

modotex supports CINQUE to expand into digital global markets

1 June 2016 - modotex GmbH has continued to develop its customer portfolio and has added the fashion brand CINQUE Moda GmbH to its customer portfolio. modotex will from now carry out the brand's internationalization on international sales platforms, like different marketplaces in several European countries.

The Hanover-based online sales agency takes over the planned digital internationalization of its new business partner with a comprehensive spectrum of services, ranging from the acquisition and administration of product information to the dispatch and customs processing of the products.

“We are proud that an increasing number of well-known fashion brands rely upon our services in terms of online distribution“, explains Jaime Vidal de Martinez, managing director and co-founder of modotex. “Our unique service, the ‘modotex Fashion Standard’, clearly convinces our customers. “ The special technology allows modotex to create tailor-made product descriptions in over 15 languages which are placed on up to 100 sales platforms worldwide within just one hour.

The online sales agency will first handle the distribution for CINQUE in Germany, Great Britain, Ireland, France, Italy, Spain, the Netherlands, Belgium as well as Poland. An expansion of the activities to other countries is planned for the future. The CINQUE Moda GmbH, a family business based in Monchengladbach, brings out multiple collections of the contemporary men & women segment a year. The fashion label with Italian origins relies on clothes which are designed to embody the smart and relaxed Italian lifestyle.

“We are pleased to have found a strategic partner in modotex who enables us to effectively use sales platforms which perfectly fit with our brand values and which allow us to reach our customers optimally“, added Tristan Bolwin, brand manager CINQUE Moda GmbH.

By establishing the partnership with CINQUE Moda GmbH, modotex has continued to expand its portfolio of new customers. This year alone modotex has entered into several new partnerships, inter alia with Heinrich Katt (Casamoda & Venti), Strenesse, Trussardi and Hiltl, as well as with Rivergate, a sister company of Wellensteyn.

„For fashion brands it is becoming more important to expand fast and simply into international fashion markets“, emphasizes Vidal de Martinez. “Our increasing customer portfolio proves that we are the ideal partner to consult. “ Fashion brands benefit from the cooperation with modotex. By partnering with modotex, brands can easily multiply their sales potential without facing substantial up-front costs and - due to a revenue-based billing model - also without entering into risks.



Released:

fashionmag.com, 1 June 2016

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CORELATIONS

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