

A group of four young people (two men and two women) are laughing joyfully. The man on the left has long brown hair and is wearing a patterned shirt. The woman next to him has long dark hair and is wearing a dark top. The woman in the center has curly brown hair and is wearing a striped shirt. The man on the right has short brown hair and is wearing a red shirt. They are all smiling broadly and appear to be in a happy, carefree moment.

GUTEMARKEN

HECHTER

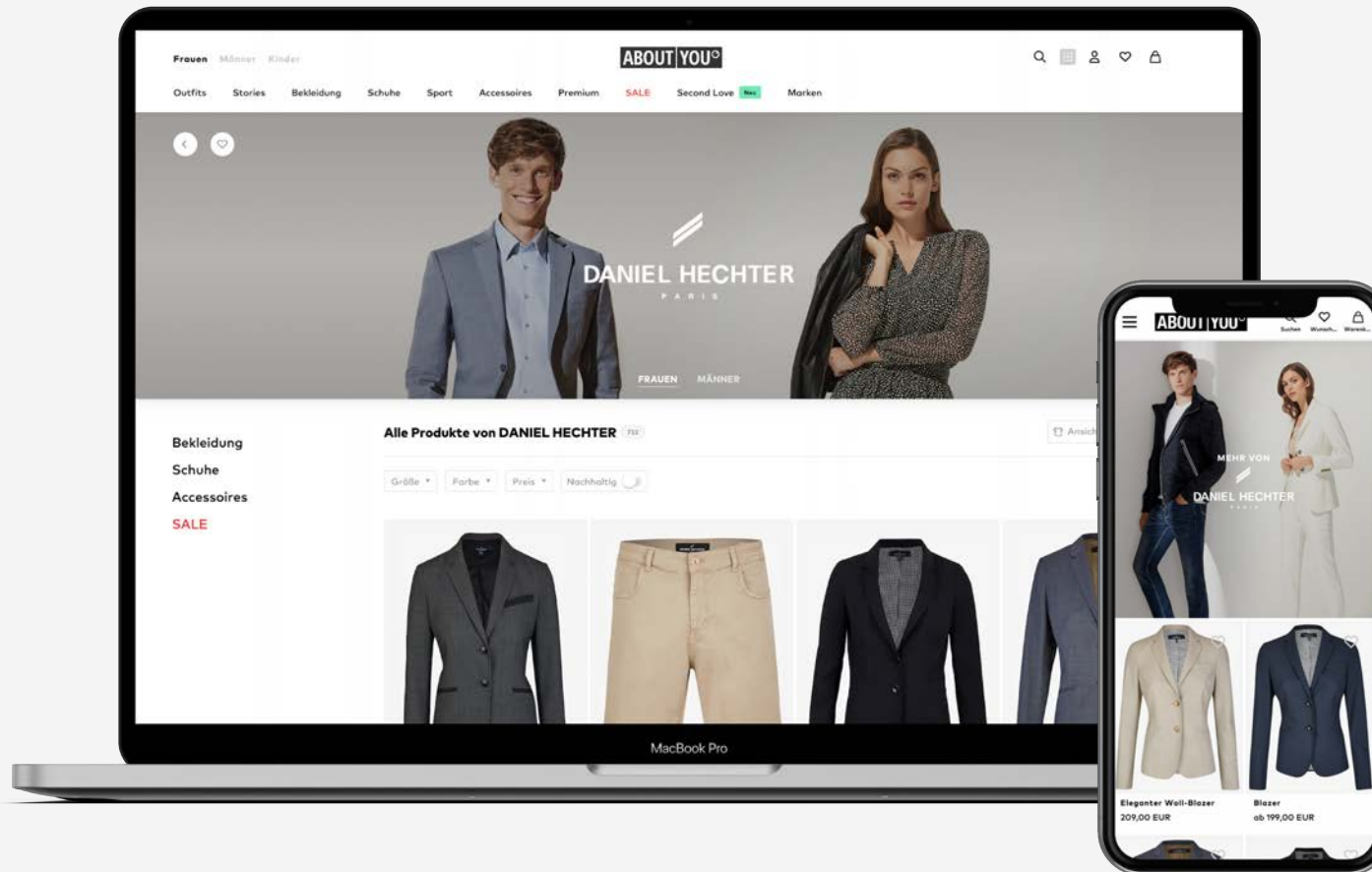
PARIS

Case Study: HECHTER PARIS

HECHTER PARIS is available at About You.

