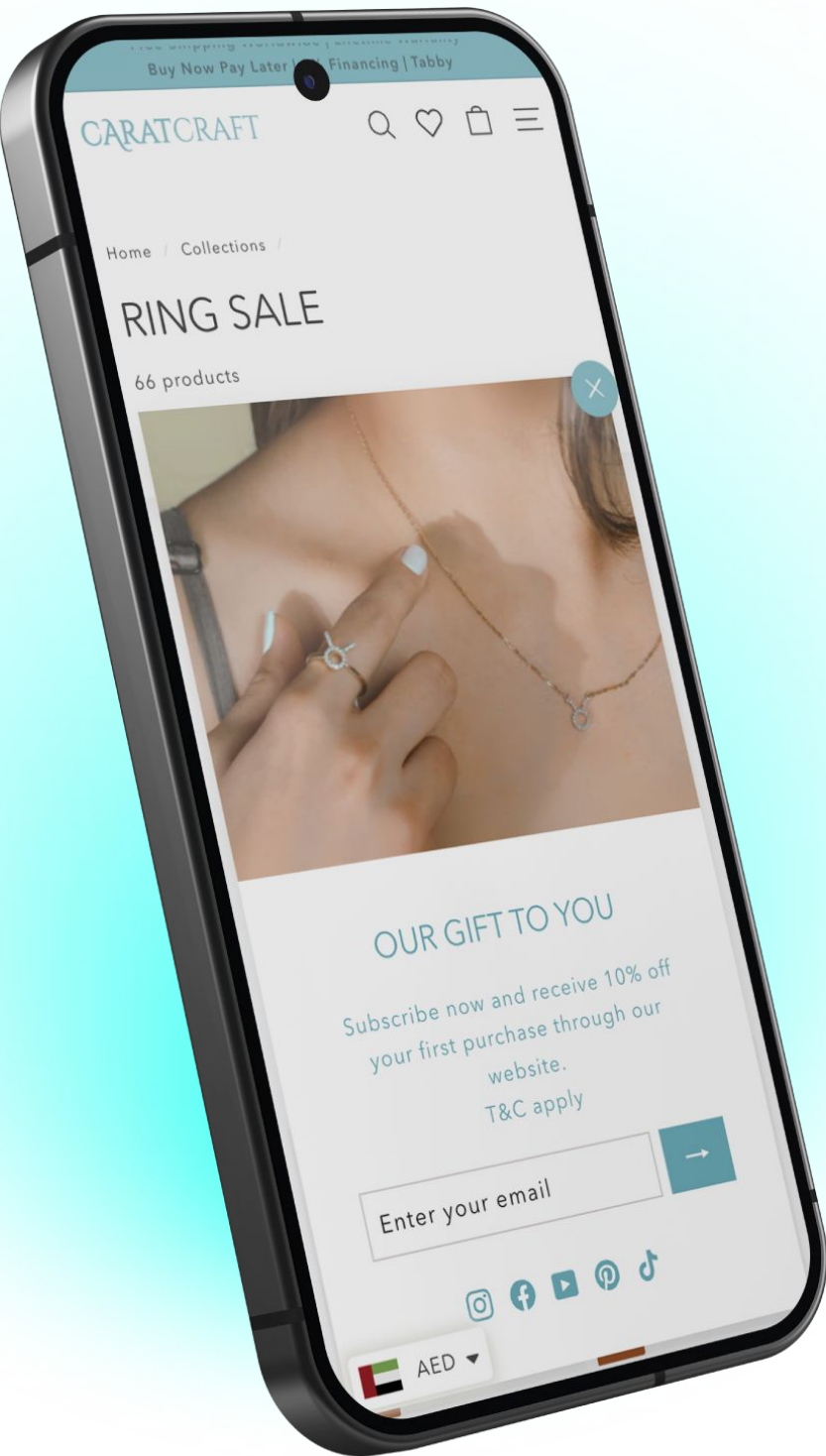
How Devsinc Delivered 68% Faster Loads & 28% Sales Growth for Carat Craft

Client: Carat Craft  
Industry: Luxury Accessories  
Website: [www.caratcraft.ae](http://www.caratcraft.ae)  
Location: UAE 



Services Delivered:

