

**ICONIC US
FASHION
BRAND SEES**

400%

**GROWTH BY
EMBRACING
DTC STRATEGY**



esw.

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CONQUERING DTC IN CANADA

This world-famous fashion house had a wholesale arm in Canada that sold exclusively to local retailers. The brand sought to capture existing demand for their products and cultivate direct consumer relationships by leveraging their existing US inventory and website to open a frictionless ecommerce channel for Canadian shoppers. However, they lacked the necessary technology and infrastructure and realized developing it in-house would take years.

As the Canadian market is worth CAD\$674 billion dollars successful entry via cross-border ecommerce was of strategic importance to the brand.



**CANADA IS A MARKET
WORTH CAD\$674 BILLION
DOLLARS IN 2022¹**



PARTNERING FOR QUICK PROGRESS

The brand needed a rapid way of reaching the Canadian market and fulfilling orders without compromising its brand or requiring extensive in-house development. They selected ESW because of the company's experience in localization in over 200 markets, its speed to market capability, and the bespoke capabilities ESW was able to provide for the company, such as a 'ship from store' solution.

"WE COULD SEE THAT ESW WAS AS INVESTED AS WE WERE IN MAKING THIS MARKET AS SUCCESSFUL AS POSSIBLE. HAVING THEM ON BOARD MEANT THAT WE COULD LEVERAGE THEIR YEARS OF EXPERIENCE AND TECHNOLOGY R+D TO ENTER THE MARKET EFFICIENTLY AND EFFECTIVELY."

Director of Ecommerce Operations



BUILDING A SEAMLESS SHOPPER EXPERIENCE

ESW worked closely with the brand to ensure that Canadian shoppers would have a domestic-equivalent brand experience, localized to make checkout smooth and seamless. ESW developed a robust solution that could handle increased logistics and supply chain demands during peak periods and unexpected events like COVID-19, when order volume increased by over 400%.

One of the brand's key requirements was an **omnichannel solution** that would leverage SKUs held in-store, in addition to their warehouses. This approach both increased efficiency and enabled the brand to offer a wider array of items, sizes and price points. To support the great online experience that shoppers would expect, ESW also implemented an efficient returns process that allowed them to issue refunds within about 48 hours.



96% OF SHOPPERS SAY THEY WOULD GIVE A RETAILER REPEAT BUSINESS BASED ON A GOOD RETURNS EXPERIENCE.²

ESW BUILT A SOLUTION THAT ACHIEVED THE FOLLOWING:



Capturing existing demand and expanding brand awareness, reach, and conversions in an international market



Localized currency and checkout, with transparent duties and taxes so shoppers were not hit with hidden fees just before completing their purchases



Providing a domestic-equivalent experience for international shoppers, including aligning online prices with offline prices



Delivering a fast shipping and returns solution and expediting refunds, including duties and taxes



Enabling omnichannel, including a ship from store solution, which allowed the brand to offer a wider range of SKUs to Canadian shoppers.



Building brand loyalty and increasing customer lifetime value by providing a seamless experience consistent with the brand's other touchpoints vs. a disconnected marketplace experience.



ACCORDING TO A 2020 STUDY OF 29 COUNTRIES, 72.4% OF CONSUMERS SAID THEY WOULD BE MORE LIKELY TO BUY A PRODUCT WITH INFORMATION IN THEIR OWN LANGUAGE.³



UNLOCKING MAJOR DEMAND IN A CRITICAL MARKET

Ensuring a domestic experience on a cross-border ecommerce site allowed this brand to enter the Canadian market quickly, without friction, and enabled the company to build on existing brand awareness. The seamless shopper experience helped increase customer loyalty and conversions through a robust product offering, a smooth checkout, and reduced shipping and returns lead times.

This well-known fashion house has seen remarkable results since implementing ESW's solution, including:



After seeing the success of their direct to consumer cross-border strategy, they worked with ESW to broaden their online assortment and further optimize the shopper experience. These efforts grew the brand's appeal in Canada, setting the stage for unprecedented growth as the pandemic hit.

Since COVID-19 struck, they have seen huge returns on their implementation, with online orders in Canada increasing dramatically since April 2020 by up to 400%, particularly in loungewear and underwear.

Having a robust global solution in place allowed the brand to be resilient and will ensure it can pivot when needed, no matter what challenges they face in the coming months and years.

1. <https://www.statista.com/statistics/431661/sales-of-retail-trade-in-canada/>
2. <https://content-na1.emarketer.com/satisfying-return-policies-can-lead-to-loyalty>
3. [https://alexika.com/blog/2020/08/17/why-translation-matters-40-will-not-buy-in-other-languages from Can't Read, Won't Buy series at https://csa-research.com/](https://alexika.com/blog/2020/08/17/why-translation-matters-40-will-not-buy-in-other-languages-from-Can't-Read-Won't-Buy-series-at-https://csa-research.com/)

ABOUT ESW

ESW is the cross-border ecommerce leader, empowering the world's best-loved brands and retailers to make global shopping better, safer, simpler and faster, end-to-end.

From compliance, data security, fraud protection, taxes, and tariffs to checkout, delivery, returns, customer service, and demand generation, our powerful combination of technology and human ingenuity covers the entire shopper journey across 200 markets.

Brands partnering with ESW can enter new international markets in as few as 6 weeks, up to six times faster than if they attempted to do so on their own – all while engaging directly with customers and retaining ownership of all the data collected during the shopping process.



**WANT TO TALK ABOUT GLOBAL EXPANSION?
CONTACT US AT GROWMYBRAND@ESHOPWORLD.COM
OR VISIT [ESW.COM](https://www.esw.com)**