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Since 1962, HECHTER PARIS represents the passionate French fashion brand, that has managed to provide luxury and fashion affordable for everyone. HECHTER PARIS were ahead in time and diversified their product lines (men's fashion, women's fashion, children's fashion, shoes, leather goods, accessories, living, fragrances,...). Over the years, HECHTER PARIS has become a brand for open-minded and modern customers who expect that their clothing reflects an incomparable lifestyle. In order to meet the increasing demand, the long-established company from Paris decided to integrate the new collections of chief designer Christophe Blondin quickly into the online marketplace ABOUT YOU.





Partner: HECHTER PARIS

Portfolio: women's wear, men's wear & accessoires

HECHTER PARIS is held by Aulbach Group

Revenue: 210 Mio. EUR (2020)

Project

The goal was to increase the online sales of HECHTER PARIS

In the course of this, ABOUT YOU should be connected

Project duration: 9 weeks

Actors: HECHTER PARIS, GUTEMARKEN, ABOUT YOU

Services

HECHTER PARIS

Adaption to the product data interfaces

Preparation of the product data

Implementation of value mapping

GUTEMARKEN

Integration of master data records

Channel-specific article maintenance

Migration of product data

ABOUT YOU

Short-term validation of article data

Fast implementation of a test run system

Immediate sales start after test phase

GUTEMARKEN

Accomplishments

HECHTER PARIS implements the new EDI-Interface connections for delivery of master data and announcement of shipping notifications

GUTEMARKEN implements the migration to ABOUT YOU sales channel & ensuring efficient order management

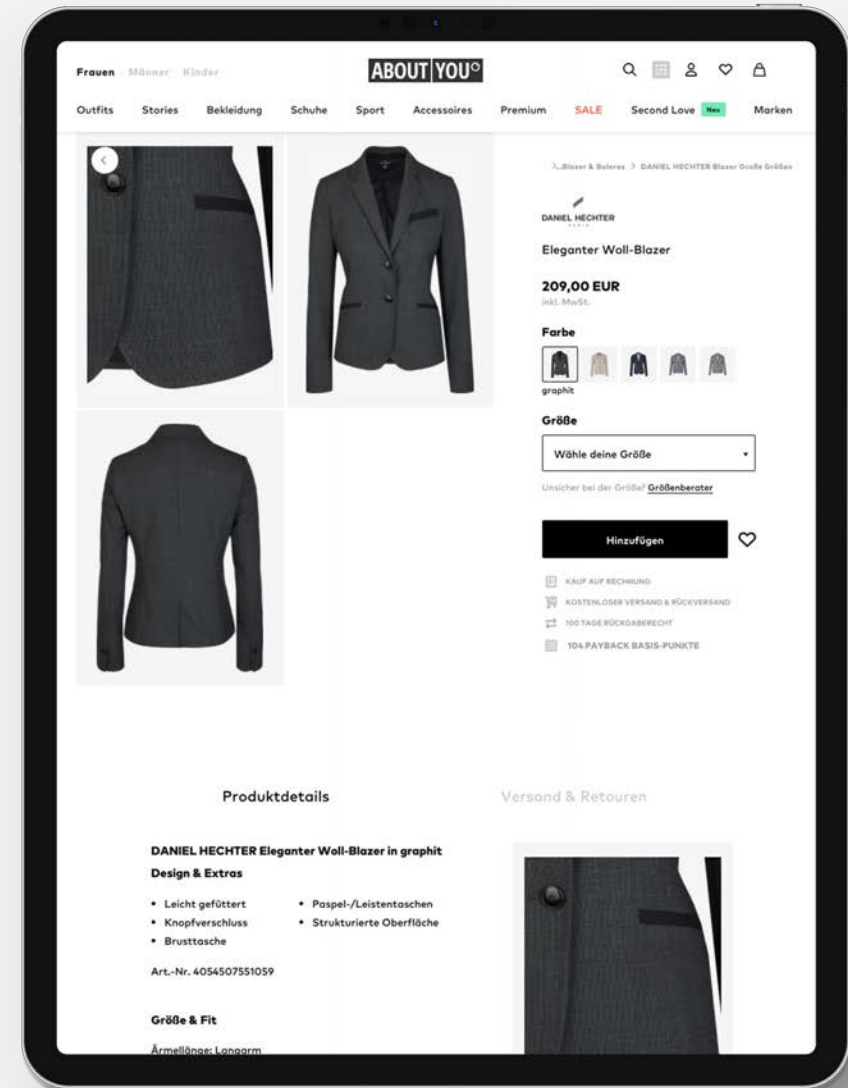
ABOUT YOU carries out an internal system data check and implements test orders

