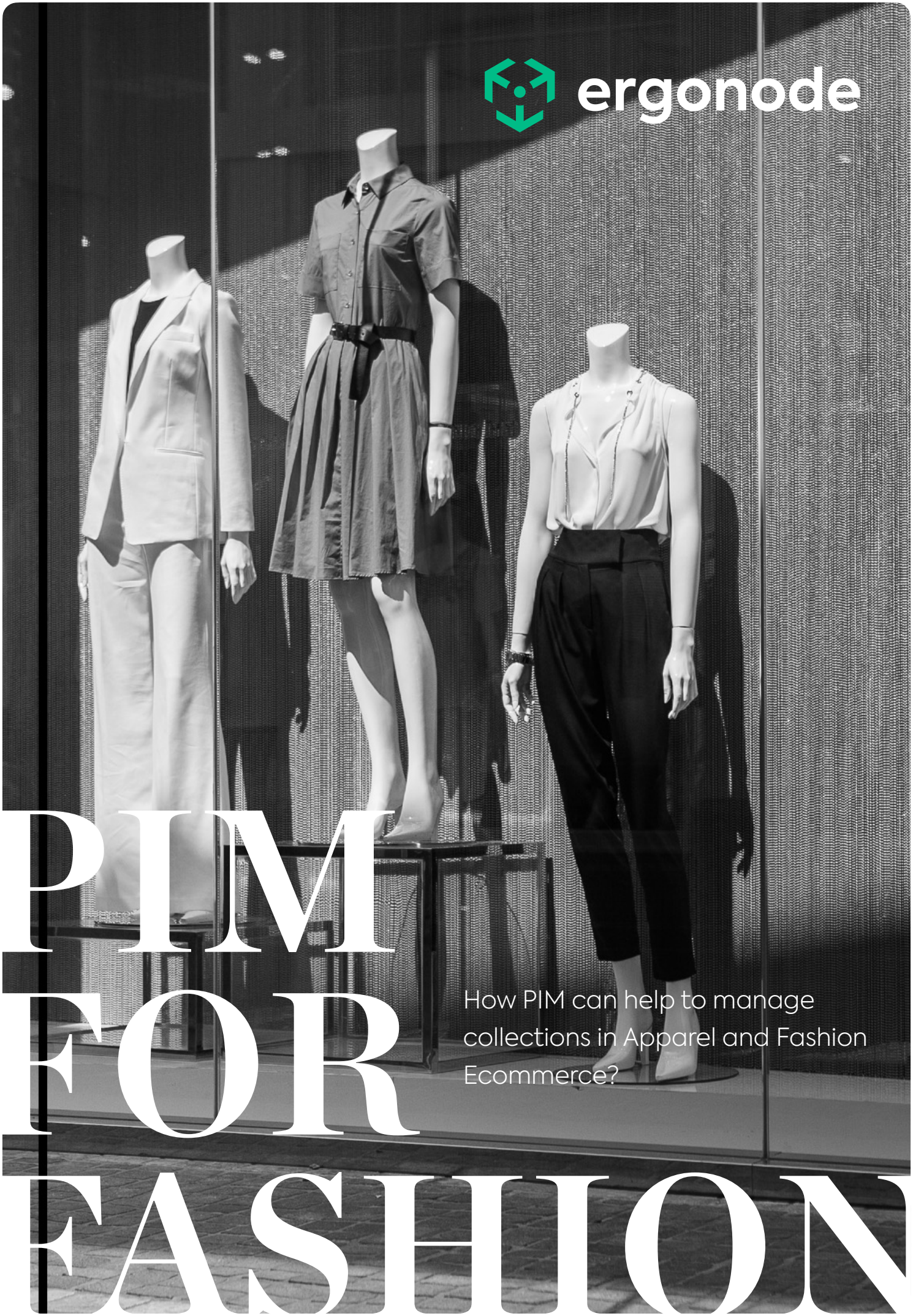


ergonode

PIM FOR FASHION

How PIM can help to manage collections in Apparel and Fashion Ecommerce?

Key Fashion Industry challenges for catalog management

In the ever-changing world of fashion, where trends come and go quickly, it's essential to share information about products through various means. This includes not only traditional stores but also online platforms and social media.

Using different channels helps **the industry adapt to changing consumer habits and reach a broader audience**. This way, the diverse and exciting offerings in fashion catalogs can reach customers wherever they prefer to shop.

Mastering the complexities of managing product catalogs in the fashion industry requires a thoughtful approach, especially considering the variety of product options available. A crucial aspect is making sure each product looks appealing to catch the eye of potential buyers.

