

**PRODUCT  
DOCUMENTATION  
SOLUTION  
FOR  
A  
GLOBAL  
FOOTWEAR  
and  
APPAREL  
CLIENT**

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## ABOUT THEIR ORGANIZATION

Leading Global marketer of branded footwear, apparel, and accessories

Established global footprint that spans approximately 200 countries and territories

Operates 93 company-owned stores and 30 branded websites

Eight brands currently rolled out to Appropos photo services

## ABOUT THEIR SITUATION

With an ever growing inventory of products and a vast network of wholesale reps this brand expressed the following needs:

Multi-angle photography to minimize the need for demo products

Consistent presentation across all brands and mediums

Quick and accurate turnaround

Finished images delivered in multiple formats and file types

Accurate data attached to all photographs

Ongoing production to photograph new products and re-shoots

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## OUR SOLUTION

Develop detailed production specification and execution timeline for each brand

Develop scaling workflow to meet ongoing production needs

Integrate out photo tracking system with their product data

Develop extensive inline review process for data and images

Integrate finished, approved images into the Envoy platform

## THE RESULTS

Consistent product images delivered across each brand - color, layout, clipping path, file size, file format

Envoy users now have access to consistent product images and data reducing the need for physical demo products, increasing their ability to express their brand

Product catalogs now have consistent images across all categories and brands

New products are photographed and integrated quickly