

## **Berlin Fashion Week: modotex at the FashionTech conference**

**30 June 2016 - modotex successfully presented its unique technology for international fashion distribution at the fashion trade show in Berlin.**

During the Berlin Fashion Week in late June, modotex made it clear that innovative technologies provide a crucial boost in the fashion business. The online distributing agency presented itself with its own stand at the fifth FashionTech conference, which is part of the leading trade fair Premium, the meeting point for advanced contemporary fashion. The focus of attention was the self-developed technology of modotex for international fashion distribution: the technology simultaneously transfers product information into 15 different languages in just one hour, thus making it compatible for countless online distribution channels in international markets.

“Our presence at FashionTech was a complete success”, concludes Ingo G. Heinze, founder and managing director of modotex GmbH. “We had interesting discussions with representatives of fashion brands and retailers, gaining high-profile contacts. The number of visitors at the Kühlhaus venue and the resonance there were optimal: whether it’s for fashion brands, manufacturers or large retailers – our technology allows us to open up unrivalled worldwide distribution opportunities.”

The trade visitor frequency in the modotex lounge at FashionTech was correspondingly high. The presentation “Selling online: Your no-cost ticket around the world” by Nicolas Kröger, Director of E-Commerce at modotex, at the conference podium also attracted a lot of attention. The audience heard his convincing contribution on content creation, connection and fulfillment based on a best-practice example from business client sheego.

“We clearly felt the push Nicolas Kröger's presentation provided,” emphasizes Heinze. “FashionTech was a great opportunity to explain the advantages of our technology to a very interested audience and to position ourselves as a partner for brands.”

modotex enables companies to profitably distribute fashion products digitally to end customers. The standardized process makes the entire online distribution for manufacturers manageable – at a high speed, with full distribution control and without any language barriers.

The particular strength, which is also the USP of the modotex technology, is that it is not limited to individual platforms, but works across all channels: the distribution enabler publishes fashion items on more than 50 platforms live simultaneously. Not only is this quick and easy, but it also saves costs and resources when entering international markets. As a result, the clients' time-to-market is significantly shortened and their sales increase immediately.



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CORELATIONS

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