However, it's important to note that this industry often deals with a high number of returned items, emphasizing **the need for clear and detailed information about each product**. This includes providing more information about the size charts and textiles used to make the items, helping customers understand the quality and what they're getting.

The materials used in products, especially those related to environmental responsibility, are becoming increasingly important. Giving detailed information about materials, especially recycled fabrics, is not just about being transparent but also about showing a commitment to sustainable practices. Especially now on the eve of the new regulations related to **the Digital Product Passport.**

Beyond individual products, there's a rising interest in selling groups of items, like matching outfits or suggested looks. This shift towards selling collections requires careful planning to showcase these items in a way that makes sense to customers. Managing different collections, series, and how products relate to each other adds another layer of complexity, calling for an organized system to display these details clearly.

Compliance with future regulations

Real-time access to the right data will be the key element to the **Circular Product Journey.** The European Union in early 2022, as part of the Green Deal, adopted the draft "Sustainable Product" regulation. Work is currently underway on the European Commission's proposal for a Regulation of the European Parliament and of the Council establishing a framework for setting ecodesign requirements for sustainable products and repealing **Directive 2009/125/EC (Ecodesign for Sustainable Products Regulation - ESPR)**.

Since 2027 **Digital Product Passport (DPP)** will be a digital document through which every consumer will be able to see "what journey a product has taken" throughout its life cycle. It will help people make informed choices when buying products, make it easier to repair and recycle, and increase transparency about environmental impacts, thereby reducing waste.

Importance of PIM systems

The complexity of tracking and monitoring the entire life cycle of textile products means that **simple product identification (like a barcode) is not enough to differentiate between the same products**, in terms of different production and logistics processes. The regulations indicate flexible and robust product data-modeling possibilities including **extended material-data** (with content of origins of raw materials and components, plus the suppliers involved in sourcing), **sustainable-data** (carbon footprint of the manufacturing, distribution processes and the use phase), **after-sale data** (the overall repairability of the product, and specific repair events + reasons).

To support the wide-range of data the best and easiest way will be to implement a flexible and open PIM platform.

Ergonode is an **API-first PIM platform** with ability to import or distribute the data with multiple ways via efficient APIs (GraphQL, Rest-API or Event-API). It's flexible and prepared for high-volume catalogs. With a powerful product data designer, it provides **enterprise- grade functionality** for merchants who want to comply with future digital regulations.

Working with collections, variants and sets

Effectively managing diverse collections in the fashion industry requires a strategic and customer-centric approach.

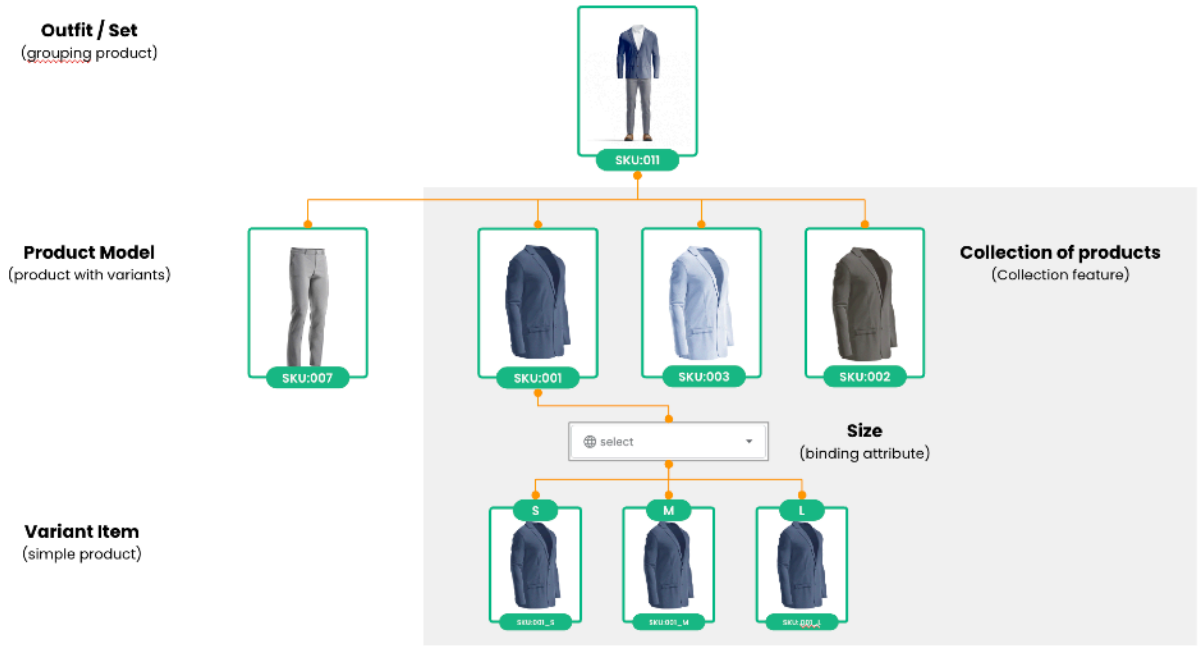
Careful planning is crucial to showcasing items in a way that resonates with customers and enhances their shopping experience. Begin by organising collections around clear themes or concepts. Whether it's seasonal trends, occasions, or specific styles, giving each collection a distinct identity helps customers navigate and understand the offerings better. Highlight the versatility of the items by presenting them in matching sets or outfits. This helps customers envision how different pieces can work together, encouraging them to make multiple purchases.

