Fashion Cloud

GENERAL INFORMATION (AUGUST 2021)

COMPANY

Fashion Cloud is the all-in-one solution for the exchange of content and order. Europe's leading B2B platform for the fashion industry allows for a more intelligent and efficient collaboration between brands and retailers. With one web-platform and two apps, Fashion Cloud paves the way for a strong wholesale community that works together seamlessly.

> **We believe in the future of the wholesale community.**

TEAM

In addition to the Management Board – Martin Brücher, Florian Klemt, Alies ter Kuile, David Schaap, René Schnellen – the team consists of over 80 employees (from 18 nations) and operates from its offices in Hamburg and Amsterdam.

15.000+ Retailer

80+ Employees

100+ Countries

500+ Brands

PRODUCTS

Content area on the web platform

The content area of Fashion Cloud enables brands to share marketing materials and product data with their retailers via a central access point. Retailers can simply download the material online or automatically integrate product data into IT-systems such as webshops or ERP systems. This saves both sides time and money and strengthens their relationship.

Clara

With Clara, the sales assistant app from Fashion Cloud, no customer wish remains unfulfilled and no out-of-stock situation remains unsolved! Brands share current stock levels with retailers and enable direct reordering on the shop floor.

Order area on the web platform

Via the order area retailers can order with just a few clicks from various brands. Similar to a B2B webshop, buyers can filter and order articles across different categories or articles from specific brands.

> **We build the leading platform where brands and retailers collaborate and trade.**

OrderWriter

The OrderWriter app is the smart and easy way to keep track of your orders. The app gives buyers a visual and financial overview of all the articles they have already ordered - in the showroom and during the follow up. Whenever and wherever you need the insights - the app works online and offline.

More questions? We are happy to provide you with further information material and are personally available to answer your questions.

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