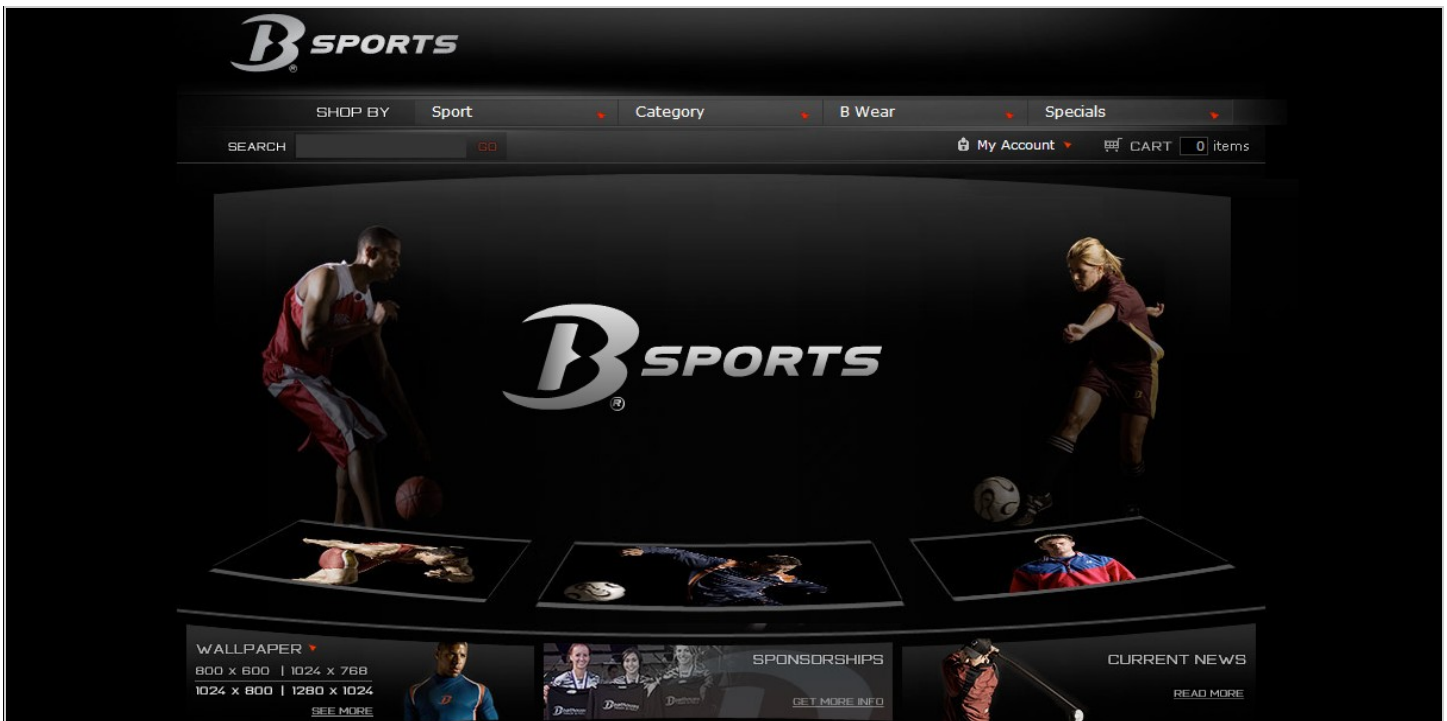




# Boathouse Sports

| www.boathouse.com

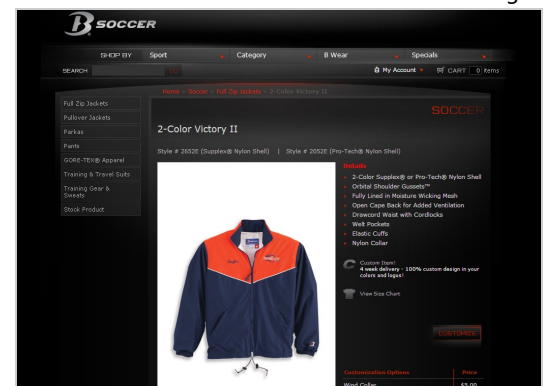
# SPORTS, E-COMMERCE



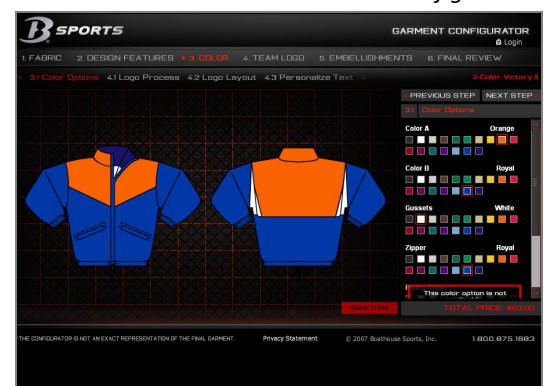
## Product Page

Boathouse Sports, a manufacturer of custom team athlete apparel, recently partnered with Americaneagle.com for a major Web site overhaul. The goal of the redevelopment was to enhance the site's user-friendliness and product merchandising in order to increase overall sales.

To accomplish these goals, Americaneagle.com created an engaging new design, intuitive navigation system, and upgraded e-commerce store built on the Americaneagle.com idev® platform. Moreover, the site's new garment configurator draws on the latest Flash technology to make customizing athletic apparel easier than ever.



## Custom Garment Configurator



## features

- Shop by Sport/Category
- Enlarged Images
- Mouse-over Technology
- Custom Garment Configurator
- Bulk Ordering
- Wallpaper Downloads
- Customer Accounts
- Content Management System
- Privilege-Based Admin Access