



## **Customer Delight in an Omnichannel World**

### **The Fashion Brand**

A leading fashion brand of affordable and luxury womenswear and accessories broadened their strategy to expand the business. For 35 years they have designed and manufactured womenswear for some of the largest US retailers such as Nordstrom and Rue 21. Most recently, they branched out with an upscale brand of handbags and several retail stores. Their goal with this newly formed brand is to provide a premium quality product and quick delivery to a discerning clientele.

### **The Challenge**

This leading brand was looking to grow revenue. With only a handful of retail stores, they couldn't scale their business in a meaningful way. They needed an omnichannel strategy to broaden their customer base and enable their highly mobile customers to shop how and when they want whether it be in their specialty stores or online.

### **The Solution**

Momentis partnered with Blue Badger for a Magento eCommerce site and Lightspeed integrator Hyperspace to implement an omnichannel strategy which allows this fashion brand to manage all fulfillment processing in an integrated manner across their retail stores and their warehouse. Thanks to Momentis API's, real-time product, inventory and order information flow seamlessly between Momentis Fashion Solution, the eCommerce site and the retail point-of-sale system. Now this fashion brand uses Momentis API's to ensure their entire operation is synchronized with accurate inventory information reducing redundancies and delighting customers with shorter delivery times and the option to pick-up in store.

### **Results**

Momentis Fashion Solution and Momentis API's have helped this leading fashion brand generate in excess of \$10 million in revenue in a few short years. Their goal of increasing their customer base is now simpler to achieve than ever.