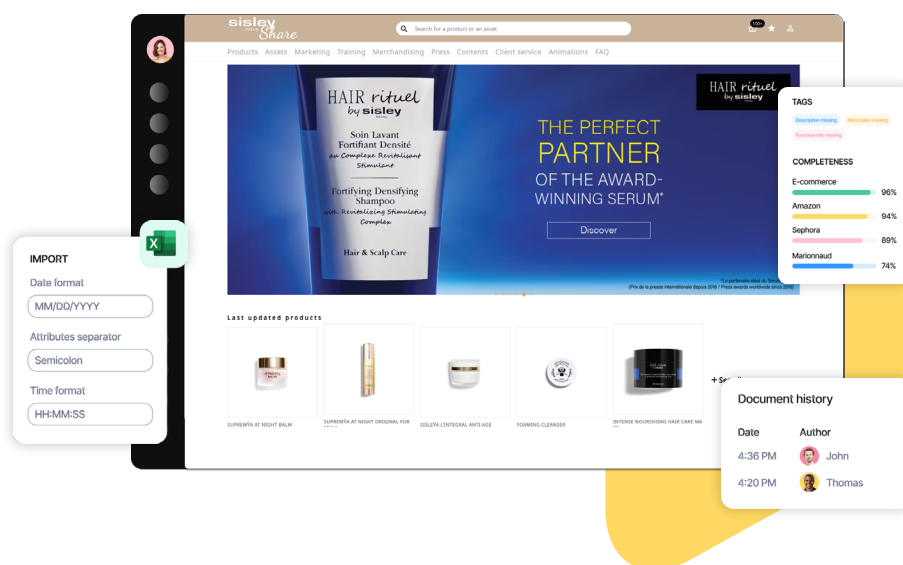




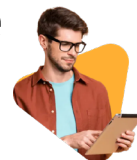
Fashion & Luxury: Elevating the Product Experience in the Digital Age with PIM

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Fashion and Luxury: Elevating the Product Experience in the Digital Age with PIM



Digital transformation has profoundly reshaped the fashion and luxury sector. Long driven by the aura of runway shows, iconic storefronts, and flagship boutiques, the industry must now respond to new expectations: a hyper-connected international clientele seeking seamless experiences, immersive visual content, and strong values such as transparency and ethics.

In this context, product information is no longer limited to a technical description or an e-commerce page. It has become a powerful expression of brand identity, a driver of desirability, and a cornerstone of the customer experience.

This evolution also brings increasing complexity. Brands must manage growing product variations, the rise of capsule collections, more sophisticated storytelling, and expansion into new international markets with their own local requirements. As a result, teams often handle a large volume of product data that can be scattered across silos, duplicated, or incomplete, which can undermine both brand image and operational efficiency.

On top of this, distribution channels have undergone a complete revolution. Products no longer exist only on the runway or in stores. They must be showcased simultaneously across e-commerce sites, marketplaces, social media, mobile apps, digital catalogs, and sales tools. Each channel has its own formats, codes, and constraints, but all require reliable, enriched, and consistent product information. Omnichannel distribution has therefore become a strategic imperative where every detail counts to maintain the level of consistency expected from luxury brands.

In this context, **Product Information Management (PIM)** has emerged as an essential strategic lever. More than a central repository, it enables brands to orchestrate product information with precision, streamline internal processes, and ensure consistency across every customer touchpoint. It also serves as a collaborative foundation for marketing, digital, commercial, supply chain, and retail teams.

The aim of this ebook is clear: to show how a PIM, far from being a simple technical tool, becomes a catalyst for product excellence in fashion and luxury. Through concrete examples and best practices, we will explore how it empowers brands to combine tradition and innovation while meeting the expectations of today's and tomorrow's consumers.

The New Challenges of Product Data in Fashion and Luxury



In the fashion and luxury sectors, product data is no longer limited to technical or logistical details. It has become the foundation of a rich, coherent, and distinctive customer experience. As brands navigate a growing number of touchpoints, faster collection cycles, and consumers who seek emotion and meaning, they must rethink how they centralize, enrich, and distribute their product information.



