

## **Fashion Week opens up for the digital distribution concept of modotex**

### **7 June 2016 - The partner for brands presents best-practice case at FashionTech in Berlin**

On June 29, 2016, the FashionTech conference will take place at Kühlhaus, Berlin for the 5th time, parallel to the fashion fair Premium. This year, the modotex GmbH will participate for the first time. The global online distributing agency is going to present their newest evolution – a special technology which helps brands to market their fashion worldwide in the most effective way. What makes this technology unique is its ability to create product information in over 15 languages within of just one hour. One of the speakers at the convention will be Nicolas Kröger, director of e-commerce at modotex, who will give a presentation with the title “Selling online: Your no-cost ticket around the world”. During the presentation, Mr. Kröger will present a best-practice case of one of the fashion brands it represents.

#### **Unique solutions for complex processes**

Within modotex’ 30m2 exhibition lounge, the modotex team (consisting of the company’s managing directors, sales-team as well as the e-commerce management) expects thrilling conversations with existing and new potential clients. Ingo Gerald Heinze, managing director and founder of modotex, emphasizes: “By being present at the FashionFech, we aim to inform trade visitors about the latest developments in the area of fashion and technology. The FashionTech provides the perfect framework to present our sales solution to fashion brands, manufactures and large retailers.”

This revolutionary technology enables companies to market their fashion articles in the most efficient and profitable way. The standardized process makes the whole online distribution of fashion products manageable for fashion brands – at high speed while maintaining the whole power of the whole distribution process while eliminating language barriers easily simultaneously.

The unique selling proposition of the partner for brands is their global distribution channel independency. The online fashion sales agency operates across all channels which allows modotex to list fashion articles on over 50 sales platforms simultaneously. Due to this unique concept, customers are able to enter international markets in a fast, uncomplicated, low-cost and resource-efficient manner. This results in a very rapid time-to-market as well as an immediate sales expansion. Fashion brands can multiply their sales potential without having to commit to substantial resources without facing any additional risks at the same time. “Through the cooperation with modotex, manufacturers and brands can easily control the brands’ fashion products via its various sales channels in a very fast, cost-efficient and efficient way”, concludes Heinze.



**modotex at the FashionTech:**

The modotex-lounge is located at Kühlhaus on the premises of the fashion fair Premium, on the 4th floor directly right next to the entrance of the conference.

**Nicolas Kröger (director of e-commerce) as speaker at the convention:**

„Selling online: Your no-cost ticket around the world“

Content-creation, connectivity and fulfillment with the aid of a best practice example  
29/06/2016, 3 pm, Kühlhaus @ Premium Berlin (FashionTech)

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CORELATIONS

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