In the world of fashion, it's not just about selling clothes; it's about creating a great experience for evervone.

When a brand offers a variety of choices, it can attract all sorts of people. This makes customers feel included and keeps them coming back because the brand meets all their needs.

By offering various sizes, colours, and styles, a fashion brand can position itself as versatile and accommodating. Clear and concise presentation of variants, along with high-quality images, ensures that customers can make informed purchasing decisions.

Providing complete outfits, on the other hand, enhances the overall shopping experience and builds trust with customers. When a brand demonstrates a deep understanding of current fashion trends, it strengthens the image of being a fashion expert and advisor in creating stylish looks. This creates a positive shopping vibe that keeps customers happy and loyal in the long run.



In Ergonode PIM, users can use **3 types of products** to effectively manage their garment assortment:

Grouping products for sets/outfits - which can group both variant and straight products under each other.

Products with variants - which link simple products (item variants) into variants via binding attributes (e.g. size).

Simple products - can be stand-alone products, or part of products with variants or grouping products.

Each of the product types can have a different data model, as well as different SKUs.

Managing the size charts

Well-organized sizing system helps customers avoid that headache, letting them confidently choose sizes that match their expectations. At its core, size chart management embodies the pursuit of consistency and standardization. In a world where fashion knows no borders, having a single, unified reference for clothing measurements is super important.

The ability to offer customers a reliable and standardized sizing framework mitigates the frustrations often associated with misfitting clothes.

Accurate size information becomes a trust-builder for the brand. In this age of online shopping and global brand transactions, where things are happening across countries, size chart management is like a indispensable tool. It bridges the gap between different sizing standards, making international shopping smooth and enjoyable for everyone.

Consider, too, the tangible impact on operational efficiency. A smart size chart strategy acts like a shield, making sure things run smoothly, saving time for customers, and resources for retailers. Plus, diving into size-related data, like what sizes are popular or common fit issues, becomes a guide for planning inventory, making production decisions, and even shaping future designs.

Brands that consistently get size information right build a story of reliability. On the flip side, recurring size problems can cast shadows over a brand's image. So, size chart management isn't just a technicality; it's the architect of positive customer experiences. It builds the framework for how people see and trust a brand, fostering loyalty and turning customers into advocates. In the fashion world, it's not just about the clothes; it's about making sure everyone feels good in what they wear.

PIM systems are gaining in popularity through more sophisticated validation methods, the ability to set rules governing the measurement acceptance process and the mere fact that the size charts are directly assigned to the product data model.

