



**“We are passionate about providing our clients with the best service, experience, and quality. Our Digital Showroom concept completely reimagines the traditional buying approach and establishes a new fashion industry benchmark for business-to-business sales.”**

— Daniel Grieder, CEO  
Tommy Hilfiger

## This Season’s Must-Have

### Couchbase helps revolutionize digital engagement for the fashion industry with Tommy Hilfiger

In the global fashion industry, digital innovation plays a critical role in keeping in step with the needs of both consumers and customers. In the era of instant gratification, brands need to deliver a “wow” factor through engaging experiences, which keep them at the forefront of not only consumers’ minds, but also those of retail and wholesale partners. Staying competitive can mean offering consumers new ways to shop or optimizing the sales process to reduce time to market for new collections. Tommy Hilfiger is one example of a global brand that is harnessing the potential of digital transformation to improve its partners’ experience.



**The Challenge: Streamline sales and create a more attractive experience for retailers while maintaining sustainability and corporate responsibility**

As technology continues to revolutionize the way customers shop, success in the industry means keeping up with this at every single stage, from the showroom to the shop floor. As part of its digital strategy, Tommy Hilfiger aims to streamline its sales processes and shorten the window between retailer previews of new collections and actually delivering those new products to stores. At the same time, the company seeks to minimize the need to produce and transport samples: reducing costs while maintaining the company’s ongoing drive towards sustainability and corporate responsibility by minimizing the environmental impact that comes with sample creation and shipping throughout the supply chain.

Couchbase’s data platform has supported Tommy Hilfiger in realizing this ambition with the introduction of global Digital Showrooms. By allowing buyers to browse collections, view pieces, and create custom laydowns and orders via touchscreen workstations and a theater of ultra-high-definition, 4K screens, the Digital Showroom offers a forward-thinking approach to the sales process. It removes the need to create, examine, and deliver samples to retail locations around the world for every new collection. As a result, Tommy Hilfiger can deliver a transformational, engaging experience to partners as they browse and buy the season’s new collection.

Couchbase recognized that in order for the Digital Showroom to provide a truly tailored experience for retail and wholesale partners, it needed a data platform to support this new approach to sales: delivering an easy-to-use, reliable experience to partners.

- Access and share product specifications in real time according to each customer’s needs



**To transform the way its clients experience its seasonal offerings, Tommy Hilfiger needs a data platform that can:**

- Provide ease of use and performance to accelerate the sales process and radically improve sustainability
- Deliver a universally engaging experience regardless of device, location, or connectivity
- Scale quickly and easily to support new collections, multiple regional showrooms, and new, innovative projects

- Support a one-click ordering system to complete sales and deliver products onto store shelves faster
- Add new product lines and functionalities as they are created
- Support in-depth analysis of customer orders to help develop a more targeted, relevant, and successful sales experience
- Allow the Digital Showroom to be easily replicated in various locations around the world



**The Solution: Couchbase underpins the Digital Showroom with the most powerful NoSQL platform**

Couchbase provided the ideal data platform to underpin the Digital Showroom and help build an engaging digital experience that had never existed before. As the most powerful NoSQL platform available, Couchbase has the flexibility, scalability, and power to support the Digital Showroom's needs and ambition. Couchbase's ease of use also meant that the technology rollout was very straightforward.



**The Result: A scalable, digitally engaging buying experience and faster time to market for new collections**

**Faster sales, greater sustainability**

Couchbase's technology has contributed to the success of the Digital Showroom since its launch in 2015. The expected benefits of a faster sales process and reduced sample production are already being realized. For instance, when Tommy Hilfiger's Asia-Pacific team visited Europe for a buying session, the visit was significantly shortened from the usual three days to just one. It is also recording sales increases, with pre-Fall sales for the Middle East, Africa, and the Netherlands already growing.

**Anywhere, anytime engagement**

With Couchbase, Tommy Hilfiger can develop and deliver a universally engaging experience regardless of device, location, or connectivity. The company can add, access, and combine data in real time due to Couchbase's NoSQL architecture, so retailers can not only inspect, modify, and create orders as they browse collections, but also place their final order and arrange delivery immediately. At the same time, the Couchbase data platform can reliably operate offline without depending on constant network access to a central data store.

**Scaling and expanding to keep pace with growth**

The Couchbase data platform scales quickly and easily, supporting growth and expansion of the Digital Showroom as well as other innovation initiatives that help the company improve business processes. Tommy Hilfiger can also continuously add to the number of collections available through the Digital Showroom and expand the concept to locations across the world. From the first launched in Amsterdam, there are now 24 Digital Showroom theaters with 59 workstations, in nine cities across the globe: Amsterdam, Milan, Paris, London, Dusseldorf, Stockholm, Copenhagen, New York, and Hong Kong.





With an ambitious rollout plan by the end of 2018, the aim is to have Digital Showrooms in more than 25 locations worldwide with over 100 workstations. With Couchbase powering the Digital Showroom, Tommy Hilfiger can offer a consistently engaging, integrated, and seamless brand buying experience across every market and showroom regardless of market or customer size, anywhere in the world.

“Our Digital Showroom revolutionizes the buying and selling journey for our retail customers and internal sales teams,” said Daniel Grieder, CEO, Tommy Hilfiger. “We are passionate about providing our clients with the best service, experience, and quality. Our Digital Showroom concept completely reimagines the traditional buying approach and establishes a new fashion industry benchmark for business-to-business sales. The concept also supports our ongoing focus on efficiency and will significantly streamline and enhance the Tommy Hilfiger sales experience.”

Wayne Carter, chief architect of mobile at Couchbase said: “Ultimately, the future of retail is digital. It’s no exaggeration to say that Tommy Hilfiger and its Digital Showroom are changing the fashion industry forever and its success is a model for all other brands to follow. Ten years ago, this kind of project would have been unimaginable, with the digital experience sorely lacking. Today, however, digital is as good as real; and often better. In time, both consumers and retailers will expect the digital experience and in-person experience to overlap seamlessly. The ability to access data, and use it to engage with these audiences, will be critical to ensuring success.”

Click [here](#) to see the Digital Showroom in action.



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## About Couchbase

Couchbase’s mission is to be the data platform that revolutionizes digital innovation. To make this possible, Couchbase created the world’s first Engagement Database. Built on the most powerful NoSQL technology, the Couchbase Data Platform offering includes Couchbase Server and Couchbase Mobile and is Open Source. The platform provides unmatched agility and manageability – as well as unparalleled performance at any scale – to deliver ever-richer and ever more personalized customer experiences.