Project goals

The goal was to prepare the articles of the HECHTER PARIS brand channel-specifically so that they could be played out on the marketplace of ABOUT YOU and thus a significant increase in sales and reach could be realized. When the project started at the end of March, there was not much time left to be ready for sale in time for the summer season. But after only nine weeks the Go Live on ABOUT YOU could take place. A time span that is normally estimated for standard integration for GUTEMARKEN.

In this case some additional requirements were added:

- ☑ Product data import
- ☑ Preparation of article variants for ABOUT YOU
- ☑ Implementation of new channel specifications
- ☑ Migration of the new product data
- ☑ Immediate Go Live after test phase added
- ☑ Test-run at ABOUT YOU





The Company

#hechtogether

HECHTER PARIS stands for true friendship – in all facets, for experienced human closeness, for confidence... in the reliability and authenticity of the collections, in the values shared with all brand ambassadors and for the French Way of Life, which is disseminated worldwide with all products and partners. HECHTER PARIS stands for a special relationship between people and the way they dress. It is characterized by esprit, charm and the unique French chic.

The Aulbach Group acquired the French brand in 1998 and has developed it into a globally successful fashion brand. Thanks to its international partners whom sharing the same values and attitudes, HECHTER PARIS is represented in over 600 boutiques and 2,600 points of sale worldwide, in 65 countries and on 5 continents.

HECHTER PARIS & GUTEMARKEN

The sales partnership between HECHTER PARIS and GUTEMARKEN is already several years old. Since 2015, GUTEMARKEN has been supporting the online activities of HECHTER PARIS with a brand eShop. Fast traffic, good sales figures and easy handling convinced the fashion manufacturer to implement online sales to the ABOUT YOU marketplace with the support of GUTEMARKEN.

Implementation

For seamless transmission, an EDI route was established for the delivery of master data via PRICAT and shipping notifications via DESADV. After delivery of the master data, a transfer of the extended article descriptions and pictures, the articles were maintained channel-specifically by GUTEMARKEN and prepared for transfer to ABOUT YOU. After a short but intensive test phase the articles went successfully live at October 2017. A major plus in the summer business was not only the userfriendly presentation, but also the extended connection to the trend-conscious marketplace.

GUTEMARKEN



„Through the competent and targeted approach of GUTEMARKEN, we were able to implement the integration at ABOUT YOU in a very short period of time. With the now significantly greater range and data quality, we have been able to significantly increase our sales. We look forward to further exciting projects together!

Axel Sommer, E-Commerce & Marketing Manager, HECHTER PARIS

We develop brands with
our system, experience
and passion!



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