THE EXPLOSION OF TOUCHPOINTS: ORCHESTRATING DATA IN A FRAGMENTED ECOSYSTEM

One of the major challenges is the fragmentation of sales and communication channels. E-commerce, marketplaces, owned boutiques, department store corners, wholesale partners, mobile apps, and social media all act as storefronts that require their own format, level of detail, and update rhythm.

Marketplaces, for example, enforce strict standards such as image dimensions, mandatory visual counts, precise attribute specifications (materials, sizes, composition), and sometimes international taxonomies like GS1. A physical department store corner, on the other hand, focuses more on storytelling and integration within the brand universe.

This proliferation of channels requires perfectly synchronized product data. Harmonized information ensures that content remains understandable, reliable, and comparable across all platforms.

In this fragmented ecosystem, product data must be flexible enough to **adapt to each channel** while remaining consistent and faithful to the brand's identity. Poorly structured or inconsistent data can slow conversions and weaken both trust and brand perception.



COLLECTION TIMELINES: SPEED AND AGILITY IN SERVICE OF CREATIVITY

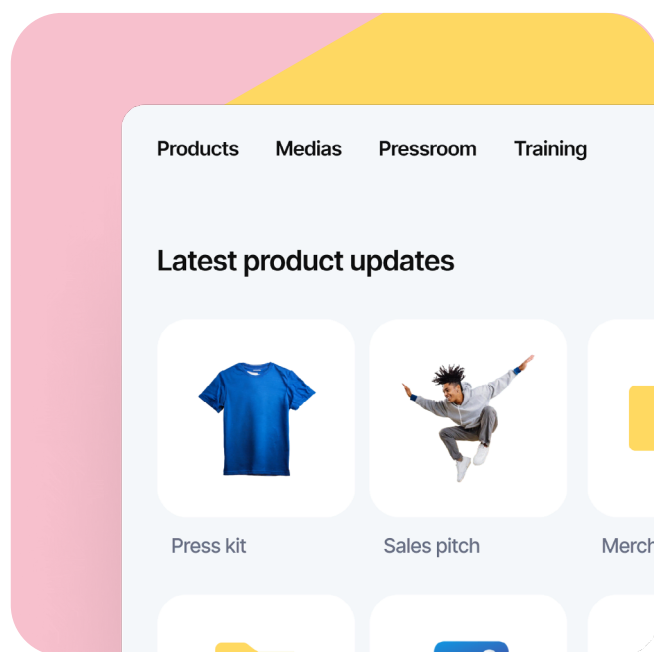
The fashion and luxury industry operates on multiple calendars. Seasonal collections, exclusive capsules, short-lived collaborations, digital or physical drops, and limited editions all require perfectly coordinated product information.

The acceleration of collection cycles multiplies the volume of data flowing from back-office operations to customer-facing touchpoints. Brands must manage future collections, ongoing capsules, and the evergreen **catalog** simultaneously.

Product data must therefore be structured to support parallel workflows while enabling rapid updates and publication.

Agility is essential. A brand must be able to enrich the product sheets of a high-potential capsule collection within hours to maximize momentum and capitalize on novelty and scarcity. In a world where trends rotate quickly and consumer impatience is high, delays in publication translate into lost revenue and missed branding opportunities.

The rise of online luxury sales also increases the need for flawless digital orchestration of launches and product updates. Brands must rely on tools and processes that can absorb acceleration without compromising consistency or precision.

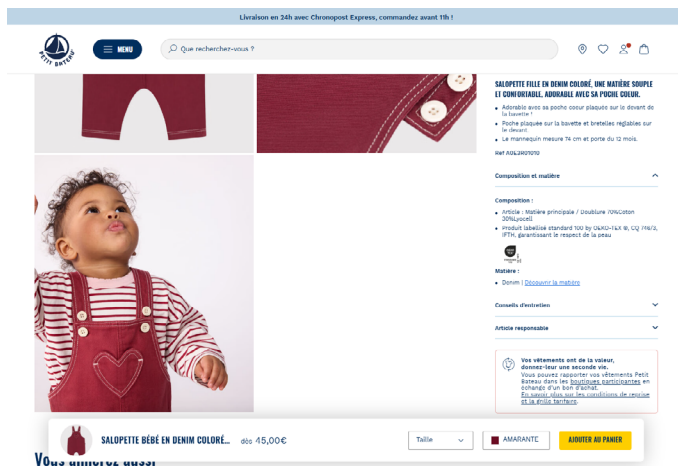




EMOTIONAL ENRICHMENT: GIVING MEANING TO THE PURCHASE

A simple technical description is no longer enough. In fashion and luxury, consumers expect a story, an emotion, a symbolic value. The product becomes a reflection of a lifestyle, a commitment, or a heritage.

