

overstockArt.com Releases New E-commerce Site

overstockArt.com opened its virtual doors this past week to its new, innovative e-commerce website that has replaced its flag ship online store. The new custom online art gallery has gone live about a week ago and has already given a huge boost for the company.

Wichita, Kansas ([PRWEB](#)) October 20, 2015 -- overstockArt.com unveiled last week its [brand new website](#). The store has been in development for almost two years and has been fully integrated into all facets of overstockArt.com. The big shift to the new platform launched last week was timed perfectly a month away from the busy holiday season.

"This new innovative store is the future of overstockArt.com," said Amitai Sasson, VP of Marketing & Development at overstockArt.com, "We have been developing this store for the past two years and we are so excited with the end results, we think it's going to wow our customers and give them a much better customer experience."

Sasson explains that the premise of the shift to a new platform came in order to improve operations and improve the way the art and frames are displayed to customers, giving them a better feel for the art and an easier way to gauge the way the art will look on their wall.

"Our previous solution, as great as it may have been, did not do our oil paintings justice, with this new website, customers have a better feel of how the art actually looks like and everything is much more intuitive and easier to browse and shop for art."

The new website is now opened to the public. The store is built on an MVC ecommerce framework called OpenCart and has been fully customized. The store is hosted on a top-of-the-line dedicated server making the new store lightning fast.

This new website is the focal point of overstockArt.com's strategic plan to improve their technology and customer experience. In May the company released the newly designed Artist Become (ArtistBe.com) artist community platform and the following month, overstockArt.com released an innovative new iPad App. In addition to all of the bells and whistles, the new overstockArt.com website also boasts a responsive design that is destined to improve shopping experience on mobile phones.

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About overstockArt.com:

Founded in 2002, overstockArt.com is one the web's leading distributors of high-quality wall art. With more than 100,000 wall décor combinations to choose from in stock at all times, the online retailer has one goal: to make it easy and affordable for people to transform their space with hand painted art. Recognized as a premiere shopping destination for hand painted fine art reproductions, overstockArt.com has expanded its offerings to include hand painted and hand carved decorative ceramic tiles and high-quality original canvas art prints. The company also owns and operates Artist Become (ArtistBe.com), the online community for contemporary artists around the world. overstockArt.com provides decorating assistance, custom framing, commercial decorating services, augmented reality tools to help people visualize the art in their space, and an interactive mobile app for iPad, iPhone and Android. Headquartered in Wichita, Kan., the retailer was named to Inc. Magazine's 2010,



2011 and 2012 Inc. 5000 lists, Internet Retailer magazine's 2012 Hot 100 list and 2011, 2012 and 2014 Second 500 Guides, and was recognized with the STELLAService Seal for Elite customer service. For more information, visit <http://www.overstockArt.com>.

About Artist Become:

Artist Become (ArtistBe.com), is the new online community for contemporary artists around the world, providing tools and resources to enable artists to pursue their artistic and professional goals. Artist Become has over 1500 artist members and is owned and managed by overstockArt.com, one of the web's leading distributors of online reproduction oil paintings. For more information, visit <http://www.ArtistBe.com>.

**Contact Information**

Amitai Sasson

overstockArt.com

<http://www.overstockart.com/>

+1 (316) 633-4408

Online Web 2.0 Version

You can read the online version of this press release [here](#).