-  Platform Migration
-  Shopify
-  UI/UX Design
-  E-commerce Development



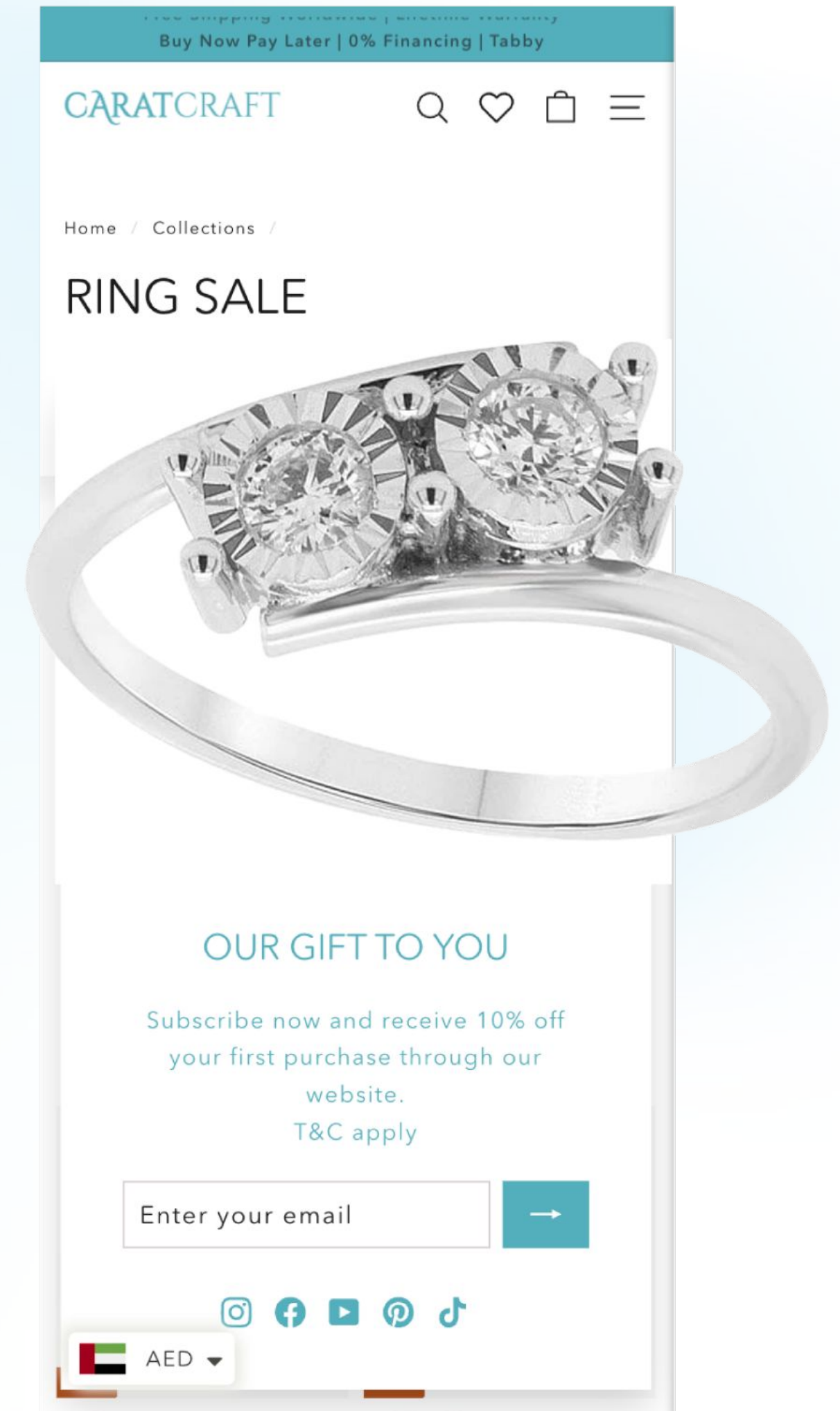
Overview:

# From Artisan Craft to Digital Legacy

**Carat Craft isn't merely a jewelry brand** – it's a manifesto for self-expression. Each handcrafted piece celebrates the audacious spirit of women who wear their stories with pride. For years, their UAE atelier set the standard for bold, narrative-driven designs, but their digital presence lagged behind this physical prestige.