Product data must therefore include storytelling elements such as the inspiration behind the collection, cultural or artistic references, and the brand's values related to craftsmanship, sustainability, or responsible sourcing. Influencers, ambassadors, and designers also contribute to emotional storytelling; their quotes, perspectives, and collaborations should appear within product sheets and digital touchpoints.



For example, a garment is not only described as a certified or compliant item. It also becomes an object of desire through evocative narrative elements such as a charming detail or a poetic reference. This storytelling increases perceived value.



THE IMPORTANCE OF VISUALS AND IMMERSIVE CONTENT

In fashion and luxury, images often speak louder than words. Consumers want to see, feel, and project themselves. High-definition visuals, material close-ups, runway videos, curated lookbooks, and 360-degree views are now essential to convey product quality and brand universe.

Materials and technical details must be showcased with the same level of precision as in a physical boutique: fabric textures, seam finishes, the shine of a jewel, the drape of a dress. Immersive content such as augmented-reality try-on features or motion videos further enhances persuasion.

However, this visual richness presents a technical challenge: managing large volumes of **digital assets**, ensuring their consistency across channels, and maintaining optimized loading performance. Strong data governance becomes indispensable.



01

The New Challenges of Product Data in Fashion and Luxury

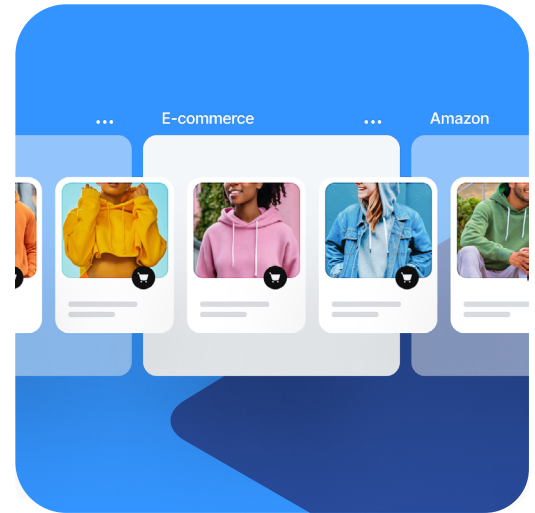


CONSISTENCY BETWEEN ONLINE AND OFFLINE: OMNICHANNEL AS A REQUIREMENT

The boundaries between physical and digital experiences are fading. Consumers move seamlessly between worlds: discovering a product on social media, trying it in-store, and purchasing it online, or the reverse.

This fluid journey requires perfect alignment between online and offline environments. Product information, availability, pricing, and visual and narrative presentation must match. Any inconsistency, such as a color available in-store but not online or contradicting delivery information, creates frustration and erodes trust.

In luxury especially, this consistency is a core part of the promise of excellence. A brand that delivers a refined digital experience must offer the same level of detail, reliability, and personalization as in a boutique.



Achieving this requires centralized, accurate, and continuously synchronized product data.

Why PIM Has Become Essential for Fashion and Luxury Brands



Product data is no longer merely informative. It is now a strategic driver of experience, storytelling, and commercial performance. Faced with increasingly complex collections, a growing number of customer touchpoints, and the demand for perfect consistency between online and offline experiences, brands have quickly identified Product Information Management (PIM) as an essential tool for structuring, enriching, and distributing their product data.



