

CASE STUDY

How Acne Studios' fresh take on B2B tech enhances their retail operations

The Stockholm-based fashion house Acne Studios is a true innovator in the B2B tech space, making the most of NuORDER by Lightspeed's centralized wholesale platform with an integrated tech stack and paving the way with creative use cases for both their wholesale and retail teams.



Meet the brand

Acne Studios is a Stockholm-based fashion house with a multidisciplinary approach. Through Founder and Creative Director Jonny Johansson's interest in photography, art, architecture, and contemporary culture, an alternative path has been found, turning Acne Studios into a well-respected creator of ready-to-wear, magazines, furniture, books, and exhibitions.

The collections are defined by Jonny Johansson's signature juxtaposing design and attention to detail, with an emphasis on tailoring and an eclectic use of materials and custom-developed fabrics. The collections cover men's and women's ready-to-wear, footwear, accessories, and denim.



The opportunity

Switch from an internal B2B platform to NuORDER to have one source of truth

About fifteen years ago, the tech-savvy luxury brand developed a proprietary B2B eCommerce solution. They were ahead of the times and could even use it to make lists, look at products, and scan products with a handheld barcode scanner. However, after weighing the risks of relying on a single developer and witnessing the debut of innovative, third-party wholesale eCommerce platforms, Acne Studios switched to NuORDER by Lightspeed to replace their early tech.

The solution: Streamline and improve the buying process

The Acne Studios team integrated their tech stack with NuORDER to serve as their centralized hub, or what they describe as one platform as a source of truth. Making the switch also meant gaining dedicated support and external expertise from a company that specializes in wholesale eCommerce*. From the start, they only required minor adjustments after making the switch. Fast forward to today, and everything is fine-tuned exactly as they desire and they enjoy access to visually-rich, immersive features including shoppable videos and [Virtual Showrooms](#). The Acne Studios team feels confident going into each market knowing that their wholesale platform works just as it should.

**NuORDER by Lightspeed continually innovates its offerings via monthly product updates and feature releases to support our clients' continued success.*



In NuORDER, the Acne Studios team has a very seamless platform. For example, before their brick-and-mortar showroom appointments, many Acne Studios clients have already browsed the newest collection in NuORDER. They arrive with a clear view of what the collection looks like and an understanding of how easy and intuitive it is to place orders. **The ability to view images and scroll through linesheets in advance elevates the quality of their buying appointments and makes it easier for buyers to make the best decisions.** NuORDER has become a tool for Acne Studios to present their brand, showcase what it represents, and make it easy for buyers to make decisions.



The opportunity

Use NuORDER to support operations outside of wholesale

Equipped with NuORDER as a centralized hub, the innovative Acne Studios team soon envisioned the platform's potential beyond wholesale.

The solution: Introduce novel use cases for NuORDER

Acne Studios quickly put NuORDER to work as a high-touch, high-visibility ordering and sales tool for their retail stores. In time, the platform would also serve as a reference library and archive.

VICs

If a VIC (Very Important Client) requests an item that isn't available in a certain retail store, the sales associate can order the item via NuORDER. What's more, when Acne Studios opened their Parisian showroom in June, they invited a selection of VICs from around the world to browse the collections in person and place orders on site through the brand's clienteling team. The clienteling team used the wholesale platform to place their orders on the spot.

All clients

Today, every one of Acne Studios' approximately 80 retail stores have access to NuORDER to view inventory from their local warehouses. When a client or VIC enters a store requesting an item they've seen online or a design they've seen in a wholesale partner's store, retail store managers can look up the image in the platform, find out if it's in stock, and order the product to be delivered to the store.



Uniforms

Acne Studios recently introduced an exclusive collection of retail staff uniforms based on their denim DNA. NuORDER simplifies the ordering process. The retail store manager simply requests employees' selections and sizes and orders or reorders their garments in seconds.

Reference library and archive

Finally, Acne Studios uses NuORDER as a **dynamic reference library, image library, product catalog, and archive**. Team members across the company in departments ranging from supply chain and warehouse to production and design regularly request access to NuORDER. It has become an excellent resource for browsing products, editorials, videos, and other assets from past seasons. Acne Studios employees can browse NuORDER to see everything from the brand since Spring/Summer 2021 through what's scheduled to debut within the next six months.

The results

Mirror, support, and enhance existing strategies

Acne Studios is as much a pioneer in business as it is design. Perhaps then it shouldn't be a surprise that the luxury brand also found novel ways to use NuORDER by Lightspeed. Acne Studios uses the wholesale platform to amplify their existing strategies, culminating in a **better buying experience, enhanced service for everyday clients and VICs, a seamless uniform ordering tool, and an in-depth brand reference library and archive**.

Discover how a powerful, integrated wholesale platform can enhance your brand's operations.

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