The brand's WooCommerce platform, while functional, strained under the weight of luxury expectations: sluggish load times dulled the sparkle of high-resolution gemstone galleries, and rigid architecture hindered personalized shopping journeys.

Recognizing that their digital storefront should mirror the artistry of their creations, Carat Craft partnered with Devsinc (formerly Alchemative) to orchestrate **a seamless migration to Shopify** – a move designed to marry technical scalability with emotional resonance.



Challenge:

# A High-Stakes Platform Migration Without Missing a Beat

For a luxury jeweler like Carat Craft, data isn't just numbers – it's the digital embodiment of their craftsmanship. **Migrating from WooCommerce to Shopify** wasn't merely a technical lift; it was a precision operation to safeguard years of SEO equity, product lore, and customer trust. One misstep could mean vanishing search rankings, broken collection pages, or worst of all – eroded confidence among clients investing thousands in heirloom pieces.



## Data Migration:

500+ SKUs with intricate details (gemstone origins, artisan notes) needed flawless transfer—zero tolerance for errors.



## URL Redirection:

Maintaining SEO rankings and ensuring customers were directed to the correct pages post-migration.



## Platform Whiplash:

WooCommerce's PHP/MySQL architecture clashed with Shopify's Liquid framework, risking data corruption.



Solution:

# Precision Engineering for a Flawless Digital Transition



Migrating Carat Craft’s jewelry empire demanded surgical precision – every diamond detail, client history, and SEO asset had to **transition with zero margin** for error. Our approach blended cutting-edge automation with artisan-level manual oversight to recreate their WooCommerce ecosystem on Shopify, then elevate it.



## Data Alchemy:

Custom scripts flawlessly migrated 500+ SKUs with gemstone certifications, while triple-validation ensured 1000+ product images retained zoom functionality.



