

CASE STUDY

The perfect fit: How 7 For All Mankind centered a global wholesale strategy on brand affinity

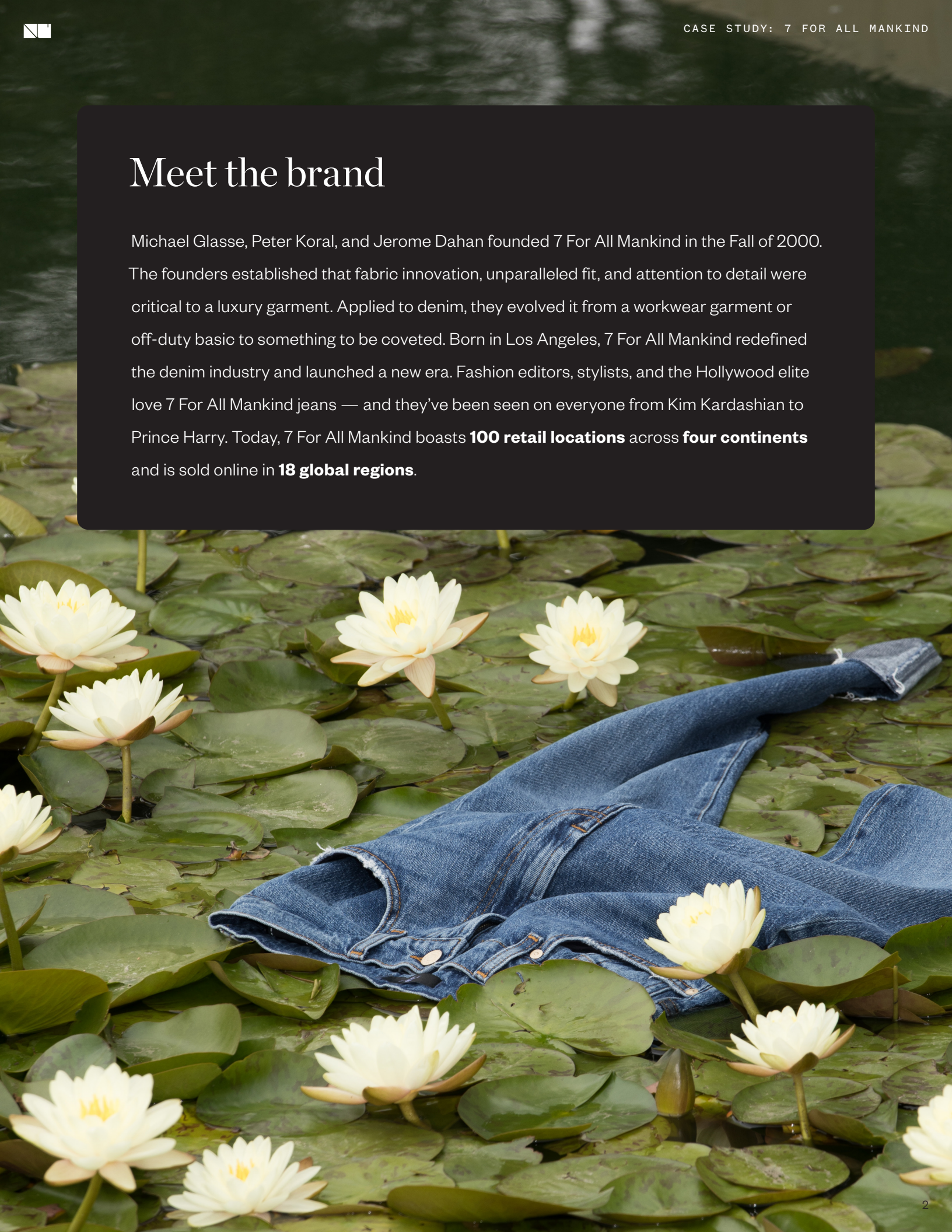


The iconic denim brand and longtime NuORDER customer, 7 For All Mankind, collaborated closely with their dedicated NuORDER Customer Success Manager (CSM) to uncover new ways to get more out of the wholesale platform. Find out what they learned and how they used those insights to enhance their wholesale operations, offer a better buying experience, and support their storytelling mission.



Meet the brand

Michael Glasse, Peter Koral, and Jerome Dahan founded 7 For All Mankind in the Fall of 2000. The founders established that fabric innovation, unparalleled fit, and attention to detail were critical to a luxury garment. Applied to denim, they evolved it from a workwear garment or off-duty basic to something to be coveted. Born in Los Angeles, 7 For All Mankind redefined the denim industry and launched a new era. Fashion editors, stylists, and the Hollywood elite love 7 For All Mankind jeans — and they've been seen on everyone from Kim Kardashian to Prince Harry. Today, 7 For All Mankind boasts **100 retail locations** across **four continents** and is sold online in **18 global regions**.