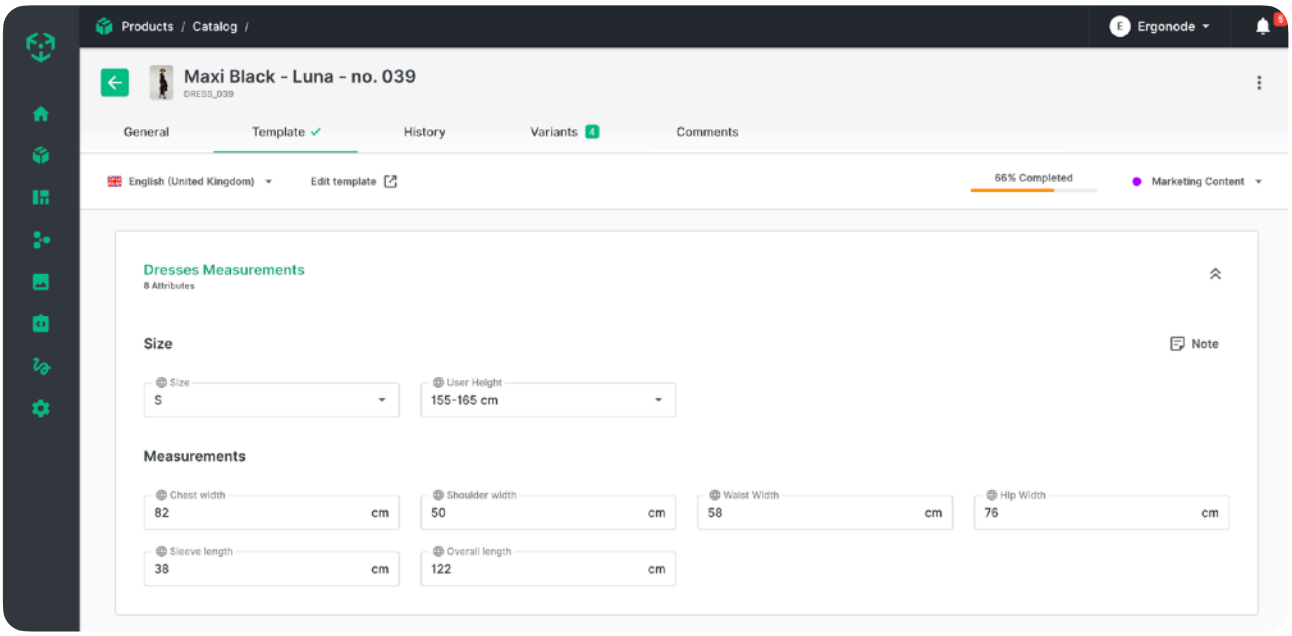
In addition, when sizes from different manufacturers and different countries are used, it is possible to convert and make more consistent the nomenclature used.

In Ergonode PIM platform, the process of dimensioning and creating size tables can be implemented in several ways:

1. Size chart linked to the brand

2. Size chart as an extension of the product category

3. Advanced product data model linked to each variant item



In Ergonode PIM there is possibility to create custom data model for measurements and linked it to each product family data-model. It's easiest way to prepare full measurements filled into the variant-items.

For more information about sizing with PIM read here:

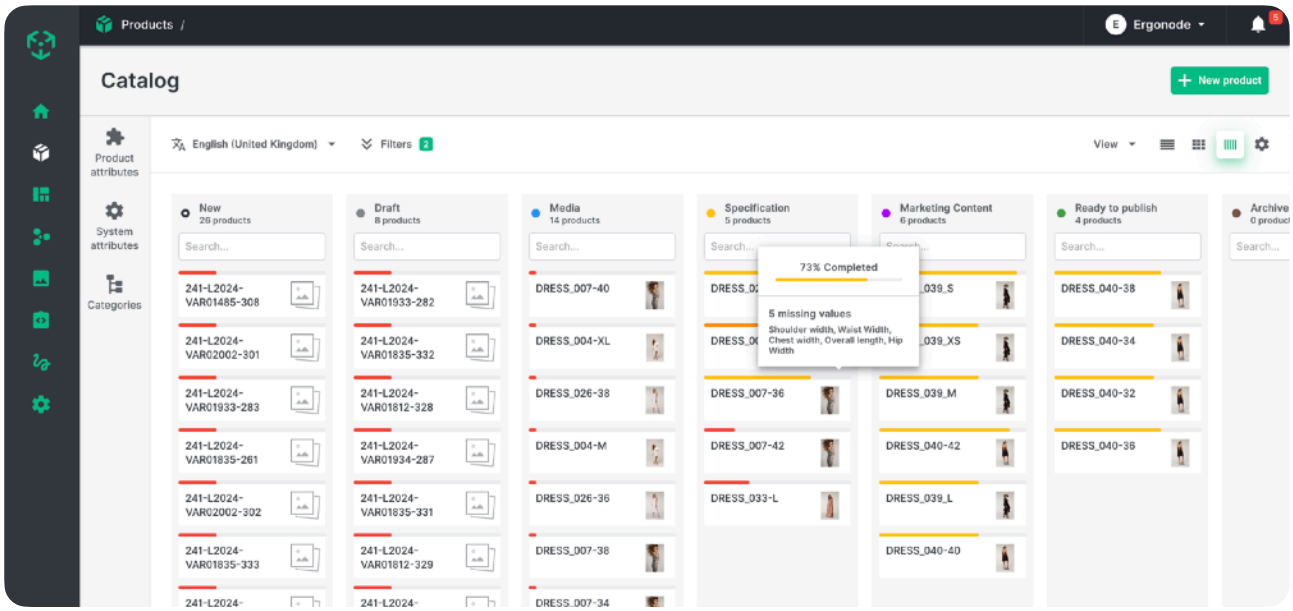
https://www.ergonode.com/blog/how-to-manage-sizing-in-ergonode-pim

Each option allows the measurement process to be adapted to the company's operational capabilities. Indeed, there is no single way of creating size charts. In the case of a distributor with wide range of different brands and assortment categories - it is usual to operate on size charts based on the data from manufacturers/brands. Where, at best-way size tables are fitted with the product categories and more often are restricted to brand-specific tables only.

