



Case study
www.carhartt-wip.com

Carhartt WIP

Founded:	1994
Industry:	Fashion
Turnover:	€100m
Number of employees:	1,400

Partner

kultwerk

Executive Summary

The company

Carhartt WIP generates annual sales of around €100 million from its own fashion collections. The urban fashion label has more than 40 own stores worldwide and is also selling through over 2,500 trading partners.

The challenge

The fashion label wanted to combine the brand website and the web shop and replace existing on-premise software with a flexible, scalable e-commerce cloud solution to save on the costs of feature upgrades and maintenance work.

The solution

With the API-based commercetools™ cloud platform, Carhartt WIP opted for innovative, agile shop technology. The “E-Commerce” and “PIM” platform modules were integrated with additional third-party systems.

The result

The commercetools platform has led to a significant reduction in operating costs. Only several months after the launch of the new platform, Carhartt WIP could tell that site visitors are also now staying much longer on the company web pages thanks to the content strategy.