The opportunity

Learn more about NuORDER to get more out of the wholesale platform

While 7 For All Mankind was already a longtime customer of NuORDER, the brand's previous use of the platform was primarily as an efficient order entry tool. They were happy their wholesale partners could quickly access images, delivery details, and insights into stock availability. However, in time, they saw an opportunity to get more out of their relationship with NuORDER. 7 For All Mankind realized they could expand their use of the wholesale platform to take a more proactive approach to sales and enhance the buying experience for retailers.

The solution

Work closely with the NuORDER team to transform the buying experience

7 For All Mankind worked with their dedicated CSM to participate in training sessions spanning navigating an in-platform brand site builder and manager, creating linesheets, and engaging buyers. The brand's IT team also collaborated with NuORDER's support team (NuORDER Heroes) to guarantee the success of their data uploads. Because 7 For All Mankind values digital storytelling and content, these priorities inspired them to use NuORDER in deeper and more efficient ways. They successfully elevated their B2B portal via a deep partnership with NuORDER, using specific tools like Campaigns and Virtual Showrooms to achieve their goals.



The results

A better buying experience, higher conversion rates, a cohesive global digital marketing strategy, and more...

By expanding their use of NuORDER's platform, 7 For All Mankind:


- + Featured richer visuals, customized linesheets, and organized by gender and category to improve the layout of their Virtual Showroom and to make it easier to navigate
- + Used Campaigns, NuORDER's promotional email tool, to increase brand awareness, buyer engagement, and conversion rates
- + Shared NuORDER best practices between their EMEA and US teams to implement a global digital marketing strategy



“The NuORDER Professional Services team has been instrumental in this transition. Thanks to the amazing support received from our Customer Success Manager, we were able to enhance the system visually and launch our first campaign in just a few months.”

Silvia Feliziani

Senior Wholesale Area Manager, 7 For All Mankind



7 For All Mankind has come far in their efforts to transform their use of NuORDER from efficient order entry support to a tool for proactive selling. And while these efforts have already elevated their buying experience, they intend to enhance it even further until buyers can enjoy a level of ease that is completely on par with what it's like to shop their B2C site.

Their expanded use of NuORDER has also made it easier for the global brand to collaborate across departments. As a result, they've made their NuORDER strategy a priority across Wholesale,

Merchandising, Marketing, and eCommerce.

These 7 For All Mankind teams work together to define key products, source necessary assets, and promote them effectively via Sales. What's more, now that the brand's EMEA and US systems are aligned, they intend to foster greater collaboration across both regions to create greater cohesion across their global campaigns.

7 For All Mankind goes on to share those immersive brand stories with buyers via a visually-enticing Virtual Showroom and Campaigns featuring engaging product stories.

Virtual showrooms

Before the creative training sessions, the brand's Virtual Showroom homepage only featured a single, large image. However, after working closely with their NuORDER CSM, **7 For All Mankind developed a Virtual Showroom with richer visuals and organized it by gender and category.**

Their team also uses custom order templates and custom linesheet/list PDFs from the Manage Linesheets section of NuORDER. These custom options let users extract essential, specific information for PDFs and XLS files. The 7 For All Mankind team can also further customize their linesheets by adding cover images, portrait images, line and image separators, and product sorting. These detailed linesheet sections have made it even easier for buyers to navigate their Virtual Showroom with ease.

Campaigns

Finally, the brand uses **NuORDER Campaigns** to send buyers **editorialized sales emails** that closely reflect the B2C newsletters shoppers receive via 7 For All Mankind's eCommerce site. With Campaigns' EZ Order functionality, buyers can order or save drafts with just a few clicks.



“In a fast-paced, increasingly digital world, we must engage our partners beyond market appointments. We need to continuously excite them with powerful, dedicated campaigns that translate into strong and timely business opportunities.”

Silvia Feliziani

Senior Wholesale Area Manager, 7 For All Mankind

From simple photoshoots to complex, layered campaigns, 7 For All Mankind takes an “always-on” approach to digital. The NuORDER team helped enhance their strategy by using the digital tools they knew would support their mission of telling brand stories more effectively and further engaging their customers. **Now it's easier for 7 For All Mankind to sell, and easier for buyers to access the product information, brand stories, and assets they need — whether at market appointments or at their leisure.**



“Behind every sales campaign and every pair of denim, there is a story. To succeed, it’s essential that we effectively communicate our story, which relies on the cohesive efforts of product, marketing, and sales departments.”

Silvia Feliziani

Senior Wholesale Area Manager, 7 For All Mankind

**Get more out of your
wholesale platform.**

www.NuORDER.com

NuORDER by Lightspeed is the leading B2B platform that connects brands & retailers, supports omnichannel selling, streamlines assortment planning, and maximizes sell-through.