

## PRESS RELEASE

### Partnership announcement

## **E-commerce fashion content providers Fashot integrate fashion content production studios with Arvato fulfilment centres**

February 25, 2016

**Gütersloh/London– Arvato has partnered with Fashot - the leading international fashion content production provider - to deliver expert photographic studios in its distribution centres in the UK and internationally.**

"Responding to market demand, this new service streamlines the e-commerce product photography process and guarantees timely online product availability. This gives fashion retailers a head start on sales." said Claire Muir, Business Development Director Consumer Products – Arvato SCM Solutions.

Each studio will be designed to be able to photograph fashion collections within 24 hours, making product imagery available online at the same time as physical product availability to purchase. "It's well known that speed and flexibility are vital in e-commerce. With onsite studios and harmonised processes, we will be able to offer brands and retailers an even more efficient service" Muir explained. Well thought out product photography increases online conversion. This is particularly important in the fashion sector, where true to life imagery must show colour, cut and quality. "In addition, high-quality and accurate product imagery demonstrably lowers return rates and therefore costs." Muir continued. With over 15 years of experience in complex supply chains for fashion, beauty and FMCG brands, Arvato is focusing on the delivery of flexible and scalable solutions for the growth of its customers. The partnership with Fashot is a perfect complement to its full-service e-commerce and retail logistics offer.

The photo studio's processes will be directly linked to those in the Arvato fulfilment centres. "Each new style received at Arvato will be cross-docked to the studio and processed the same day." said Lee Friend, CEO of Fashot. The studios are equipped with all the necessary tools for fashion content production; from cameras to catwalk sets. "Our photographic studios are built for each customer dependent on the service requirements. Some studios focus solely on still life product, whilst others accommodate models and catwalk video production." Friend added.

The services include; development of brand-specific style guides, model booking management, product photography, 360-degree photographic rotation, film and video creation as well as post-production including image processing.

"Our stylists have a lot of experience in e-commerce shoots, changing brand hats constantly to reflect each brand's ethos in the product photography which engages the customer." Friend finished.

Arvato Corporate Communications

An der Autobahn 22  
33333 Gütersloh, Germany

Telephone: +49 5241 80-3408  
E-mail: [gernot.wolf@arvato.com](mailto:gernot.wolf@arvato.com)

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### **About Arvato SCM Solutions:**

Arvato SCM Solutions is an innovative and international leader in providing supply chain management within e-commerce. The presence of Arvato is known within the fields of Telecommunication, High Tech & Entertainment, Automotive, Banking, Insurance, Healthcare, Consumer Products and Publishing.

Arvato SCM Solutions has 14,000 employees worldwide who work on services and practical solutions. Using the latest digital technology developing, operating and optimising Arvato complex global supply chains and e-commerce platforms. Arvato SCM combines the expertise of people with the right technology and matching business processes to increase measurable productivity and performance of its partners. As a leading European service provider in e-commerce fashion sector for more than 15 years, the brand-specific services offered by Arvato provide both retail logistics as well as the entire commerce process chain: Implementation and operation of online stores, product photography, online marketing, logistics and distribution, including the returns management, payment and accounting, customer service and e-commerce advice. With 60 distribution centers in Europe, Russia, Asia and the United States, SCM Solutions provides the necessary scale, flexibility and experience to help its clients compete to achieve a decisive lead.

Arvato is a 100 percent subsidiary of Bertelsmann SE & Co. KGaA.

### **About Fashot:**

Fashot is Industry leading fashion content production studios and an international leader of engaging Fashion imagery and content creation for e-commerce.

It has over 15 years' experience in e-com with studios across the UK and Europe, offering content solutions from product imagery, creative brand images to copywriting and video content. The Fashot.com team has over 350 fashion photographers, stylists, writers and videographers producing creative, sales effective digital content for your brand using unmatched technology to deliver content, on time, on brief and on budget. Europe's best known studios for high quality, high volume content solutions for retailers and brands producing high performing content, bringing your products to the digital forefront.

Together the studios produce more than 7,000 images a day for leading European fashion retailers. Fashot Agency is the fashion division and a trademark of Packshot.com.