CENTRALIZING MULTI-SOURCE DATA

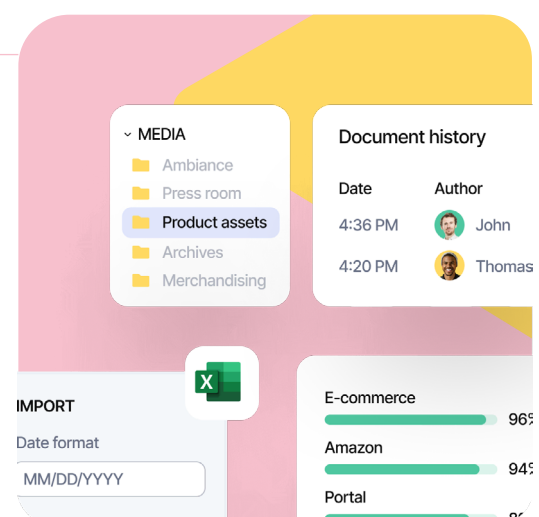
Fashion and luxury brands manage highly fragmented data coming from multiple systems:

- ✓ **ERP** for logistics and pricing
- ✓ **PLM** for product development
- ✓ **DAM** for visuals and videos
- ✓ **CRM** for customer information and sales history



A PIM functions as a central hub that consolidates all product-related data in one place.

It ensures standardized formats, validated information, and full traceability of changes. This level of centralization is especially critical in fashion and luxury, where precision is non-negotiable: size, fit, material, finish, store availability, color variations, and alignment with international standards and taxonomies.



By centralizing data, the PIM enables marketing, commercial, and operational teams to work with reliable, up-to-date information. It reduces errors, accelerates time-to-market, and supports more informed strategic decision-making.



02

Why PIM Has Become Essential for Fashion and Luxury Brands

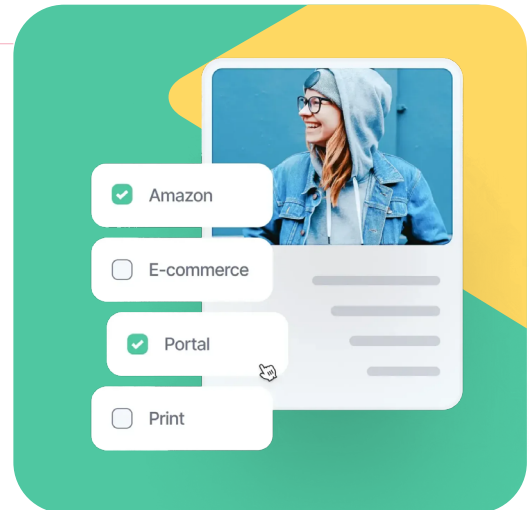


CONTROLLED OMNICHANNEL AND MULTILINGUAL DISTRIBUTION



Product data only delivers value when it can be efficiently distributed across all sales and communication channels.

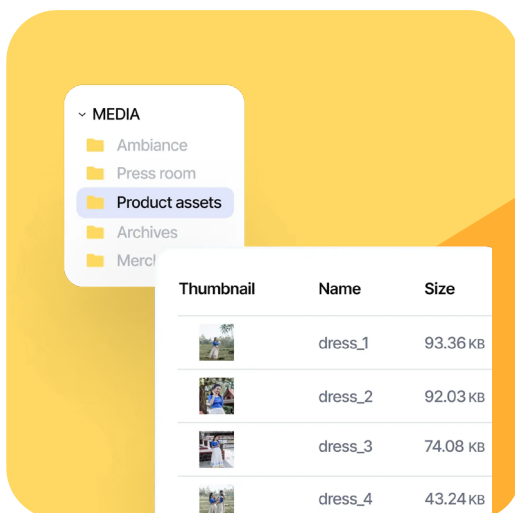
A luxury brand must now manage its e-commerce platform, multiple marketplaces, physical boutiques, department store corners, **social media**, and sometimes B2B platforms for wholesale. Each channel has its own requirements for **product page structure**, asset quality, attribute depth, and **linguistic or local constraints**.



A PIM orchestrates this distribution in a coherent and automated way. It ensures that each channel receives an adapted, up-to-date version of the product information while preserving the brand's identity. Multilingual management becomes much easier, which is crucial for brands expanding internationally. Seasonal collections, capsules, and limited editions can also be launched simultaneously, minimizing delays and preventing inconsistencies that could impact performance.



ENHANCING VISUAL AND IMMERSIVE ASSETS



In fashion and luxury, visuals are key drivers of perceived value.

A product is not defined solely by its technical specifications. Its perceived quality, universe, and emotional weight are conveyed primarily through:

- ✓ images
- ✓ videos
- ✓ **lookbooks**
- ✓ immersive content such as
- ✓ packshots
- 360-degree views or augmented reality

A PIM not only centralizes these assets but also organizes, qualifies, and links them to the appropriate product records. This optimized management ensures that each channel receives the most relevant, high-quality content, aligned with the brand's storytelling. Marketing teams can deploy more impactful campaigns, and consumers enjoy a consistent, immersive experience whether they engage online or in-store.

