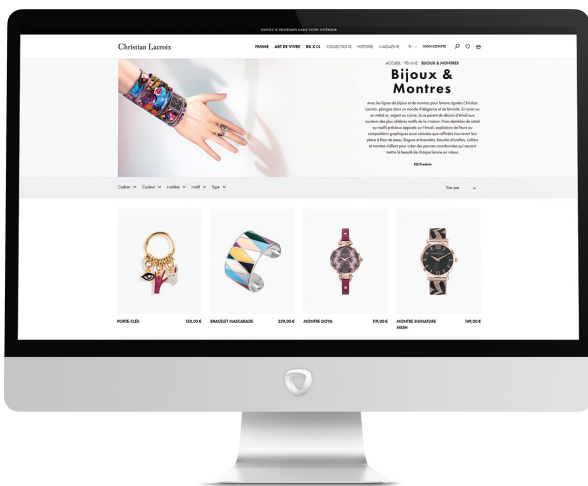


# Christian Lacroix launches its brand platform for direct sales to end customers

The luxury brand has opted for the marketplace model, offering a wide selection of product categories online and providing end customers with an innovative buying experience.



## Christian Lacroix

Founded in 1987 by the LVMH group, Christian Lacroix is an iconic luxury brand, acclaimed for having established the foundations of a unique, exuberant, and colourful baroque style. Today, the Christian Lacroix brand is marketed worldwide, with collections including Lifestyle, Menswear, and Women's Accessories.

- 30 years of luxury creations
- 15 product categories
- 5,000 outlets
- Presence **worldwide**

## Entering the new digital age with an online platform

2017 marked the thirtieth anniversary of Christian Lacroix – and a turning-point in its online presence. Christian Lacroix was keen to offer all the products marketed under its brand to the public; to do so, it had to address the challenge of bringing together all its various retail outlets worldwide on a single website.

“At one point we considered building a bricks-and-mortar store, but we have too many different categories to be displayed, under one roof” explains Nicolas Topiol, CEO of Christian Lacroix. “eCommerce was thus the obvious solution – a way of reaching customers worldwide, whilst maintaining control of our brand image.”

For Christian Lacroix, Mirakl and the platform model turned out to be the perfect solution, allowing the brand to showcase offerings from partners all over the world, taking care of distribution without any logistics challenges, and delivering a unified customer experience to brand aficionados everywhere.

## Working with the best partners

Christian Lacroix places a high value on excellence, working with the very best partners to develop its brand. The platform gives these partners better visibility, allowing them to grow online sales and benefit from the appeal of the brand.

Excellence was also a deciding factor in the choice of Mirakl: “The team at Mirakl definitely

make sure their clients use the potential of their platform to the full,” reports Nicolas Topiol. “Their knowledge the market has enabled them to deliver best practices tailored to our strategy.” The brand also appreciates Mirakl’s focus on performance and robustness – both of which are vital to ensure the platform works perfectly, regardless of the volume of traffic.

To ensure the success of the project, Mirakl’s consultants worked with partners supplying cutting-edge eCommerce technology that could be seamlessly integrated with the Mirakl Marketplace Platform via its APIs.

## Ready to evolve in line with the brand's projects

In the coming months, Christian Lacroix will be ramping up its digital marketing initiatives to raise the profile of the platform and expand its catalogue, incorporating new partners and categories. The flexibility of the Mirakl platform and its vendor catalogue management functionality will make it quick and simple to add items from a whole range of different segments: accessories,

off-the-peg clothes, home furnishings, stationery, and more – whilst maintaining a unique, unified browsing experience, in a setting with all the look and feel of a luxury brand.

Another advantage of the platform is that it can be used for customer analytics. "The data gathered by our platform will allow us to

extend our knowledge of our customers, so that we can refine our retail strategy and meet customer expectations," says Nicolas Topiol. Customer experience is at the heart of the Christian Lacroix strategy – and the successful launch of this platform is very much in line with that.



"Christian Lacroix is an iconic brand – one that's renowned for having revolutionised the world of fashion. Our e-commerce platform has brought us into the digital age, with an innovative model allowing us to establish direct contact with our customers and provide them with a unique experience, accessible from anywhere in the world. This model benefits both our brand and our partners."

Nicolas Topiol, CEO

## Specific features of the marketplace

- All the functionality of the Mirakl Marketplace Platform® module
- Sales staff recruitment and management via the Mirakl Seller Portal®
- Central catalogue management using Mirakl Catalog Integration®

## Results of the Marketplace

Mirakl Marketplace Platform has allowed Christian Lacroix to raise the online profile of its partners, helping them grow online sales and benefit from the appeal of the brand. Data analytics also enable the brand to develop its knowledge of customers so as to continue providing them with the very best experience – the number one criterion of success for Christian Lacroix.

Mirakl powers your platform business strategy by allowing you to quickly launch an online marketplace. Marketplaces allow companies to easily add products and services by connecting third-party sellers and service providers.



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