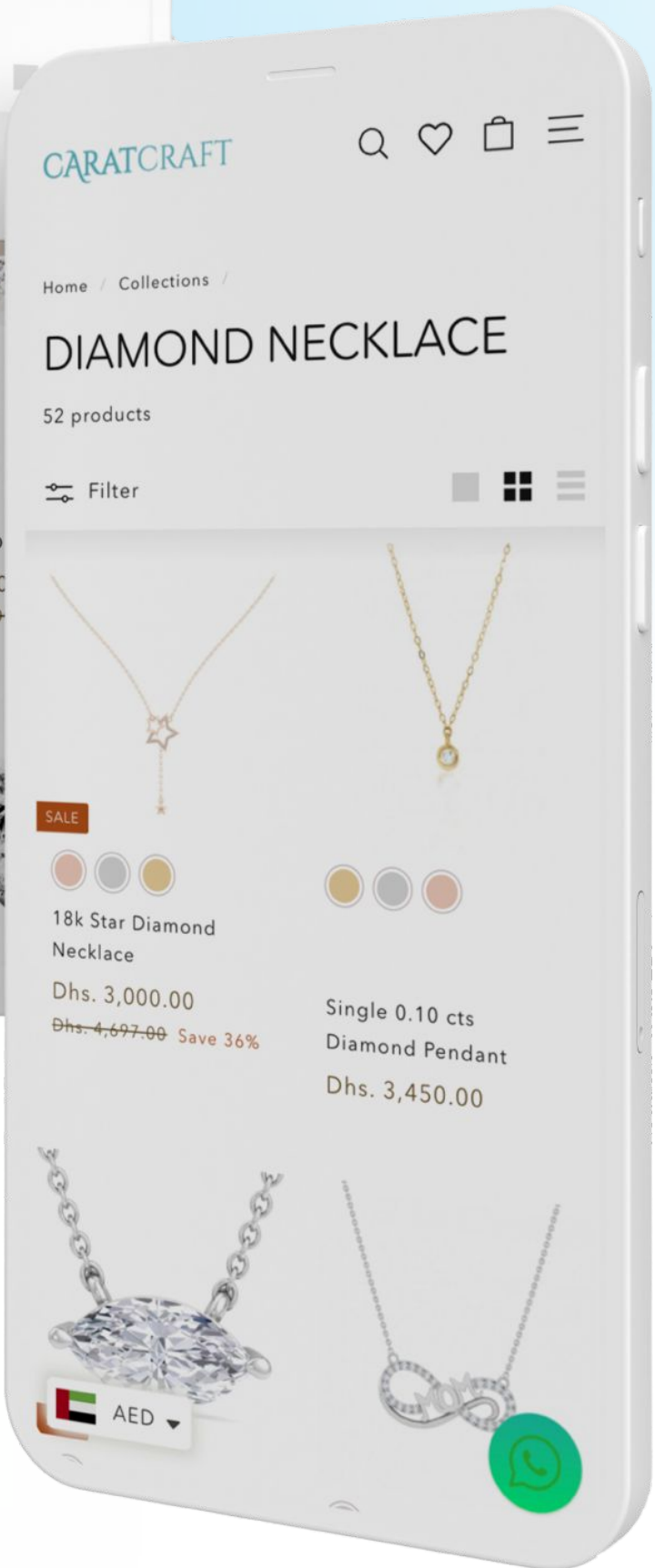
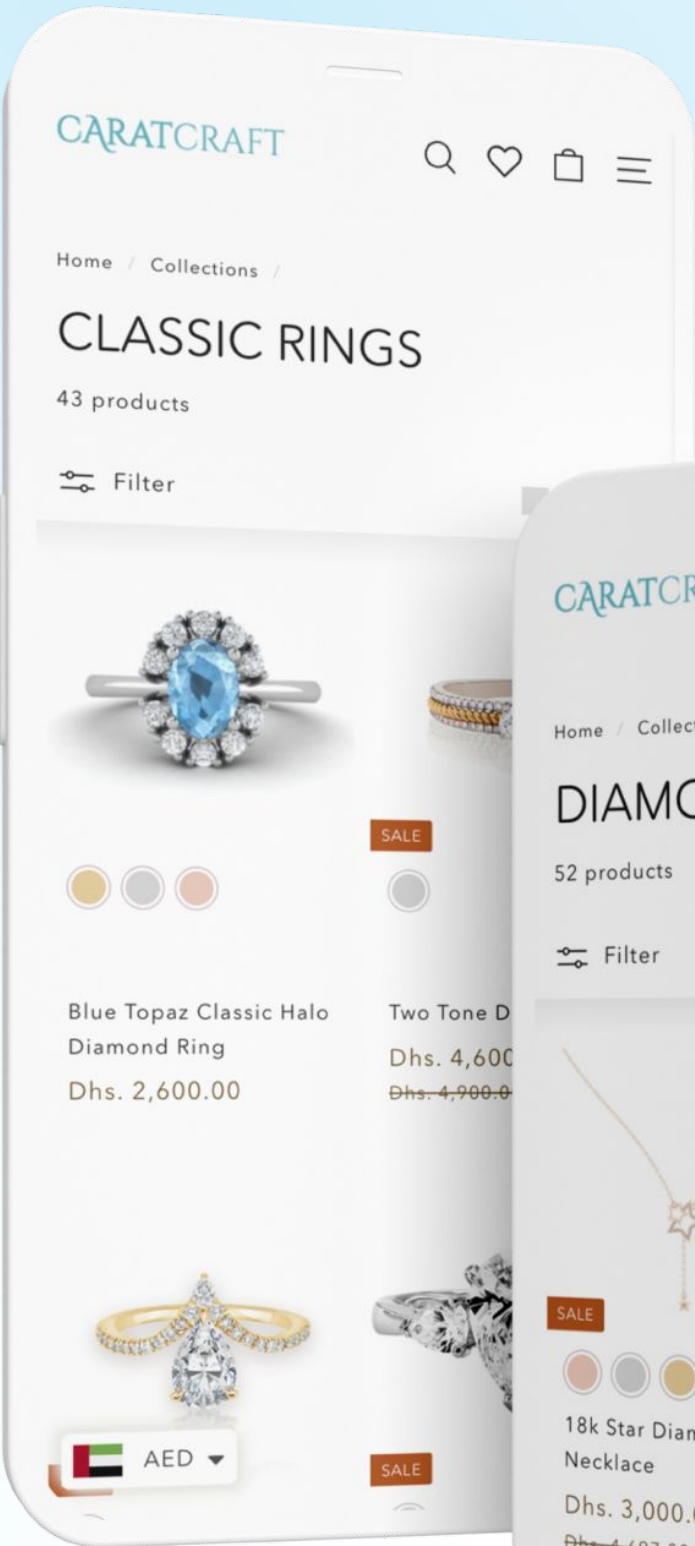
## Luxury Store Architecture:

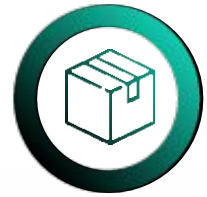
Created a new Shopify store with a design closely matching the original site to ensure brand consistency. Set up essential Shopify apps and integrations to replicate WooCommerce functionalities.



