



Our reference  
in the field of  
fashion and lifestyle.

# Case Study: ESCADA.

With boutiques in over 80 countries around the world, ESCADA is one of the world's most renowned luxury brands in the world. The ESCADA and ESCADA SPORT product lines offer stylish fashion for every occasion. The product portfolio comprises fragrances, eyewear, home textiles, watches and jewelry.

[www.hermesworld.com/case-studies](http://www.hermesworld.com/case-studies)

 **Hermes**

## Wanted: an international full-service solution.

ESCADA offers its customers the best possible purchasing experience and stands for perfection down to the last detail, feminine elegance and strong, expressive colors. The challenge was to implement and enliven this philosophy online. To develop its online business, ESCADA wanted a service provider that could offer the entire full-service package, as well as design and develop the brand's internationalization plans. The company found what it was looking for in the international Full-Service E-Commerce provider Hermes NexTec.

### **The Full-Service E-Commerce implementation for ESCADA E-Store: a custom-made solution for online shopping.**

Hermes NexTec developed a Full-Service E-Commerce solution for ESCADA which covers all services along the e-commerce

value chain, on the basis its proprietary shop software Qmerce®. The software perfectly suits the demands of fashion and lifestyle brands and their customers. Besides a range of special features and functions such as the Lookbook with outfit suggestions and the Style Guide, helping customers to define their figure type, the store's brand and product contents are closely linked to create a holistic shopping experience. The brand experience at [www.escada.com](http://www.escada.com) is completed by the integrated online magazine.

Also ESCADA's back-end area is supported by the Hermes Group, thereby providing all services along the online retail value chain: Hermes Fulfilment is responsible for warehousing, logistics, financial services and customer care; Hermes Germany is in charge of parcel distribution.

'There are a number of Full-Service E-Commerce providers, but only very few



'From the very beginning we wanted a partner on our side that is best placed to handle all relevant target markets and is also able to offer the entire value chain from a single source. This guarantees that our brand is taken good care of throughout the purchase process.'

Tonio Fruehauf  
Managing Director, ESCADA Online GmbH

‘Given our set of requirements, we quickly decided in favor of Hermes NexTec. What convinced us in particular was the company’s comprehensive country-specific expertise. This knowledge is crucial to our internationalization plan for the upcoming years.’

Tonio Fruehauf  
Managing Director, ESCADA Online GmbH



focus as strongly as we do on creating international e-commerce solutions in the area of fashion and lifestyle. Being part of the Hermes Group, we solely are able to offer all services in-house required for an online business. Besides the development and marketing of an online shop, this includes services such as warehousing and returns management as well as distribution. For an increasing number of companies this all-in-one package is very attractive since it saves money and generates synergy effects. This is one of the things that persuaded ESCADA to work with us’, says Dr. Rau, Managing Director of Hermes NexTec.

### **The result: driving online sales worldwide - a single-source success.**

At [www.escada.com](http://www.escada.com), you find an appealing online shop in the traditionally elegant ESCADA design. The presentation of the e-store is optimized for use on all devices to guarantee that all customers can find what they are looking for. A selection of shipping options, free

returns, the company’s own customer service, and high-quality packaging make for a perfect shopping experience. The online shop was launched in Germany and Austria in March 2013, quickly followed by an EU-wide rollout in September 2013. The expansion continued in 2014 with the launch of an online shop in the US, one of ESCADA’s most important target markets, on 3<sup>rd</sup> March 2014.

### **What’s behind all this success? Expert knowledge around the globe.**

With Hermes NexTec as a partner, nothing gets in the way of ESCADA’s long-term internationalization plans. Hermes NexTec is present in the US, China, and Russia with local teams. These are familiar with country-specific idiosyncrasies of buyer behavior, legal bases, human resources, logistics, and IT infrastructure. Therefore, Hermes NexTec can offer everything that is required for the successful establishment of ESCADA’s global e-commerce activities.



# Our services:

## Hermes Fulfilment

- Customer care
- Payment processing and accounts receivables management
- Warehousing and distribution
- Returns management

## Hermes Germany

- Delivery of parcels to consumers
- Over 14,000 ParcelShops for picking up and dropping off parcels
- Up to 4 delivery attempts to private households
- Best in test according to German product testing association Stiftung Warentest
- Independently-certified performance report

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