The case is different with manufacturers with smaller assortment scale, where there is full control over the design and the entire production process - in which case the measurement process can be brought to very sophisticated data modelling.

Ergonode PIM platform also allows the progress of a given collection to be tracked in terms of data completeness - including data related to size charts.

Thanks to built-in mechanisms to protect against unauthorised access and publication, those deciding whether a product catalogue is ready for publication can be certain that the prepared catalogue will be complete and error-free.



Ergonode PIM is inspired by **Lean Management** methodology, it gives great work in progress (**WIP**) helicopter-view for all collections, including specific data related to size charts.

Combined with workflow rules it is powerful complete measurement-data governance solution.

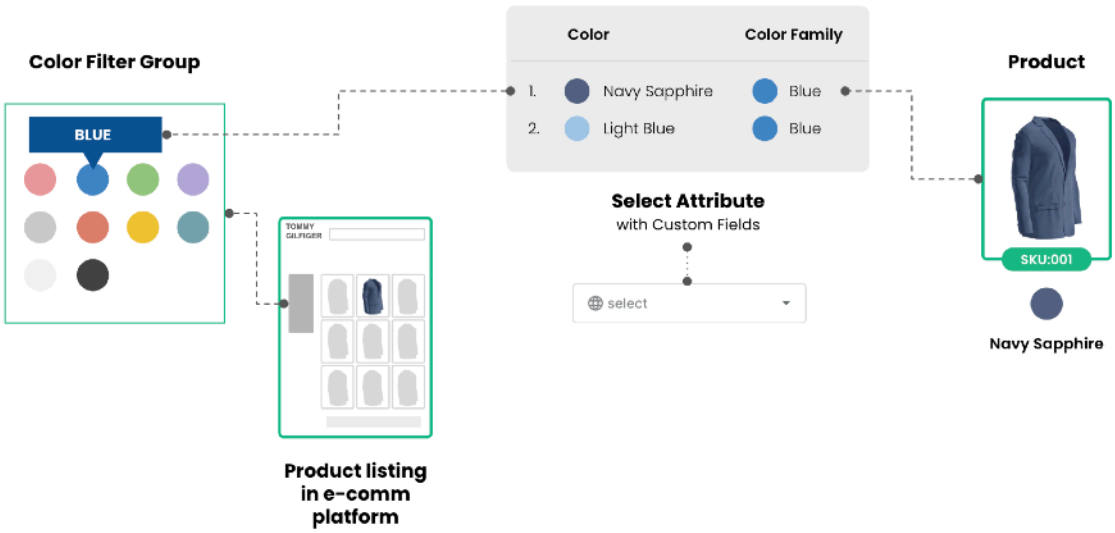
Cleaning the mess on listings and filters

In the world of online fashion shopping, creating a smooth and enjoyable experience for customers is key. Imagine scrolling through countless clothing options – wouldn't it be great if finding what you want was easy? Well, that's where a smart filtering system comes in.

But, here's the catch: when brands use different terms for colours or sizes, things get confusing.

Without a clear system, users might end up sifting through hundreds or even thousands of mismatched items.

Color complexity



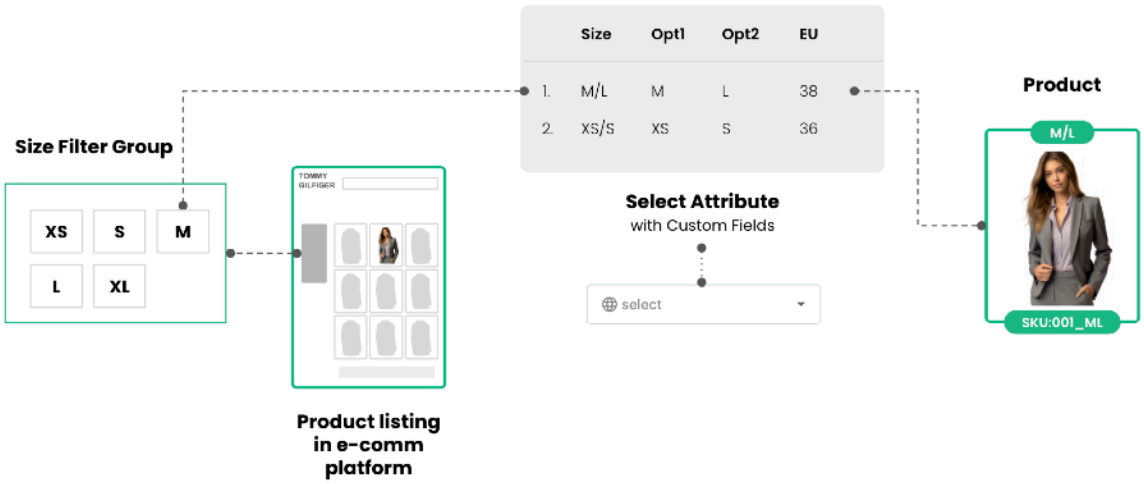
Think of it like this: You're looking for a red dress, but one brand calls it 'ruby' and another ‚scarlet.'