Concrete Use Cases in Fashion and Luxury



DIM BRANDS – ACCELERATING OMNICHANNEL AND INTERNATIONAL GROWTH

DIM Brands, a major player in the distribution of underwear, loungewear, and sportswear since 1901, brings together iconic brands such as DIM, Wonderbra, and Champion. Operating in 35 countries with around 65,300 employees and a revenue of 1.588 billion USD in 2019, the group aimed to strengthen its omnichannel and international activities while ensuring reliable and harmonized product information across all its brands.

Challenges :

- ❌ **Difficulty expanding to new marketplaces:** The existing in-house PIM was complex to maintain, limiting the group's ability to quickly onboard new marketplaces.
- ❌ **Lack of international collaboration:** Teams across countries and brands were working in silos, facing translation issues and inconsistencies in product data.
- ❌ **Impersonal product experience:** Omnichannel content lacked personalization and product information was not consistently reliable due to inefficient enrichment processes and unclear workflows.

Solutions:

- ✅ **Centralization and harmonization of product data:** Thanks to the Quable PIM, product information from each brand is consolidated into a single, intuitive environment ensuring reliability and quality.
- ✅ **Personalized product experience:** Multichannel content is contextualized for each product to enhance and optimize the final customer experience.
- ✅ **Strengthened international collaboration:** The PIM is deployed in 9 languages to streamline data enrichment and unify business teams across brands and countries.



Results:



Centralized management of 30,000 product references through continuous creation and enrichment.



Development of 6 European brands with **standardized business processes and workflows**.



Deployment in 9 languages to harmonize international collaboration.



A consistent and enriched product experience across all channels, supporting the group's omnichannel and international growth.



CRAFTSMANSHIP EXCELLENCE MASTERED IN THE DIGITAL SPACE

Berluti, the luxury house founded in 1895 by Alessandro Berluti, is renowned for its expertise in shoes, leather goods, and men's ready-to-wear. Today part of the LVMH group, the brand operates over 130 boutiques worldwide and generates revenue of 78 million euros. With a catalog of 800 products per collection and presence across multiple channels (retail, wholesale, e-commerce, and marketplaces), Berluti needed to ensure precise, high-quality product information that reflects the house's excellence in every market.

Challenges :

- ❌ **Incomplete and scattered content:** Product information was fragmented or missing, impacting team productivity.
- ❌ **Lack of collaboration:** Complex internal systems limited connectivity between Marketing, Digital, Purchasing, and Photography teams.
- ❌ **Uncontrolled product information:** No centralization, enrichment, or consistent distribution of product data, while managing two collections per year.

Solutions:

- ✅ **Creation and management of a centralized product catalog:** Collection and enrichment of editorial, technical, and media data, with automatic grouping of products by model.
- ✅ **International digital rollout:** Translation management and product data contextualization for each market through the Quable PIM.
- ✅ **Ensuring product information quality:** Implementation of workflows tailored to each team and reporting tools to guarantee data reliability and completeness.

Results:



Centralized management of 5,000 product references across all sales channels.



Collaboration streamlined for 60 contributors across internal teams, improving coordination between Marketing, Digital, Purchasing, and Photography.



10,500 media assets centralized to create a reliable, high-quality asset library.



An enriched and consistent product experience for customers across all channels, reflecting Berluti's quality and expertise.

**LALIQUE – REDUCING PRODUCT ONBOARDING
TIME BY 4X**

Founded in 1888 by René Lalique, Lalique is a jewel of French crystal craftsmanship. The house offers creations across six domains: decorative objects, interior design, jewelry, perfumes, art, and hospitality. All pieces are made in Alsace and sold worldwide through 40 boutiques and partner stores in 9 countries. To support its omnichannel strategy and ensure high-quality product information, Lalique chose the Quable PIM.

Challenges:

- ❌ **Difficult product onboarding in the ERP:** Disparate files and manual Excel management led to errors and duplicates.
- ❌ **Lack of collaboration between teams:** Limited communication on product information and available tools.
- ❌ **No control over product onboarding:** Low visibility on validation processes and product information quality.

