

Industry

- [Retail & E-commerce](#)

Customer application

- Digital showroom

Solution

- [Catalog & Inventory Management](#)

Use case

- Media/content catalog
- Product catalog
- Product/pricing

Product

- [Couchbase Server](#)
- [Couchbase Mobile](#)

Cloud Provider

- AWS

Key features

- Multi-dimensional scaling
- [In-memory](#)

TOMMY HILFIGER

Tommy Hilfiger is a global apparel and retail company that delivers premium styling, quality, and value via an extensive distribution network and more than 1,800 retail stores worldwide. In 2015 the company revolutionized the fashion industry by launching their first of many digital showrooms. Powered by Couchbase, these showrooms allow Tommy Hilfiger to sell to wholesalers anywhere while minimizing the time and expense of producing and shipping samples. Couchbase ensures high performance and scalability, offline availability, and near real-time data synchronization for a smooth, immersive showroom experience that works flawlessly even if the internet goes down. Couchbase Autonomous Operator for Kubernetes enables native deployment in AWS Elastic Kubernetes Service (EKS), allowing for scaling on demand.

CHALLENGES

- 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 innovative projects

OUTCOMES

- Faster time to market for new collections: buying trip duration reduced by 66%
- Sample production cut by 80%
- Anywhere, anytime engagement
- Over 25 digital showroom deployments, and growing

“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

TOMMY HILFIGER

Couchbase + AWS Better Together for

- Versatility
- Performance
- Scalability
- Value
- Global Availability

THIS SEASON'S MUST-HAVE

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

Technology continues to revolutionize the way customers shop. In the fashion industry, success requires innovation at every stage of production and sales processes, from the shop floor to the showroom.

THE CHALLENGE: STREAMLINE SALES AND CREATE A MORE ATTRACTIVE EXPERIENCE FOR RETAILERS

As part of its digital strategy, Tommy Hilfiger aims to streamline customer sales. At the same time, the company wants to shorten the window between retailer previews of new collections and the delivery of those new products to stores.

THE SOLUTION:

The Couchbase NoSQL database has supported Tommy Hilfiger in realizing its goals with the introduction of global Digital Showrooms. These Digital Showrooms enable buyers to browse collections, view pieces, and create custom laydowns and orders via touchscreen workstations and a theater of ultra-high-definition, 4K screens. Digital Showrooms also help provide a reliable, easy-to-use, and tailored experience for retail and wholesale partners.

Couchbase provides the ideal data platform to underpin the Digital Showroom and build an engaging digital experience that had never existed before. As the most powerful NoSQL database available, Couchbase has the flexibility, scalability, and power to support the Digital Showroom's requirements. This same approach can be utilized by Government and commercial organizations alike, with similar use cases requiring fast, efficient data access.

THE BENEFITS: DELIVERING A SCALABLE, DIGITALLY ENGAGING BUYING EXPERIENCE

Accelerating sales, enhancing efficiency

Couchbase technology has contributed to the success of the Digital Showroom since its launch in 2015. With Couchbase, Tommy Hilfiger has accelerated the sales process. The company is also recording sales increases, with pre-Fall sales for the Middle East, Africa, and the Netherlands growing.

In addition, the Digital Showroom has helped reduce sample production. For example, 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.



Defining the present and future of fashion

“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.”

Delivering 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, Couchbase can reliably operate offline without depending on constant network access to a central data store.

Couchbase and AWS, better together - Scaling and expanding to keep pace with growth

Couchbase Autonomous Operator for Kubernetes enables native deployment in AWS Elastic Kubernetes Service (EKS), facilitating quick and easy scalability, supporting growth and expansion of the Digital Showroom as well as other innovation initiatives. Tommy Hilfiger can continuously add to the number of collections available through the Digital Showroom and expand the concept to locations across the world.



At Couchbase, we believe data is at the heart of the enterprise. We empower developers and architects to build, deploy, and run their mission-critical applications. Couchbase delivers a high-performance, flexible and scalable modern database that runs across the data center and any cloud. Many of the world’s largest enterprises rely on Couchbase to power the core applications their businesses depend on. For more information, visit www.couchbase.com.