It gets overwhelming.

Without proper standardization, this leads to a lack of swift filtering options for a specific colour family. Consequently, in the product listing filters, users are confronted with hundreds or thousands, of inconsistent items.

Some users prefer to see the measurements in EU standards, others prefer to see the US or common naming — and it's unlikely that a user with a preference for one measurement system will know offhand what their equivalent measurements are for the alternative system. And what is important is that a user who prefers one measurement system does not usually know what the equivalent measurements are for an alternative system.

Size complexity



The same goes for sizes – one brand's 'medium' might be another's 'regular.'

Now, picture having to manually sort through all these details for each product.

Manually standardising data product-by-product is expensive and inefficient, especially when the brands introduce numerous of new collections.

Thanks to the built-in **feature of custom fields**, every option list attribute in the Ergonode PIM system allows for easy data organisation, shortening data entry time, and eliminating potential errors.

Ultimately, this leads to a **more convenient and enhanced shopping experience in e-commerce platforms**.

So, when you're browsing online, the experience is smooth, hassle-free, and, most importantly, enjoyable.

Customer story
Dilling.com

Founded in 1916 by Andreas Bertelsen, DILLING is one of the oldest sustainable clothing manufacturers in Denmark with a long tradition.

Outcomes

- Streamlined connection between Ergonode PIM and the **commercetools Platform** enables the seamless transmission of relevant product data from the PIM to the store. The API integration ensures instantaneous updates and coherence across platforms.

- **Tailored data model**, finely attuned to business demands. DILLING has effectively divided up key product information such as material and colour, treating them as separate entities that can interact seamlessly with their product lists.

- Ability to unlock new **level of personalisation** that allowed for more comprehensive product presentations, significantly **improving marketing efforts**.

18k	10+	8
SKUs	users	markets

Managing brands, materials, textiles and care instructions

Every piece of clothing comes with its unique set of instructions on how to care for it. Now, multiply that by the countless fabrics and styles a fashion brand offers. The result? A labyrinth of information that's complex to navigate, both for the brands and the shoppers.

One of the primary challenges stems from the diverse nature of fabrics. Each material requires specific care to maintain its quality and appearance. Cotton may demand a different approach than silk, and wool certainly has its own set of rules. Now, picture a scenario where brands use varied terminology to describe these care instructions – it's like decoding a secret language for the average shopper.

This complexity is particularly daunting when you consider the global nature of the fashion industry. With brands sourcing materials from different corners of the world, there's an added layer of diversity and uniqueness to contend with. From delicate lace to sturdy denim, the spectrum is vast, and ensuring consistency in conveying care instructions becomes an intricate dance.

Why does this matter? Well, think about your last shopping experience. How frustrating is it when you fall in love with a garment, only to be deterred by unclear or inconsistent care instructions? It's not just about preserving the longevity of the clothing; it's about empowering consumers to make informed choices.

