

Innovation meets tradition: modotex supports Swabian underwear manufacturer with its digital expansion

7 July 2016 - The partner for brands supports the licensee for bugatti underwear with its worldwide online distribution strategy.

Another new customer for modotex GmbH: As of today, the online distribution agency will be supporting ESGE Textilwerk Maag GmbH & Co. KG with its digital internationalization of bugatti underwear. Modotex will distribute the products of the underwear manufacturer in Germany as well as 22 further European countries – including Austria, Spain, France, Italy and Sweden. As part of this partnership, modotex will be putting its comprehensive spectrum of services to use, which ranges from the creation of product information to handling of customs formalities and shipment.

At ESGE, innovation is a long-held tradition: Founded at the end of the 19th century as a shirt business, the family business – now in its third generation - is still being successfully managed and constantly developed. Nowadays, ESGE is one of the biggest underwear manufacturers in Europe and is also licensee for bugatti underwear. The company's product portfolio also includes their own brands Pompadour, Cito and ESGE.

With its worldwide and channel-independent distribution strategy, modotex enables ESGE a fast, uncomplicated and profitable digital sales distribution to its end customers. The risk- and resource-free entry into international markets guarantees ESGE an immediate increase in turnover without any additional expense. The partner for brands can translate product descriptions into 15 different 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.

This year, modotex has continued to expand its portfolio of new customers significantly. Further to modotex' cooperation with CINQUE Moda GmbH that was announced in June, the global online fashion distribution agency has entered into several additional partnerships over the past months, including fashion brands Trussardi, sheego and Strenesse.



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CORELATIONS

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