Irresistible:
Lingerie specialist Van de Velde decides for Intershop

About Van de Velde

Van de Velde NV is a leading player in the luxury and fashionable women’s lingerie sector. It owns globally-recognized lingerie brands including Marie Jo, PrimaDonna and Andres Sarda, and had an annual turnover in excess of €182 million in 2012. Belgian firm Van de Velde is convinced of the merits of a long-term strategy based on developing and expanding brands around the Lingerie Styling concept especially in Europe and North America.

Van de Velde selected Intershop and its silver implementation partner Fenego to realize an e-commerce platform as the foundation for all its online sales channels. Van de Velde’s first online shop project, Rigby & Peller web shop for the extensive German market, is now live – with further rollouts in other countries planned for the near future. Rigby & Peller alone currently offers about 14,000 products per season to consumers in Germany.

The target

Van de Velde was looking for a multichannel approach to extend the reach of its network of physical stores to the internet. However, this needed to be the right approach, since the Belgian lingerie group is famed for its in-store shopping experience, where assistants provide personal care to help customers choose the right product, especially with regard to size and shape. The challenge was to include this personal assistance in an online shopping experience.

Following some recent brand acquisitions, Van de Velde needed to unify its online commerce systems and was focused on providing customers with the highest quality shopping experience, both on- and offline. Because Van de Velde aims providing product and service excellence, it faced high complexity in simultaneously managing numerous e-commerce shop systems for different brands.

By merging its e-shops for all brands on to the same platform, Van de Velde was planning to simplify its e-commerce presence and also to focus on enabling cross-selling opportunities. Functionality is another key challenge for Van de Velde; as an example selected products in the web shop drive to matching products within the product detail page and these are also accessible in the check-out process.

The solution

From initial concept to fulfilment took place over the course of 2013, starting when Van de Velde’s Business Development Director Philippe Vertriest first met Intershop in 2012. After evaluating a number of offers from e-commerce vendors, Van de Velde chose to partner with Intershop because its electronic shop front allows simple content management and is multichannel ready. With the help of implementation partner Fenego that guided Van de Velde through the whole process, the rollout of the first shop was completed in less than a year.

The solution offers the following advantages for Van de Velde:

- With Intershop 7, the company has a powerful high-end e-commerce solution that helps achieve online sales objectives and allows a focus on a rollout across all the company’s retail brands
- The deal clincher for Intershop 7 was the best match with Van de Velde’s platform requirements, ranging from its readiness for fashion items, to multi-currency and multi-language
- With Intershop, Van de Velde found a partner able to deliver a joint e-commerce platform across all company luxury lingerie retail chains, enabling the effortless addition of further brands while also helping lower administration costs
Philippe Vertriest, Business Development Director at Van de Velde says: “Unifying our e-commerce approach with the help of Intershop and Fenego is enabling Van de Velde to reach out online to existing customers, but more importantly to reach out to new customers, inviting them to have a multi-channel experience.”

The result

Van de Velde is exclusively oriented on the high-quality lingerie segment and stores that invest in service to consumers. The company aims to contribute to a store’s competitive power and invests in building consumer loyalty to its brands.

Online, Van de Velde wants to mirror the advice given by store assistants so that customers are offered the personal touch. Reflecting this, the German language Rigby & Peller online shop features a ‘styling window’ that allows customers to swipe through information to make the right lingerie choice, suited to a specific body shape or a special occasion (for example, bridal lingerie). Online advice also informs the customer of which lingerie is best in combination with a specific type of dress. Additionally, cross- and upselling elements are used, with the site suggesting suitable matching articles within the same lingerie series.

Finding just the right fit is a fashion brand credo. To help accomplish this, pack shots of models wearing selected sets pop-up when shoppers hover over product images. Customers can also add products to wish lists and compare items in a list – a kind of virtual fitting room to collect eye-catching items before making the final purchasing decision.

Customers can access their virtual shopping world from both classical desktop PCs and mobile devices. The Trusted Shops certificate ensures guaranteed delivery, underlining the company’s commitment of delivering a high quality at all levels.

In the near future, Van de Velde is planning to use the platform for other websites within their Retail division.

About Fenego

As a pan-European Intershop implementation partner, Fenego offers and implements high-end B2C and B2B e-commerce solutions based on the Intershop 7 suite and its predecessors. Today, Fenego successfully supports customers in Belgium, The Netherlands, Luxembourg, the Nordic countries, Germany and France. Fenego’s approach is to team up with customers to develop and promote online business strategy, in local and international markets.

Fenego has a proven track record in Fashion, Retail, Publishing Industry, and Consumer Electronics, and makes its broad omni-channel experience available across verticals. The company’s IT-minded approach and deep expertise in e-commerce market puts Fenego in an ideal position to help customers to optimize the online experience for their customers.

Fenego employs around 300 Java and e-Commerce experts across 3 countries and supports more than 25 e-commerce customers. Headquartered in Hasselt, in the center of the three nation triangle between Germany, The Netherlands and Belgium, the firm benefits from a very open-minded, multilingual and multicultural workforce. The company’s corporate DNA is founded on Excellence in Execution, Customer Commitment and Innovation.

Unlock your potential with the exciting possibilities of Intershop’s unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.