## SEO Safeguards:

1:1 URL mapping for pages with monitored 301 redirects prevented organic traffic loss during transition.





### White-Glove Testing:

Conducted extensive testing of the Shopify store, including functionality, performance, and user experience tests. Performed QA checks on product listings, customer data, and order processing.



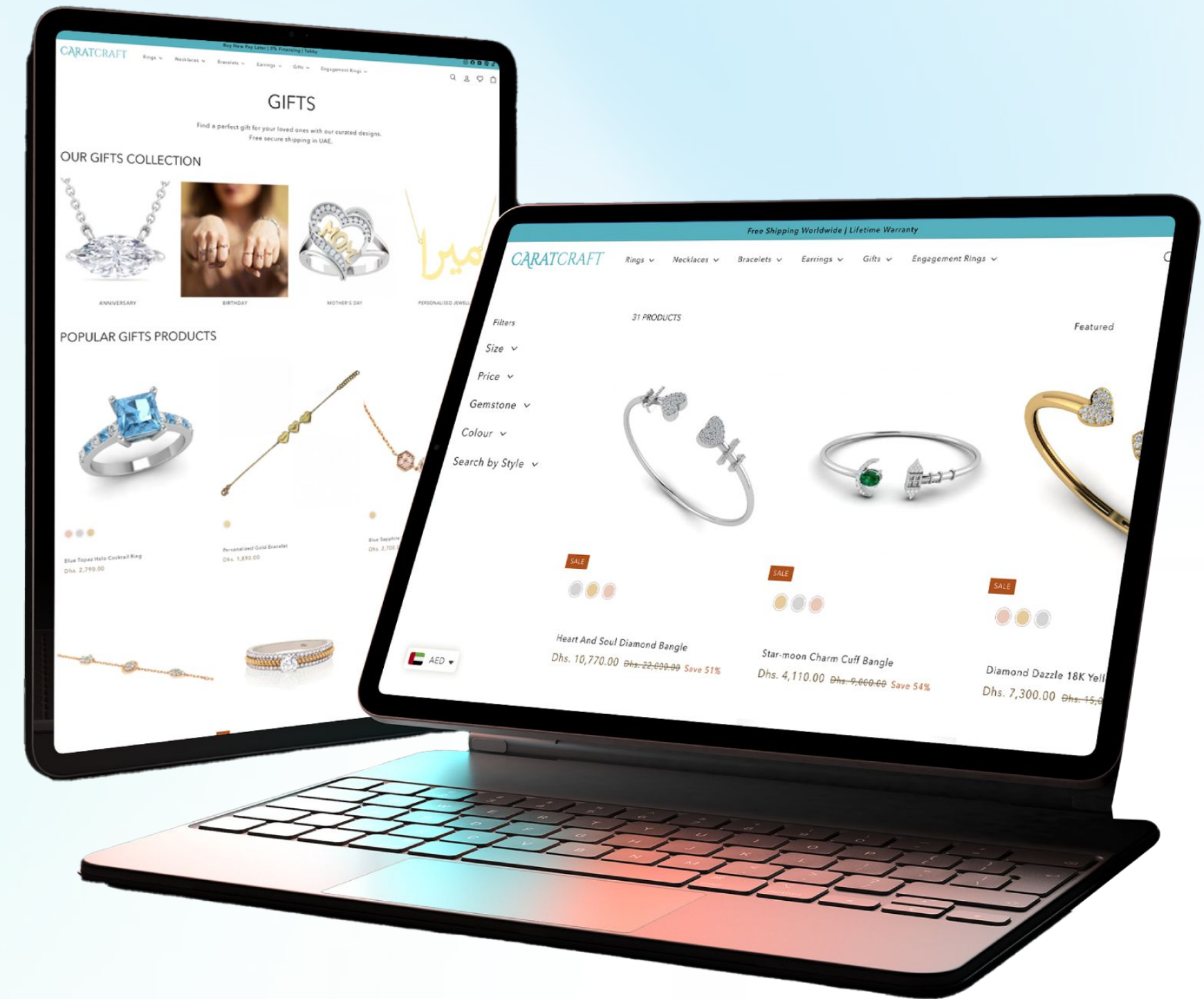
### Team Empowerment:

Provided training to Carat Craft's team on managing the new Shopify store. Offered post-launch support to address any issues and ensure smooth operation.