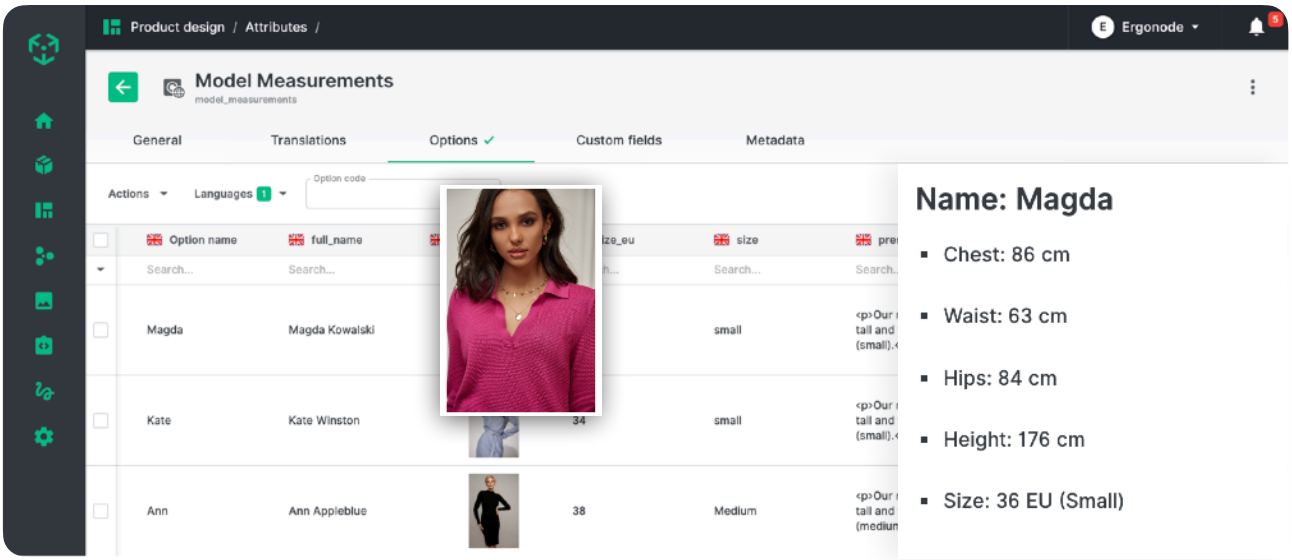
Moreover, managing textiles and care instructions isn't just a challenge for shoppers; it's a considerable task for brands. The meticulous task of standardising care information, streamlining it across diverse product lines, and ensuring clarity is no small feat. It requires a delicate balance of industry knowledge, attention to detail, and an understanding of the diverse needs and preferences of the consumer base.

Include the Human Model Measurements

Human model measurements provides a real-world reference point for **how a product fits on a person with specific body dimensions**. When buyers see a model wearing the product along with details like the model's height, weight, and the size they are wearing, it helps them visualise how the item might fit their own body.

This contextual understanding is especially useful in online shopping, where customers can't try on items before purchasing.

By offering model measurements, e-commerce shops help **bridge the gap between the flat size chart and how the clothing will actually look and feel when worn**. This additional context can reduce uncertainty, leading to more confident purchasing decisions and a lower likelihood of returns due to sizing issues. It also enhances the shopping experience by helping buyers select the right size more accurately, improving overall satisfaction with the product.



Customer story
Alpinus

5k
SKUs

10
channels

4
languages

Founded in the '90s, Alpinus has established itself as a leading provider of outdoor clothing for men, women, and children.

As Alpinus sought to broaden its horizons beyond the Polish borders, the complexities of managing product information across multiple languages and adapting to different marketplaces became a significant hurdle. Their existing system, a combination of Excel sheets and Product Feed Manager, fell short in addressing the need for a streamlined process for translating and mapping extensive product attributes and descriptions.

Outcomes

The primary focus remains on activating sales channels that will allow for seamless export of product information to individual platforms, setting the stage for Alpinus to make a mark in the global outdoor apparel industry.

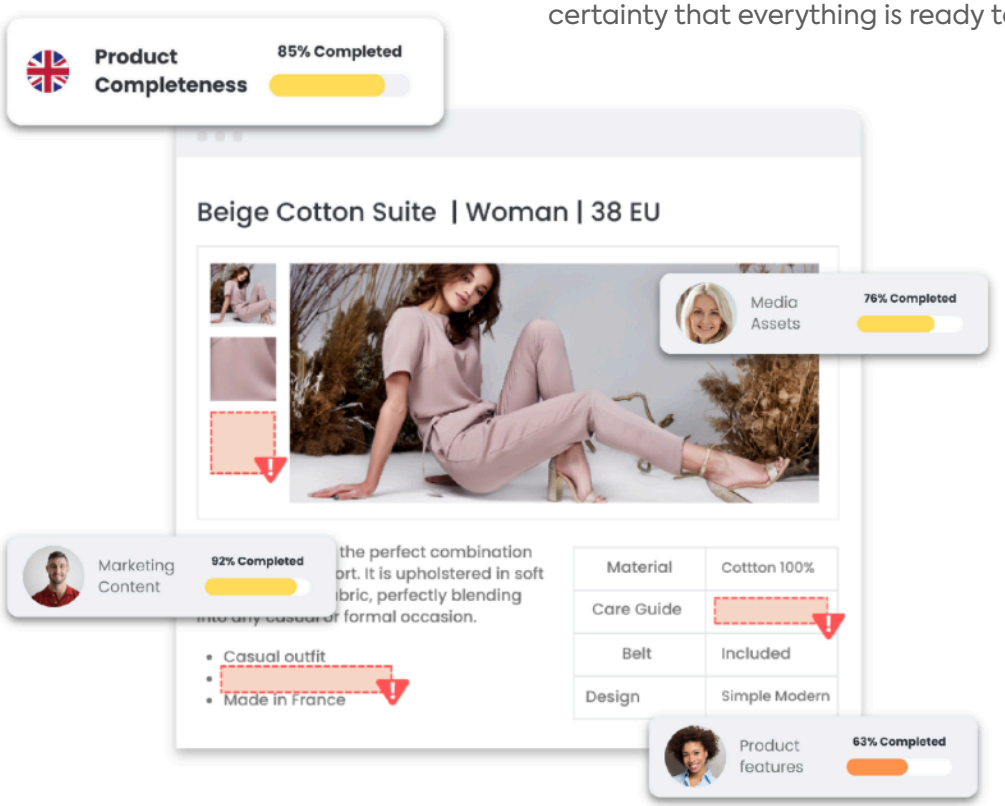
The company successfully run the major marketplaces, e.g. Allegro, Amazon, Zalando, Modivo, Decathlon.

