

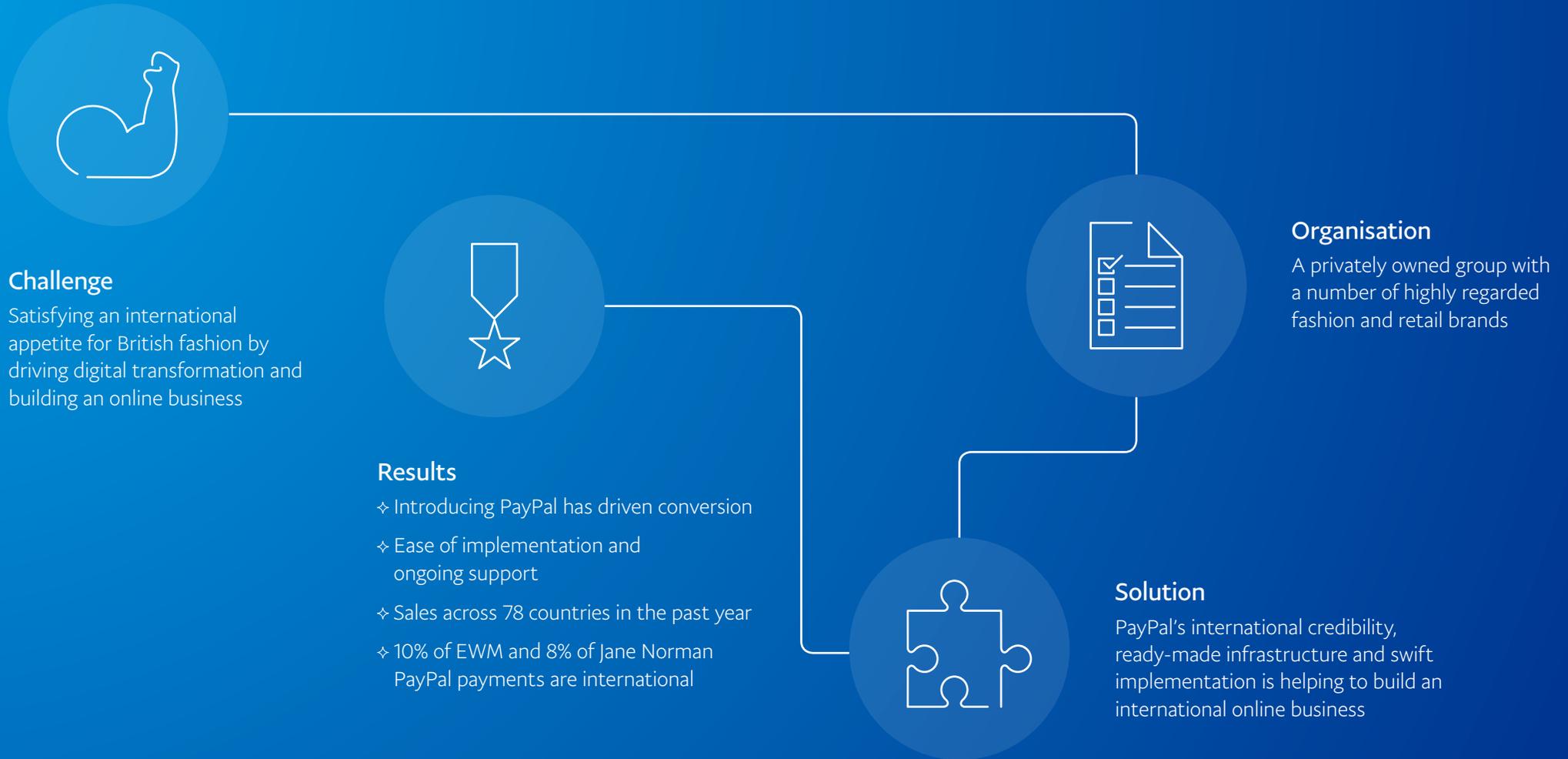


Edinburgh Woollen Mill Group (EWM)

CASE STUDY



Summary





Edinburgh Woollen Mill Group

EWM has 670 stores and a turnover of around £600 million.

In addition to the Edinburgh Woollen Mill brand, EWM owns Peacocks, Jane Norman, Ponden Home, specialist golf clothing company ProQuip and kilt-maker Hector Russell. With increasing international interest in British fashion, EWM has recognised ecommerce as a massive opportunity for its brands.

The solution

Success in international ecommerce requires an understanding of local market expectations and providing reassurance to customers who may be unfamiliar with your brand.

For example, customers in Germany typically order a larger number of items and return what they don't want. So meeting expectations on returns policy is particularly important in this market. "It's important to partner with key specialists who understand each market," says group head of ecommerce Richie Jones. EWM selected PayPal as payment partner for its websites due to its established infrastructure for operating in international markets. "It provides ready-made credibility, which is key for us when we enter new markets," explains Richie.

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The results

EWM is in the early stages of its international, online strategy. However, the results are already encouraging.

The Jane Norman London brand is proving popular in the Netherlands and there's a passion for Edinburgh Woollen Mill products among young cashmere-loving consumers in China.

Across the group's three main online brands, EWM has sold to 78 countries in the past year: 10% of PayPal payments for the Edinburgh Woollen Mill brand and 8% for Jane Norman are international.

"PayPal is robust, recognised and stable," says Richie. PayPal's ease of implementation has been crucial to us and we get terrific support."

"PayPal is robust, recognised and stable."



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