**Hiral Krupesh – Founder**

“ They did an outstanding job designing our website for Carat Craft. Their team was professional, efficient, and handled the project seamlessly from start to finish. They delivered a beautifully designed website that's functional and user friendly. Highly recommended for anyone looking for top-notch e-commerce development! ”





Results:

# A Brilliant Digital Transformation with Measurable Impact

Carat Craft’s Shopify migration delivered immediate performance gains and laid the foundation for sustained luxury commerce growth, with key metrics surpassing industry benchmarks.



**28%<sup>↑</sup>**  
**Sales Uplift**

**Faster checkout** and mobile-optimized checkout increased Q1 conversions, with **AOV rising 28%.**

**68% ⚡**  
**Faster Page Loads**

Post-optimization **Lighthouse scores hit 92+** (vs. 48 on WooCommerce), reducing bounce rates **by 35% during peak** GCC shopping hours.

**40%<sup>↑</sup>**  
**Higher Customer Satisfaction**

Streamlined navigation and one-click wish lists drove **NPS scores to 82,** with 89% of users praising the "intuitive luxury experience."

**3x**  
**Backend Efficiency**

**Unified Shopify admin** reduced product upload time by 75% and enabled real-time inventory sync across stores.

**Zero SEO Disruption**

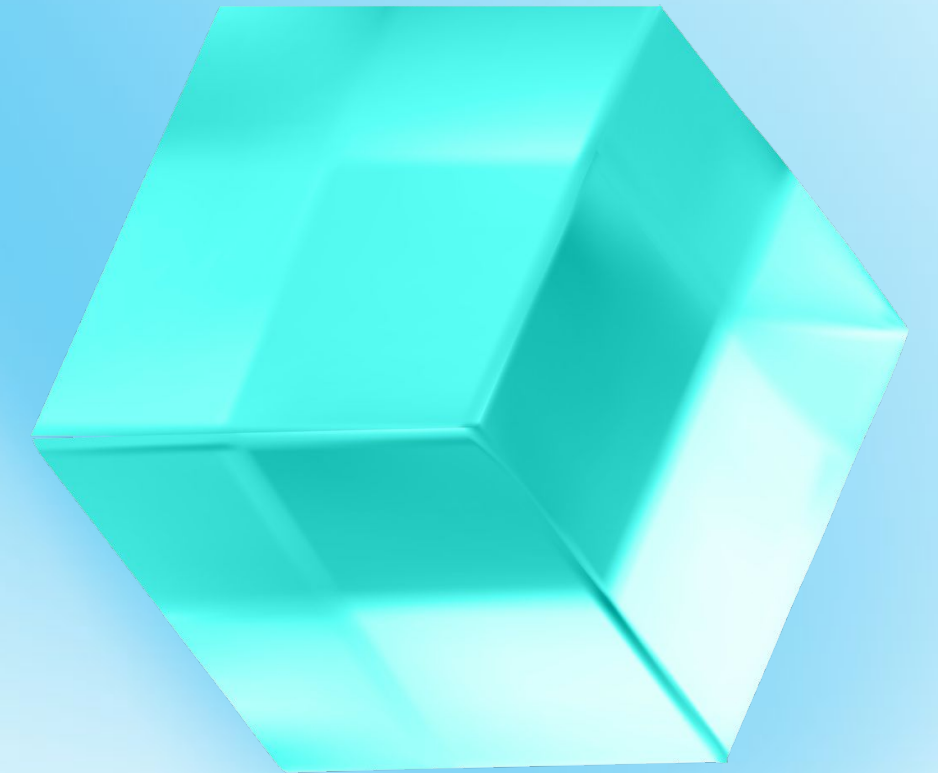
301 redirects **preserved 98% of organic traffic,** while Shopify’s CDN boosted UAE/KSA search visibility by 22%.

# Let's make your brand the next success story!

## About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



Get in touch:

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# Devsinc

*Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.*

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