

# MISSGUIDED

# NEARSHORE AUGMENTATION

MISSGUIDED CASE STUDY

RESPONSIVE EVOLVING INTEGRITY ENERGY

## ABOUT MISSGUIDED

Missguided, a leading fashion retailer headquartered in Manchester, operates in 180 countries with eight primary websites. The company is renowned for its contemporary web and mobile stores, rapid product launches, and evolving omnichannel presence. By the end of the 2020/2021 financial year, Missguided achieved £300 million in revenue with 50% YoY business growth.

## CHALLENGE: STAFF AUGMENTATION

Missguided needed to augment their IT team with skilled resources in Magento and React technologies, ensuring flexibility and scalability. They sought a partner who could embed talent within the company's DNA.

## SOLUTION

Missguided chose BrightBox Group for their Nearshore staff augmentation service. BrightBox worked closely with Missguided to understand their requirements, providing the necessary flexibility and expertise to meet their medium-term demands at competitive pricing. The focus remained on "team augmentation" to ensure seamless integration with Missguided's brand.

## RESULTS

BrightBox successfully built and deployed the required capability, becoming a trusted partner for Missguided's journey. Their support has helped Missguided continue pushing the boundaries of online retailing.