

CUSTOMER STORY

Schott NYC



GROWTH OF THE ICONIC US BRAND ON MARKETPLACES

Schott[®]
N.Y.C.



01 OVERVIEW OF THE **JAJ GROUP**

French group JAJ is the exclusive distributor for **Schott NYC**, the iconic brand that combines authenticity and modernity. With a strong identity, Schott is an **established name** in the apparel market.

This iconic brand was founded in New York in 1913 by brothers Irving and Jack Schott. Known for designing the first biker jacket, which Irving named the Perfecto, the brand also played a part during WWII in designing bomber jackets for the US Air Corps and peacoats in collaboration with the US Navy.

These three iconic products are still sold by the brand today, and are still very popular, particularly among the younger generations.

02 CHALLENGES AND **OBJECTIVES**

It was in 2011 that the JAJ group became aware of the opportunity offered by **new digital channels**.

Aiming to develop Schott's visibility, the group decided to transform its **distribution strategy**, which was originally **wholesale**, toward a **retail** approach that would give it **more control over the brand**, and bring an **additional offer** on digital platforms.

The JAJ group's aim was not to put its whole range on marketplaces, but to segment the range based on the specific nature of each digital outlet.

However, the workload involved in launching on marketplaces was much too great for JAJ on its own. The group therefore sought help from **experts** whose core business is **marketplace distribution**, and this is where Neteven came in.

03 SOLUTION AND OUTCOME

The JAJ group chose to entrust Neteven for this project, who were able to provide the **technological** and human **resources** required.

Working alongside the group from day one, Neteven's experts devoted themselves entirely to its development on marketplaces and to growing online revenues.

During these **eleven years of partnership**, JAJ was able to rely on the presence and responsiveness of a **dedicated Customer Success Manager**, whose proximity was one of the reasons for the group's satisfaction and an essential component of the success of this collaboration. Adding a **powerful technological platform and advanced functionalities** (product mapping, promotional mechanisms, stock management, ordering and third-party warehousing, etc.)

to the mix made Neteven the partner of choice for meeting the group's objectives.

Accounting for 10% of sales, marketplaces represent an essential channel within the group's strategy.

Between 2021 and 2022, **Neteven enabled JAJ to double its revenues on marketplaces**, with a 107% increase.



04 OUTLOOK

With a **solid sales dynamic** and **strong growth on marketplaces**, Schott is accelerating its growth in France (up 48.9%*) and the rest of Europe (up 17.4%*).

The JAJ group hopes to maintain this performance and develop its offer in several European countries, particularly Eastern Europe, where the Schott brand's sales potential is high.

With a presence already on **Zalando in several countries**, **La Redoute** and **Galeries Lafayette**, JAJ wants to join new marketplaces, in line with the group's strategy and positioning.

To do this, the teams at JAJ can count on Neteven's experts to **support**, **advise** and **guide** them in their choices to continue the Schott brand's development.

*"Neteven has been by our side since we first launched on marketplaces and is still with us, helping us to grow by offering **marketplaces that harmonize with our strategy.**"*

We are very satisfied and have total confidence in them, which is why we have stayed with Neteven."

Christophe Molet
E-commerce Manager

*compared to the previous year

KEY FIGURES



x2
revenues on
marketplaces in one year



11 years
of partnership
with Neteven



3
marketplaces joined

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