Solutions:

- ✅ **Deployment of a collaborative platform:** A flexible and accessible PIM/DAM that allows each team member to work efficiently and independently.
- ✅ **Redesign of the data model:** Clear and simple workflows to accelerate product onboarding.
- ✅ **Complete control over product information:** Dashboards, completeness indicators, and Quable Portal to ensure data quality.
- ✅ **Shopify connector:** Rapid transfer of new product references to 14 Shopify stores, with 5,000 products managed per store.

Results:

4x faster product onboarding: 30 references entered in 2 hours compared to a full day previously.



Alignment with omnichannel strategy: Up-to-date product information across all sales channels.



1 FTE reallocated to other tasks:
Increased team productivity.



Migration to a SaaS PIM: Lalique became fully autonomous in managing its platform.

**PETIT BATEAU – IMPROVING CONVERSION
RATES WITH PIM**

Since 1893, Petit Bateau, a French brand specializing in children's and adults' textiles, has belonged to the Rocher Group (since 1988) and is present in Europe, the United States, Asia, and the Middle East. Distributing its products through 150 boutiques, outlet stores, department stores, marketplaces, and its e-commerce site, the brand must ensure reliable and up-to-date product information to optimize conversion across all channels. Petit Bateau also offers a second-hand service, allowing customers to return or resell their clothing in-store or online.

Challenges:

- ❌ **Difficult product publication on e-commerce sites:** Product data and visuals were scattered across different systems and Excel files, with multiple email exchanges.
- ❌ **Loss of efficiency and data reliability:** Products were manually categorized, some incorrectly referenced or uncategorized, extending time-to-market and reducing revenue.
- ❌ **Customer experience to improve:** Incomplete or incorrect product data caused dissatisfaction and customer returns, accounting for 10% of customer service calls.

Solutions:

- ✅ **Optimized categorization management:** Products are automatically categorized in the PIM, reducing duplication and processing time across countries.
- ✅ **Improved handling of repeat products:** Automatic transfer of visuals and information from previous products to new ones for each season and collection.
- ✅ **Data completeness:** Only complete products (description, image, price) are published online, ensuring reliable information for customers.
- ✅ **Shopify connector and collaborative platform:** Centralization of data in an ergonomic and flexible PIM accessible to all team members.

Results:

€2.2 million additional revenue generated thanks to the PIM through improved online conversion.



Fast and reliable distribution of product information across all sales channels, enhancing customer experience and commercial performance.



Productivity gain: 0.5 FTE reallocated to other tasks due to automation and reliable data.



50 users trained and autonomous on the Quable PIM.

**DEVIALET – UNIFYING PRODUCT MESSAGING ACROSS ALL SALES CHANNELS**

Devialet is a French acoustic engineering company combining luxury, design, and cutting-edge technology. With 107 patents and a presence in 65 countries through nearly 1,000 points of sale, the brand offers speakers, headphones, and soundbars. Devialet chose the Quable PIM to harmonize its product messaging and elevate the customer experience across all sales channels, including own boutiques, specialist retailers, and independent distributors.

Challenges:

- ❌ **Dispersed and hard-to-access product data:** Products are complex, and information is sometimes incomplete or incorrect, reducing reliability
- ❌ **Inconsistent sales messaging:** The product promise and customer experience were not delivered consistently across all channels.
- ❌ **Fragmented data distribution:** Product information was shared inconsistently between own retail, distributors, and independent resellers.

Solutions:

- ✅ **Creation of channel-specific distribution:** Product data is adapted to the systems of each network to ensure a consistent customer experience.
- ✅ **Centralized operational reference:** Quable became the internal reference for reliable, high-quality product data, accessible to all team members.
- ✅ **Unification of product messaging:** Descriptions and messages are harmonized across all channels, reflecting Devialet's luxury and technological positioning.
- ✅ **Cross-functional collaboration:** R&D, Product, Marketing, and Design teams work together on an intuitive, ergonomic platform.

Results:

Complete unification of product data: All information is centralized and reliable within Quable.



Clear and luxurious product messaging: Consistent and coherent across all sales channels.



Improved collaboration: Intuitive UX and design allow the 10 primary users to work efficiently and in a coordinated manner.

