

## PRESS RELEASE

### **modotex takes over internationalisation for German belt specialist**

**The partner for brands supports the licensee of brands such as Tom Tailor and Roy Robson with its worldwide online sales strategy**

**Hanover, 13<sup>th</sup> June 2016** - modotex GmbH can now count another well-known customer among its prestigious clients: Philipp Bazlen GmbH. The online sales agency will support the Metzingen-based belt specialist with its global online sales strategy: modotex will in future sell Bazlen products on various distribution platforms in Germany, as well as in 18 additional European countries and in New Zealand. The comprehensive spectrum of services ranges from the creation of product information to the handling of customs formalities and shipment.

Max Bazlen, CEO of Philipp Bazlen GmbH, is pleased about the new partnership: "modotex is currently the only company on the market that can assist us holistically in our internationalisation ambitions – from making the goods available to the customer through to the administration and billing procedures. Due to versatile sales possibilities, both domestically and internationally, I see a great opportunity to achieve substantially more turnover without having to commit to substantial resources. Philipp Bazlen GmbH is a leading manufacturer of belts and leather accessories in Germany, and also a licensee for brands like Tom Tailor, Roy Robson and Mustang. The portfolio of the Metzingen-based company includes the brands Vanzetti, Strong Desert Vintage and Selection by Vanzetti, as well as its own brand, b-belt, which are sold via the subsidiary BGM MODE-ACCESSORIES GmbH.

Daniel Olstinski, Head of Sales at modotex GmbH, is also thrilled about the cooperation with Philipp Bazlen GmbH: "We look forward to the cooperation with an absolute fashion expert, and we believe in the international potential. Right now is the perfect time for a risk and resource-free entry into international markets – and while it doesn't involve additional costs for the brand, it does guarantee an immediate increase in sales. With its global and channel-independent distribution strategy, modotex offers a quick, easy and profitable digital sale of fashion items to end customers. The partner for brands is able 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 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 and eliminating language barriers easily simultaneously.

This year, modotex has continued to expand its portfolio of new customers significantly. Besides the cooperation with CINQUE Moda GmbH that was announced in early June, the global online distributing agency has entered into several additional partnerships over the past months, inter alia with Trussardi, sheego and Strenesse.



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CORELATIONS

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