

Launched a first-of-its-kind digital **customizable fashion showroom experience** to engage luxury buyers

ORDRE



Digital Case Study Awards 2022

Retail

Australia and New Zealand



Opportunity

Traditionally, luxury fashion was purchased in-person by wholesale buyers viewing goods in a showroom or at a fashion show. The ORDRE Group, a global fashion technology company, wanted to provide the fashion industry with a digital product that could replicate the showroom experience online. That demanded full customization, so customers could build their own unique, on-brand experiences. This platform was envisioned as a stepping stone to a metaverse shopping concept, using digital twin technology.

ORDRE selected Hexaware as a partner to build and scale this platform, based on Hexaware's proven credentials in enabling consumer-grade experiences.

Imagining IT Differently

ORDRE partnered with Hexaware to create ORDRE Meta, a fashion-tech digital experience platform. Powered with Adobe Experience Manager and ORB360, this product offers immersive embodied features, including:

- 360-degree virtual tours, interactive videos with purchasing links, and looks collections to showcase designer offerings.
- Cross-platform customization and templates to power impactful, on-brand designs.

These features were built to complement a buyer's offline and in-person buying journey.

Future Made Possible

The partnership with Hexaware was instrumental in helping ORDRE translate their vision of a luxury online wholesale sales platform into a reality.

A month after launch, the client smoothly onboarded two major brands to the platform—Lanvin and The Row—and has since onboarded over 30 luxury brands. The client drew a large influx of orders in their first season and reports steady and stable growth since launch.

According to ISG, this case study is an example of how a service provider can partner with a client to realize their vision for new digital experience and onboard new, customer-focused, experiential channels.