Benefits of PIM for Fashion and Luxury



In the fashion and luxury sector, the quality and consistency of product information are key drivers of both customer experience and commercial performance. The Quable PIM enables brands to turn these challenges into strategic advantages.

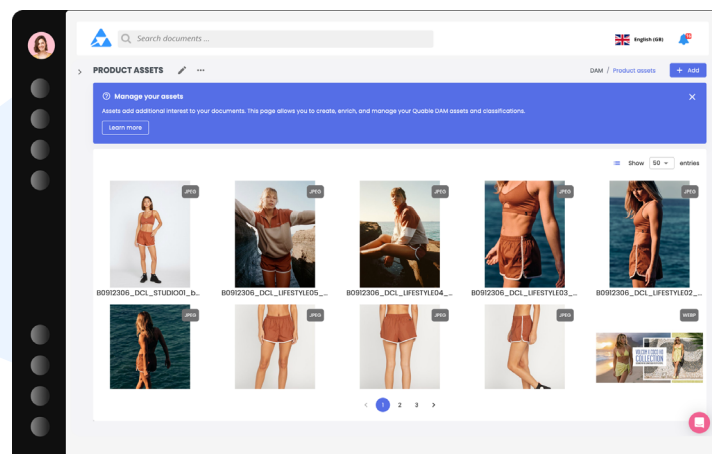
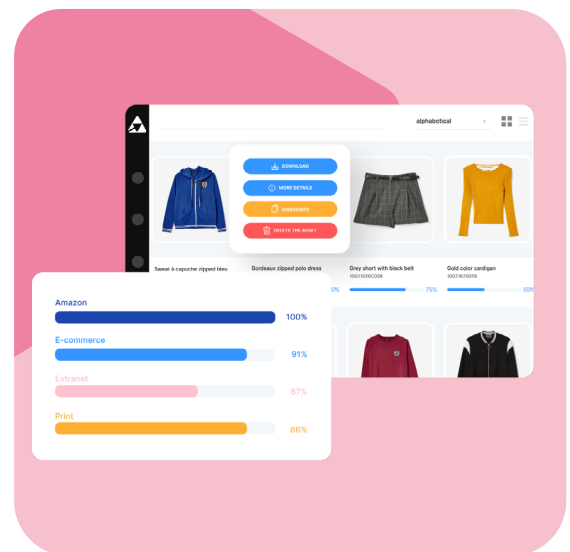
BRAND IMAGE HARMONIZATION



Quable centralizes all product information in a single repository, ensuring editorial and visual consistency across all touchpoints:

- Shops
- E-commerce
- Marketplaces
- Catalogs

Whether it is an iconic bag, a pair of shoes, or a ready-to-wear collection, descriptions, images, videos, and technical sheets are standardized, reducing the risk of errors and strengthening brand identity.

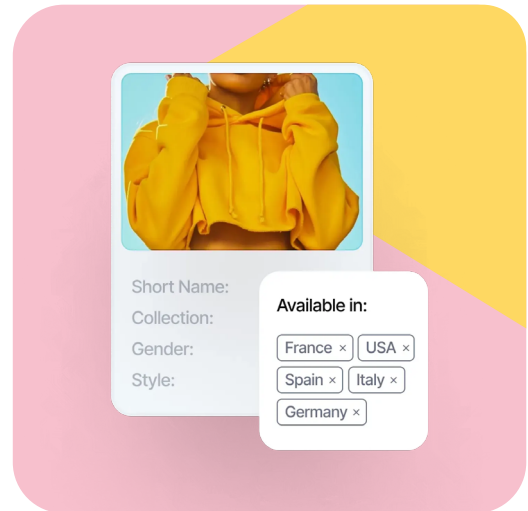


ACCELERATED INTERNATIONAL ROLLOUT



With Quable, translations and cultural adaptations are automated and integrated into workflows, allowing product content to be deployed quickly across international markets.

Marketing and digital teams can publish market-specific information while maintaining overall brand consistency, reducing delays and costs associated with manual adaptations.



REDUCED TIME-TO-MARKET



Quable streamlines the rapid publication of new collections, campaigns, or collaborations.

