

## Gowncenter.com, a dynamic fashion portal in PHP and MySQL

Our client, Gowncenter.com is a e-commerce portal for fashion industry and it offers the convenience of one-stop shopping for Wedding gowns, Bridesmaid, Flower girl, Prom, Special occasions, Evening dresses and other accessories of various prominent designers for the client's boutique.

**Technologies:** HTML, XHTML, CSS, JavaScript, Ajax, Photo shop and Flash, PHP, Smarty, MySQL, Shop-script, Vbulletin, Providesupport (Chat services), Pay pal, Google Checkout, UPS, VeriSign SSL

- Home page primarily shows the products of the designers made in Flash. User can navigate major Dress categories with all the designer names linking their related products.
- Gown center has multilingual, multi currency capabilities: an external language file can be used for translation in other languages and also an external dynamic currency converter file can be used for displaying the product prices in multi currencies.
- A potential customer can search a product by designer name, product number or style. Users can register and log in to the portal and by providing information like name, email id, password etc.
- Catalogue: User can browse product catalogue that has nearly 20,000 products from more than 20 different dress categories and with more than 30 designers for most of the categories.
- A Help & FAQ section is provided in the site that would guide the customer about various issues like available colors, measurement guidelines, placing an order, delivery time, payment, shipping details.
- Payment & shipping gateways like Google checkout, Pay pal and UPS are provided for processing of the ordered products by the customers.
- Forum: Another valuable add on and helps in information exchange on the various types of dresses and designers and their services available. All registered members can post and respond to forum messages.
- Chat Service: On line support is available for customers to know about the latest designs available in Gown center. Gets answers on customizing a dress length, order from a catalog / dress
- Favorites & emailing them to friends: Customer can add various dresses to his favorites and also email them to his friends about the products available under the favorite's category.
- Admin module: Admin module retrieves & populates product catalogue dynamically details for any category and designer.



Contact: SRIDHAR CHELIKANI, SAVEN TECHNOLOGIES INC., WWW.SAVEN.IN  
E Mail: schelikani@saven.in, Phone:847-993-2001, Fax:847-993-2016