

Market entry in Asia: modotex brings customers to China

25 April 2016 - New opportunities for fashion manufacturers in international export.

The online sales agency modotex has now extended its international reach to China, opening up a promising export business for its clients. modotex has already introduced three Chinese distribution channels to its network: Tmall, JD.com and Taobao. Fashion manufacturers from Germany, who modotex supports in their international online sales, gain access an extremely strong market – China had 445 billion euros of online retail sales in 2015, about 70 percent of which were for clothing & accessories. By comparison, sales in the American market were only 270 billion euros in the same period*

"With the new distribution possibilities in China, we are fulfilling the wishes of many of our customers," says Ingo G. Heinze, CEO of modotex GmbH. "Original goods from Europe and especially fashion from Germany enjoy high status in China." Shipping directly from Germany only serves to increase the value of the products.

The modotex mission is to market fashion worldwide as effectively as possible for its customers in Germany and Europe. This is possible thanks to a unique technology: the modotex Fashion Standard means product descriptions can be translated in up to 15 languages and retail offers can be generated for up to 50 international online platforms within just one hour. Thus, modotex not only overcomes language barriers, it adapts perfectly to the target country and platform-specific conditions, whether it's different size categories or currencies. modotex partners can therefore open up international fashion markets quickly and easily. They also multiply their sales potential without additional investment, commitment of resources or risk.

For new customers, modotex can, if desired, take over the complete fulfilment process. This ranges from preparing and translating product information and photographs, to creating and monitoring offers, and all the way to storing and shipping goods.

China is now the first Asian market to be opened by modotex. The launch in other Asian countries, such as Japan, Taiwan and South Korea, is already in planning.

* Source: <https://www.internetretailer.com/2016/01/27/chinas-online-retail-sales-growth-third-589-billion-2015>

Released:

fashionmag.com, 25 April 2016



[yahoo Nachrichten](#), 25 April 2016

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CORELATIONS

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