indya
FABALLEY

House of Indya and FabAlley Sites Load 57% Faster thus Enhancing Shopper's Online Experience

57%
Faster Web Pages

75%
Compressed High Quality Images

90+
Google Web Vital Score for all product pages

ABOUT COMPANY

Since its inception in 2012, High Street Essentials Pvt. Ltd. has become one of India's leading omnichannel fashion house. HSE owns Indya, a modern Indian wear brand reinventing traditional fashion for the new-age woman, and FabAlley, a fast fashion western wear brand offering innovative and original designs for the trend-loving, value-conscious woman. Both brands have a unique style signature and are perfectly attuned to the needs and preferences of today's women.

OBJECTIVES

- Improving page load time to increase user engagement on House of Indya and FabAlley sites
- Deliver high-quality images for their products online without compromising on site speed
- Improve caching efficiency to deliver updated content swiftly, ensuring customers always see the latest collections and offers
- Avoiding malicious attacks on their site
- Improving Google Web Vital Score

SOLUTIONS

- N7 has helped both sites to **boost overall site performance**, thus resulting in **higher conversions** and better shopping experiences.

- N7 developed a **custom solution** that enabled the House of Indya and FabAlley to **dynamically merge any two product images**. This feature provides greater flexibility in showcasing Indya and FabAlley products and improves the visual appeal of both sites.

- N7 transitioned House of Indya and FabAlley from their previous security providers to **N7's Managed Security Suite**, which includes robust **Rate Limiting** and **WAF solutions**. This switch effectively stops malicious attacks, protects the site from future security threats, and eliminates all illegitimate traffic from its site.
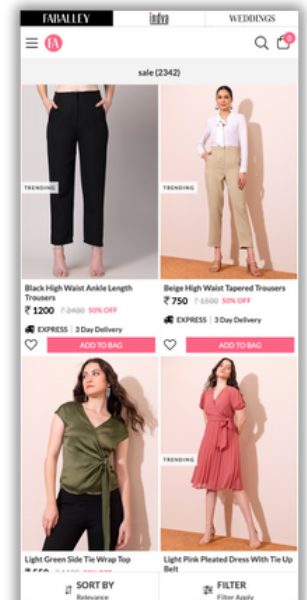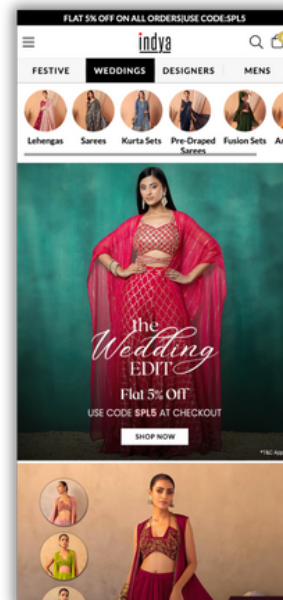
BENEFITS

- ✓ N7 Managed Security Suite **blocks approximately 6,00,000 malicious attacks monthly** for the House of Indya website, ensuring robust protection.

- ✓ Enhanced UX by **improving Page load time from 7.3 Secs to 3.1 Secs.**

- ✓ **75% Image Compression,** thus providing a more visually appealing browsing experience for House of Indya and FabAlley online shoppers.

- ✓ Thanks to N7 SERA, **Google Lighthouse Scores increased by 190%.** Now, all House of Indya and Faballey product pages boast **Google Core Web Vital scores of 90+**, enhancing search rankings and brand visibility.
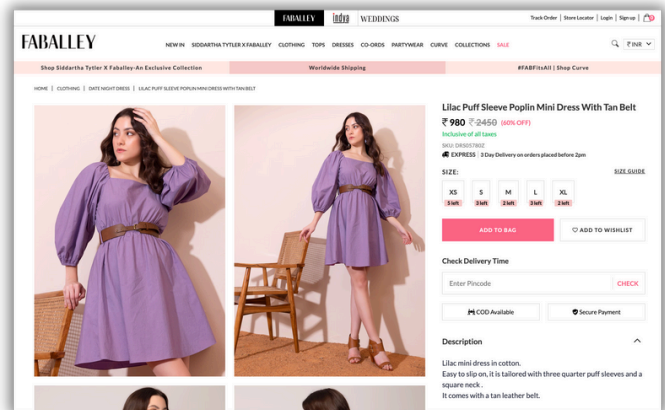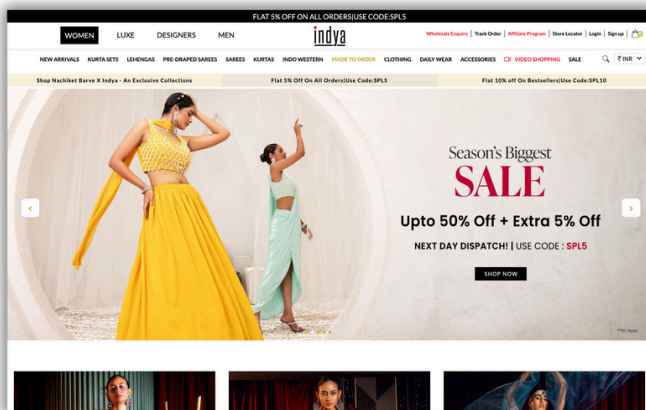
CLIENT TESTIMONIAL

N7 provides an all-in-one solution that accelerates web performance and ensures advanced security across all our sites. With N7, we no longer worry about slow page loads and delivering optimized images across all devices. Our Google Web Vital Score is 90+ for almost all product pages for the House of Indya site. These improvements have also resulted in an increase in sales. The support from the N7 team has been outstanding, and the collaborative effort has made a noticeable difference.

Prabhat Mishra
Assistant Vice President Technology, House of Indya & FabAlley