

Camper



CUSTOMER STORY

THE IMPRESSIVE GROWTH OF AN INNOVATIVE SHOE COMPANY.



BRAND PRESENTATION

Camper was founded in 1975 by Lorenzo Fluxà, who, on the strength of a whole century's worth of knowledge from his family, aimed to respond to a growing need for a new style of footwear. The result was the creation of an audacious brand combining traditional craftsmanship and bold styles, blurring the lines between casual wear and elegance.

From a local Spanish brand to a global business, Camper now has stores in over 40 countries, creates around 500 new shoe models each year, and generates revenues of over 200 million euros.

In 2013, Camper set out to expand its online business. With the aim of boosting international growth, the company started a partnership with Neteven.

ISSUES & OBJECTIVES

Back in 2013, Camper did not sell its products on marketplaces but was aware of their potential and was looking to enter this distribution channel.

Camper had two main objectives regarding marketplace distribution.

First, the company wanted to increase its visibility. The more places you sell your products, the more visible you are, and so Camper had multiple marketplaces in mind.

Second, the company wanted to become more accessible to consumers. Limited by wholesale distribution, Camper realized the potential of the Direct-to-Consumer approach: the ability to launch its full product offering on selected marketplaces.

Given the unique nature of each marketplace, Camper required support and guidance from true experts.



SOLUTION

Neteven was chosen to become the engine powering Camper's marketplace strategy.

Starting in 2013, Neteven connected Camper to Farfetch, Zalando, Amazon, La Redoute, Galeries Lafayette, and several other marketplaces. The focus was on European and U.S. markets.

Two key factors made the partnership between Camper and Neteven such a success. The first factor was the range of relevant marketplace

partners, and the second was the support from dedicated business developers, project managers and account managers. Camper benefitted not only from the **Neteven** platform itself, but also from people working directly with the brand to drive its growth.

RESULTS & PERSPECTIVES

Since 2013, Camper has grown its marketplace revenue to seven-digits. Over the course of the last three years, this revenue has increased sixfold.

Neteven helped the company take its first steps in marketplace distribution and fueled its growth year-over-year. Over the past 8 years, technical and human support has boosted the company's available catalogue and heightened the brand's international presence.

With a long list of potential new partners and growth rates stronger than ever before, Neteven and Camper have high expectations and plan on developing this approach further.

"The Neteven team has always been there to support our growth. When we've asked Neteven to think outside the box and develop something specific, they've always been there, supporting our needs and development."

Miguel García-Ruiz
Head of Online Accounts & Marketplaces

KEY FIGURES



8
years of
collaboration
with Neteven



+15
connected
marketplaces



x6
GMV between 2018
and 2021



7
figure results on
marketplaces



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