

# CWF



CUSTOMER STORY

# HOW HAS NETEVEN HELPED CWF, A LUXURY AND PREMIUM CHILDREN'S FASHION BRAND, BOOST ITS GROWTH?

## 01

### Presentation of the brand

An expert in **children's fashion for 50 years**, the story of CWF began in 1965 in the Vendée region (France). The company, then named Albert SA, originally designed and manufactured its own children's fashion collections. In 30 years, the group has evolved its business model and now provides its expertise in children's ready-to-wear to other brands. CWF has also repositioned itself in the **premium and luxury** segments.

Now operating in **83 countries**, the group has unique expertise and controls the entire value chain, from design to distribution. Each year, CWF designs nearly 55 new children's collections for the most **prestigious international premium and luxury brands** notably Givenchy, Lanvin, Chloe, Kenzo Kids, Marc Jacobs, Karl Lagerfeld Kids, DKNY, Zadig & Voltaire, Boss, Aigle and Timberland.



## 02

### Challenge and objectives

In addition to its 2,500 points of sale worldwide, the group wanted to **take advantage of digital channels** and integrate them into its distribution strategy. To achieve this development strategy, CWF decided to partner with **Neteven**.

With a dual objective of notoriety and visibility, the group's ambition was to **promote its brands internationally** and **test new markets**, while maintaining **control over its digital distribution**.

The company began its collaboration with **Neteven** in 2018 to reach the **wide client base of marketplaces** and increase its growth.

Faced with the complexity of distribution on marketplaces and their specificities and rules in terms of catalog, price and stock, CWF needed the help of an expert. **Adapting the group's data and processes to each marketplace required the help of true experts.**

## 03

### Solution and outcome

By standing out from the competition with **the quality of the marketplaces made available, its international reach and dedicated one-to-one support** ; **Neteven** was selected by CWF for its digital distribution and e-commerce strategy.

Since 2018, **Neteven** has allowed the group to sell its products on **6 marketplaces**: La Redoute, Galeries Lafayette, El Corte Inglés, Veepee, Amazon and Zalando. This strategic choice of marketplaces specifically selected to meet CWF's objectives quickly paid off. **Over the last two years, the group has recorded growth of more than 40.7%**.

This successful collaboration shows the benefits of the **one-to-one support** provided by **Neteven: follow-up, support, simplicity and reactivity** across the whole partnership are key assets that improve the work of the group's teams, as they can rely on their **Customer Success Manager**.

## 04

### Outlook

To further develop its growth, CWF is planning its next steps with Neteven.

CWF will be able to rely on **Neteven's** advice and expertise to sell on new marketplaces, reinforce its presence in Europe and position itself in the North American and Asian markets.

Through regular discussions, **Neteven always aligns itself with the objectives and values of CWF, to define the short, medium, and long-term steps of this successful partnership.**

*"What I like about Neteven is the simplicity of our dialog, which allows us to share our strategic challenges, and the fact of being listened to. Neteven always has solutions to address and solve our problems."*

**Pascale Crepeau-Deborde**  
in charge of e-commerce  
development

## KEY FIGURES

4

years of partnership  
with Neteven

6

marketplaces integrated

+40.7%

growth  
between 2020 and 2022

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