

Success Stories by BABY UNIVERSE's Customers (a series of 10)

Case-3:A high-flying outdoor clothing brand.



※The above image is for illustrative purpose only.

This outdoor brand has been growing rapidly with its own strategy, and its growth will continue from now on.

Several years ago, this label requested us to develop an OEM product. It was a system and an app for customized orders, which can print a team name on ready-made sweat shirts, sweat pants and bags, so-called Team Order method.

It is common in sportswear industry and most of the Team Order products are normally made to order from its design.

However, the label's request was totally different from general customized orders in terms of adding new value on ready-made clothes.

This order method had been in decent demand at each shop, but it required a lot of work to check the finished image of the printed clothes between the manufacturer and customers.

Furthermore, the team name in violation of copyright was sometimes included in the customers' request or result different outcome from the customers' thought.

In such cases, the manufacturer had to redo from start.

So the brand asked us to customize the app for matching the printed products to the previewed image.

To the brand, there was no room for compromise on quality of the app.

To meet its expectation, we delivered the system, which runs at full blast on the cloud auto-typesetting server using our patented technology, and then made a great contribution to the advancement of the brand. There is no minimum order in this Team Order method, but generally, several dozen clothes are sold at once.

This method has effected to double in ready-made products and increase customers' satisfaction.

What a remarkable marketing strategy it is! It's fantastic.