




Case Study
Scandinavian
MAN

Scandinavian MAN

Founded:	2016
Headquarters:	Stockholm, Sweden
Industry:	Media
Employees:	< 10
Revenue:	Expecting about \$1.7M for 2019
Partner:	

Partnering with commercetools means finding a more innovative eCommerce approach and great possibilities to scale quickly.

The company

Change the world through style, innovation, and equality – This is the goal of Scandinavian MAN, the international launch platform for Nordic fashion and lifestyle brands. Arising from a fashion and lifestyle print magazine and blog, they are committed to the perfect match of compelling stories and visionary fashion, presenting a curated selection of the best Nordic fashion and lifestyle brands.

The challenge

Scandinavian MAN wants to make an impact in men's fashion, but how to inspire customers with fashion content and products while bringing value to Nordic brands and being part of the ecosystem? Facing this typical challenge, Scandinavian MAN started creating a platform uniting digital and traditional worlds of global fashion enthusiasts and Nordic brands.

The solution

Partnering with Tieto and commercetools, Scandinavian MAN launched an inspiring digital platform in a record time of 20 weeks. This international marketplace enables the products of Scandinavian brands to be showcased and purchased while users browse the fashion content. For Scandinavian MAN's marketplace, this means products are integrated directly from the webshops of the different brands. A further advantage: there are no stock costs.