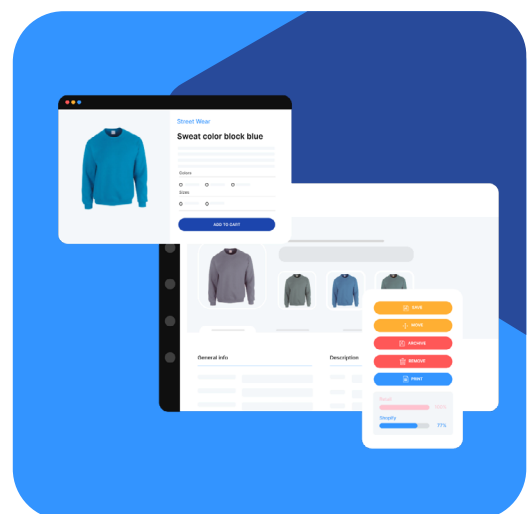
Thanks to centralized and automated data enrichment, teams can prepare and launch new products in just a few clicks, with all necessary information at hand. This faster time-to-market enables brands to respond immediately to trends and customer expectations.

MANAGEMENT OF PRODUCT VARIATIONS

Fashion and luxury brands often offer products with multiple variations: sizes, colors, materials, limited editions, or market-specific collections.



Quable allows these variations to be structured within a scalable data model, ensuring information consistency while simplifying catalog management and updates.





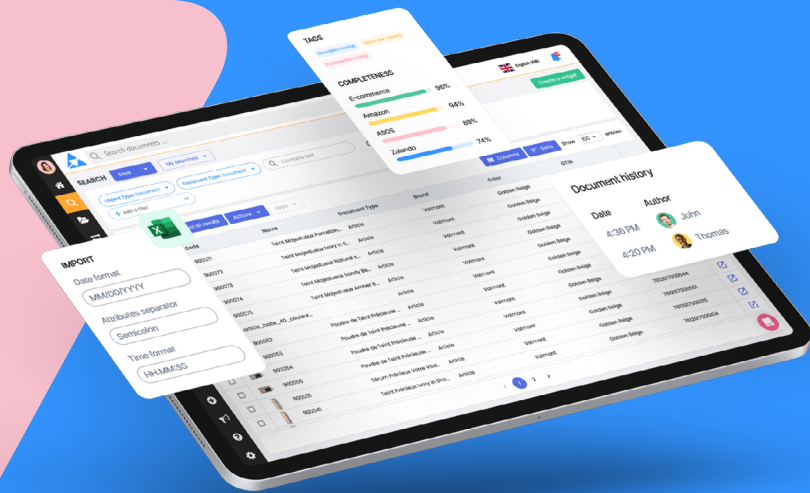
OPTIMIZED VISUAL PRESENTATION



Quable seamlessly integrates rich, distinctive media content: high-definition images, videos, 3D animations, or interactive visuals.

Teams can showcase each product with an optimal presentation, enhancing the customer experience and supporting purchase decisions. Centralizing media in Quable also ensures availability and reliability of content across all channels.





In a world where excellence, emotion, and precision define a brand's value, Quable PIM stands out as a strategic lever for fashion and luxury houses. Centralizing, enriching, and distributing product information with rigor goes beyond improving productivity: it strengthens brand image, accelerates time-to-market, ensures a consistent and immersive customer experience across all channels, and frees teams to focus on creativity and innovation.

The cases of DIM Brands (Hanes), Berluti, Lalique, Petit Bateau, and Devialet demonstrate how Quable transforms the complexity of product data into a tangible competitive advantage: reliable and harmonized information, simplified international distribution, optimized visual content, and reduced time-to-market. PIM thus becomes the foundation for a coherent, engaging, and high-performing product experience, blending artisanal tradition with the demands of the digital era.

At a time when every detail matters, Quable provides brands with the tools to elevate their products, align their teams, and meet the expectations of today's and tomorrow's consumers, while preserving the excellence and prestige that define the luxury universe.

Quable is the No-Code Product Information Management solution for bold brands and manufacturers. Rocher Group, Mitsubishi, Devialet, Club Med, Advini, Berluti, Delsey, Lalique and more than 300 big brands across 85 countries have chosen Quable to accelerate in all markets. Quable was founded in 2013 and today has a staff of 40 experts managing more than 40 million products in the fashion, luxury, food and industrial sectors.