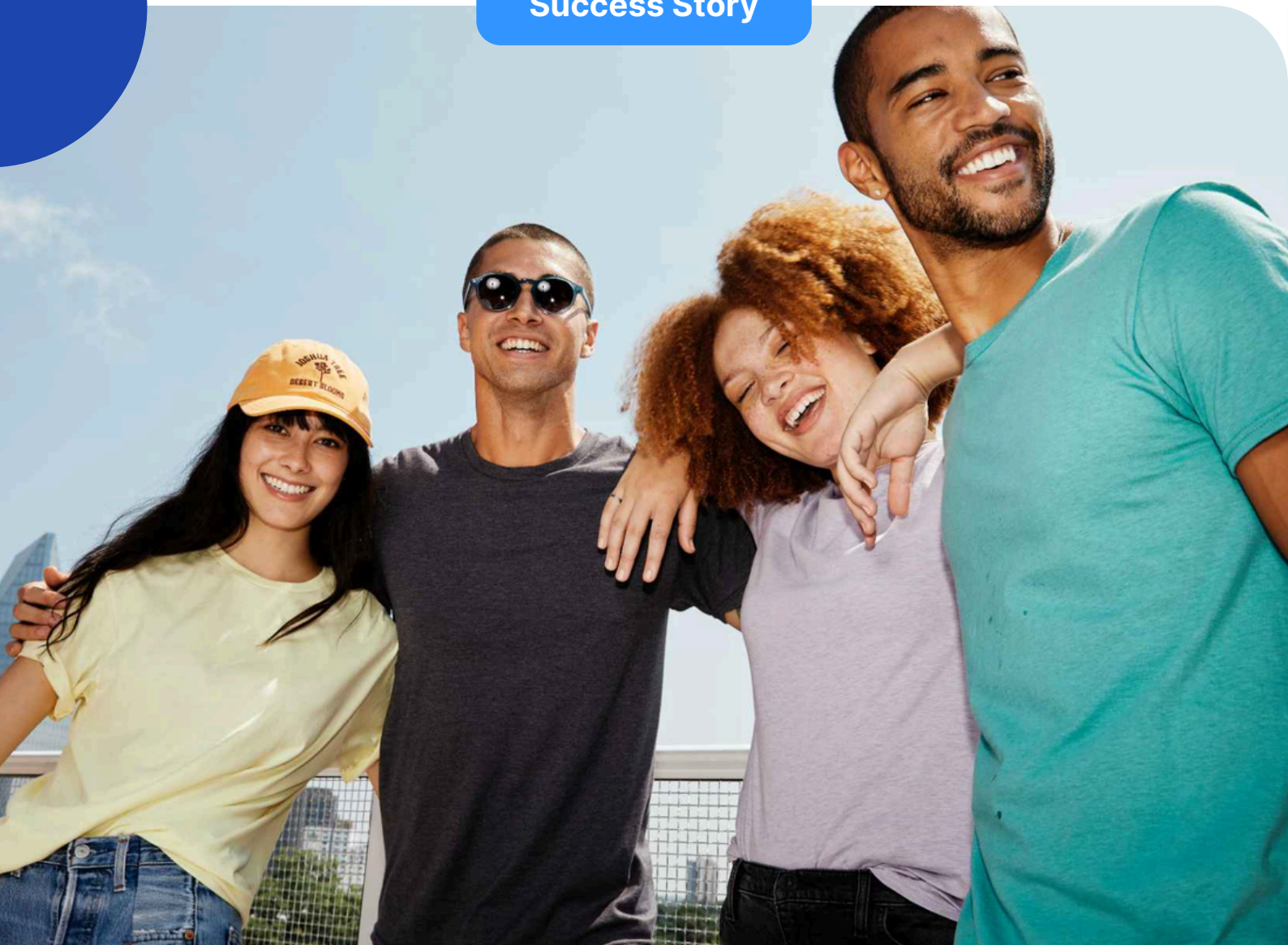




DIM Brands

PIM as the foundation for omnichannel and international acceleration

Success Story



DIM

DIM BRANDS INTERNATIONAL

DIM brands is one of the leading distributors of indoor and sportswear in the USA, Asia and Europe.

Since 1901, the group has produced and distributed several brands, including Champion, Dim and Wonderbra. Employing around 65,300 people in 35 countries, the group generated sales of \$1.588 billion in 2019.

With the introduction of PIM the Group's objective was to homogenize the processes for creating and enriching product information, in an international context, in order to encourage collaboration between different countries and teams.



The issues

✘ Impossible to invest in new marketplaces

The "in-house" PIM already in place was proving difficult to maintain, and consequently prevented the group from rapidly establishing a presence in new marketplaces.

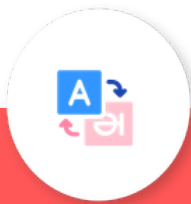
✘ Lack of international collaboration

Lack of cohesion and fluidity between the various international teams, due to a lack of harmonization and translation issues.

✘ An impersonal product experience

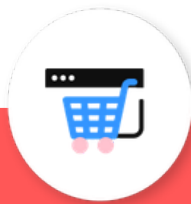
Lack of personalization of omnichannel content, unreliability of product data due to the enrichment process and the absence of clear workflows.

Quable has enabled DIM Brands to :



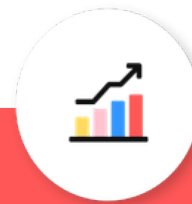
Deploy 9 languages on the PIM

To encourage international teamwork.



Manage 30,000 product references

Through their creation and perpetual enrichment.



Develop 6 European brands

By standardizing business processes and workflows.

The PIM solution has enabled the Hanes teams to harmonize product data, thus strengthening collaboration between the group's different brands and international teams.



Optimized, high-quality product information

Product information for each brand is centralized, harmonized and 100% reliable for thousands of product references, in a single environment, with an intuitive interface.



A personalized product experience

Multi-channel content is tailored to each product to enhance and optimize the end-customer's product experience .



Strengthening international collaboration

The PIM solution is deployed in several languages to simplify the data enrichment process and unify relations between the different business, brand and country teams.

“

The Quable PIM has been a real catalyst in our international strategy.

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DIM
DIM BRANDS INTERNATIONAL

Stéphanie Chauvin

E-commerce Director Europe at DIM Brands

About



Quable is the product information PIM and DAM management solution for brands and manufacturers seeking growth. Auchun, Berluti, Cooperl, Club Med, Delsey, Gémo, Tryba and more than 150 big brands across 50 countries have chosen Quable PIM as their platform for omnichannel success. Quable was founded in 2013. Today 40 expert staff members manage 40 million products across the fashion, luxury, food retail and industry sectors.

Discover the Quable PIM solution with a demo.

[I want a free demo](#)



www.quable.com