Advance knowledge about publication readiness level

The fashion industry is characterised like no other by frequent product range changes. New collections - spring, summer, autumn, winter, meanwhile sales and limited editions for various occasions - are even introduced throughout the year.

Therefore, the process of working with the collections requires the cooperation of many departments (including production technology, photography, merchandising, marketing and ecommerce) and many people (such as photographer, clothing technologist, collection manager, content specialist, SEO manager).

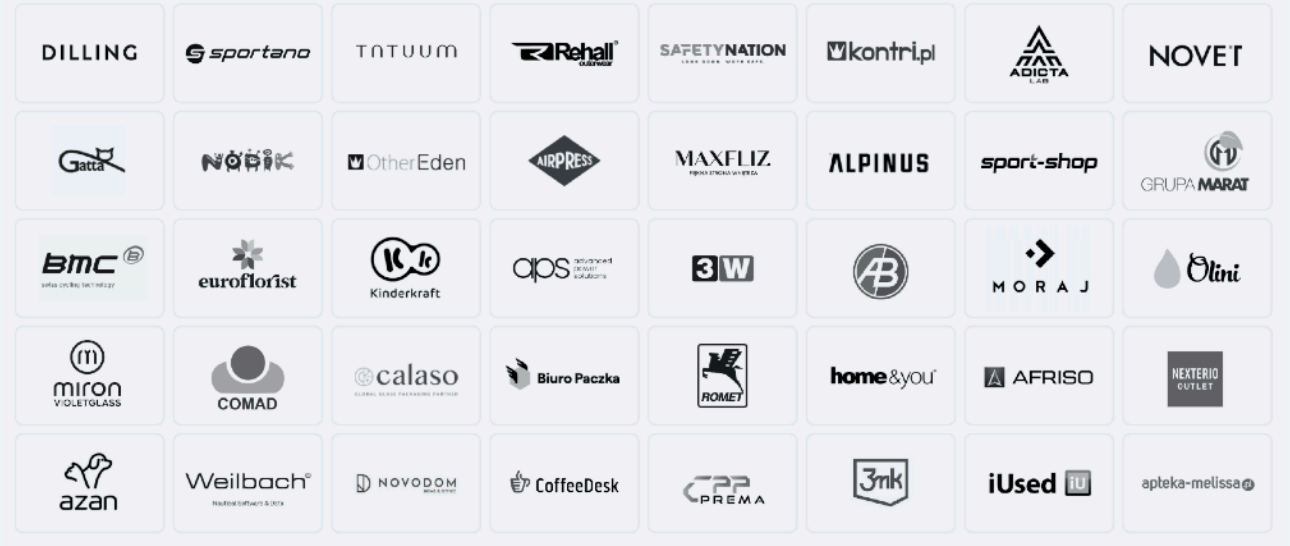
Ergonode PIM helps to organise work on collections and make it more predictable. Both the enrichment of products with images or descriptions can be subject to various validation rules. In the end, the team can be sure that the collection prepared for a specific market meets all conditions and requirements for publication. This is a guarantee of peace of mind and the certainty that everything is ready to go.



About Ergonode PIM

Ergonode is powerful human-centric designed PIM platform. It empowers teamwork for easier and better product-data management to support wider and faster scalability. Platform with enterprise-grade content features at a fair price.

Trusted by hundreds of companies



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