

UNITED COLORS
OF BENETTON.

“We just started using Movable Type as our eCommerce blog and but we’re already seeing a significant difference.”

— Koburi Shinichi, Manager Benetton Japan Online Mobile

Customer:

Benetton Japan

Industry:

Fashion

Business Challenge:

Renew eCommerce site to permit quicker updates, greater content control, and more flexibility in managing specific sales items

Results:

Using Movable Type, Benetton Japan:

- Controls their own content, permitting quicker updates and responses to changing conditions
- Manages short cycle sales items with greater flexibility
- Quickly and easily updates the homepage
- Provides a more personal customer experience

For more information, visit:

Benetton Japan

www.benetton.jp

Movable Type

www.movabletype.com

Contact Us:

Marissa Levinson, Director of Sales
mlevinson@sixapart.com

Movable Type Allows Benetton Japan to React Faster to a Changing Marketplace

Using a blog-based eCommerce system, Benetton Japan can react to market changes faster than ever and manage sales items with greater flexibility.

Customer Profile

Benetton Japan, a division of the global apparel giant, Benetton Group, started an eCommerce site in 2002 to showcase - and sell online - its iconic clothing for men, women, and children. In January 2007, the unique challenges and demands of the online market required Benetton Japan to revamp their entire shopping site (www.benetton.jp).

The Challenge

The fashion industry is always changing. New styles and trends arrive non-stop from virtually anywhere in the world. Weather and economics affect sales daily. The Internet has opened up new possibilities - and new challenges - undreamed of just a few years ago. To stay ahead of every curve, Benetton Japan needed an eCommerce solution that could change as quickly as the environment demanded.

The Solution

Benetton JP knew that speed and flexibility was essential to their online efforts. Upon researching other eCommerce sites, they realized that what they wanted to do was possible with a blog. They chose Movable Type because it would integrate well with their shopping cart system.

By using Movable Type, Benetton Japan was no longer tied to a website management company to make changes to their site. Instead, they could now internally control the content, resulting in immediate site updates, allowing them to more effectively manage short cycle sales items and, change and test the way they highlight items, and more effectively present their merchandise to customers.

Mr. Shinichi notes, “We know that our customers view and purchase items highlighted on the homepage, so with Movable Type we can now update the homepage very frequently. It’s important to keep our updating the blog to create a (connection with) our leadership or to keep content looking fresh and create repeat visits with new customers. If we were still using a third party to update our site, this would not be possible.”

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Blogging a better customer experience

When customers buy clothes at a store, they get to feel the material, try it on, and judge whether they want to purchase it. This is not possible for online purchasing. How do companies compensate for this disadvantage?

Mr. Kobori says, “With blogs we can add information like store employees describing the material, suggesting how to coordinate the clothes, or telling how to match patterns. We also plan to use the blog to share the personal opinions of our store employees.”



Benetton Japan's shopping site uses Movable Type and the ECKit



Instead of simply having items lined up, new items can be highlighted or be marked as “special features”