

Our reference  
in the field of  
fashion.

# Case Study: Wolford.

When you think of Austria, you probably think of majestic mountains and the heavenly music of Mozart. But glamorous fashion for women? The luxury brand Wolford has become synonymous around the world for the finest in women's hosiery.

The company has managed to generate strong global demand for its products – thanks to the support of Hermes.

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

 **Hermes**

# The customer: an ambitious premium brand.

Wolford AG of Bregenz, Austria, has been manufacturing innovative seamless textile products, such as pantyhose and stockings, for over 65 years. The premium brand's portfolio also includes fine lingerie, skirts, tops, shirts, jumpers and other accessories. Stars like Beyoncé, Scarlett Johansson, Madonna, Kristen Stewart and Taylor Swift all currently wear Wolford – proving that enveloping the female silhouette in elegant yarn still works. Today, the company operates 116 stores in over 60 countries and additionally has about 3,000 retail partners.

## The objective: going global with an experienced partner.

In the wake of the financial crisis in 2008 and the resultant sense of restraint among luxury segment buyers, Wolford decided to expand its distribution channels to include global e-commerce. The company

therefore started looking for a full-service partner that had experience, offered a wide range of services in the field of premium textiles and was also able to help shape the brand's internationalization goals.

The aim was to build a strong, clearly differentiated brand presence in each country, while also catering for the needs of the local market, e.g. fashion trends, retail models and payment methods. In 2009, Wolford selected Hermes as its partner to pursue this multi-channel strategy.

## Implementation: know-how and the right partners.

Hermes NexTec (HNT) is part of the Hermes Group and specializes in international e-commerce solutions, from consultancy services, through concept development to the operation and optimization of online shops.



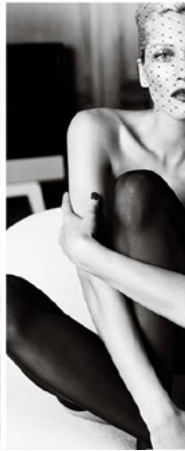
'We are particularly pleased that Wolford has also chosen to rely on our know-how for its further international expansion.'

Dr. Georg Rau  
Managing Director,  
Hermes Fulfilment and NexTec

'When developing their businesses in global markets, our customers benefit from our integrated range of e-commerce and logistics solutions. By combining our comprehensive frontend know-how with our competence in the area of logistics fulfilment services, we offer our customers a competitive advantage.'

Dr. Georg Rau

Managing Director, HF and HNT



Initially it developed an online shop for Wolford in Germany and gradually rolled out these services into other European markets. Currently, Wolford operates online shops in 15 European countries and in the United States.

HNT and Hermes Fulfilment (HF) are also helping Wolford move to the Chinese e-commerce market. In contrast to Western countries, online sales in China are primarily made through online market places. Therefore, Wolford offers a range of products specifically selected for the Chinese market on Tmall. As a subsidiary of the Alibaba Group this online market place dominates the B2C Internet retailing business in China.

Hermes being a full-service e-commerce specialist it handles these operations in China on behalf of Wolford.

HNT is responsible for the concept development, management and development of Wolford's online shops.

HF's role is to take care of all backend processes connected with Wolford's online shop operations. This includes warehousing, distribution and returns management, payment and accounts receivable management, and customer service.

### **Success factors: full-service combined with experience.**

Wolford has found a partner in Hermes that is capable of taking a holistic and international approach to handling the complexity of online retailing.

Experienced Hermes specialists of fashion industry fulfilment and e-commerce handle the day-to-day operations and ongoing development of Wolford's online shops.

As the owner of these shops Wolford defines the strategy, is responsible for the presentation of the products on offer and replenishes the stocks.

Everything else is handled by Hermes.

# Our services:

## **Hermes NexTec**

- E-commerce consultancy
- Shop and content management operational support
- Highly flexible NexTec online shop platform
- End-to-end IT management

## **Hermes Fulfilment**

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

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