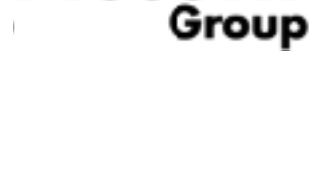


ACCENT GROUP

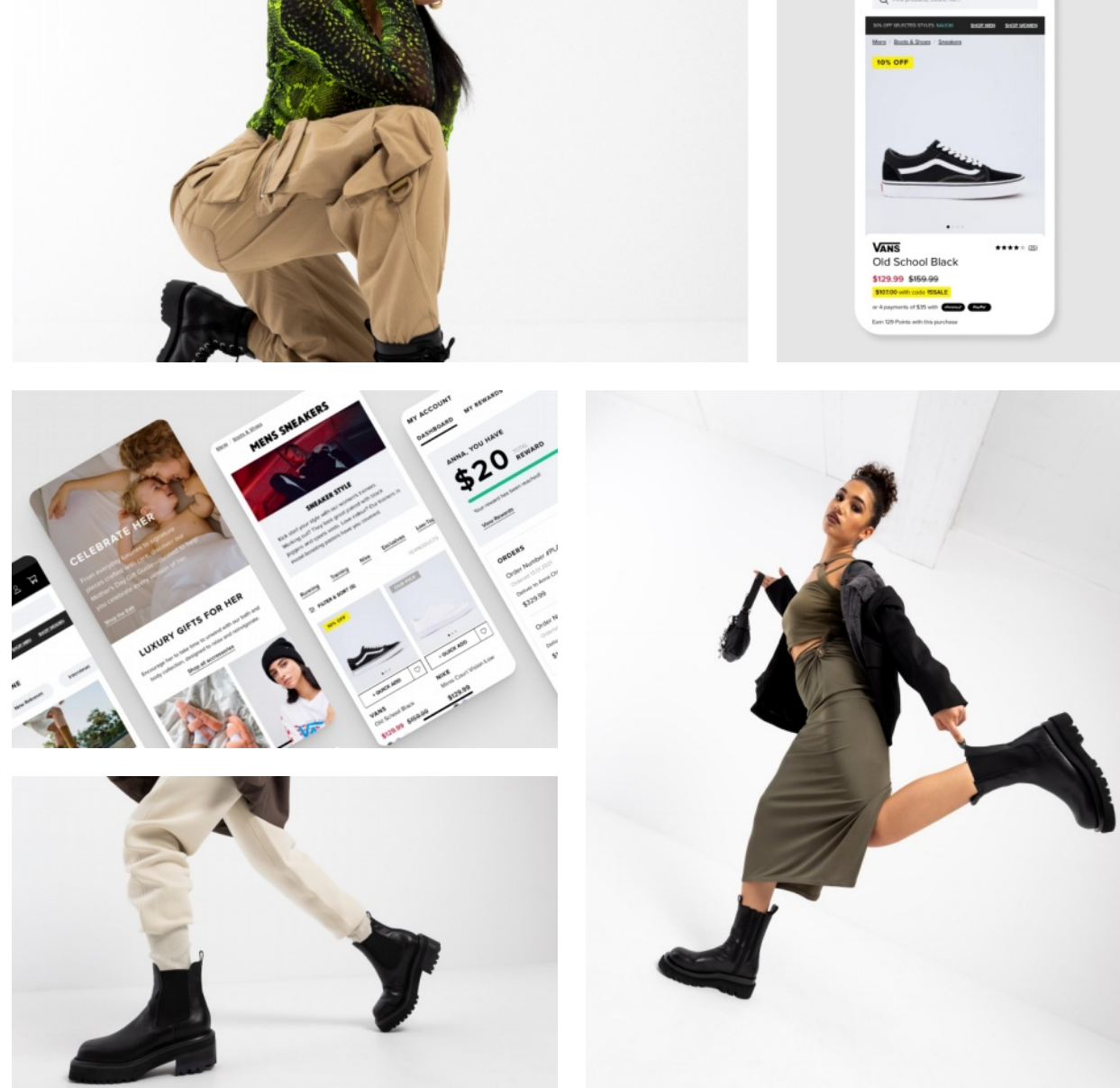
Stepping Up the Experience Across 8 Brands

Leading the pack with innovation



Accent Group Limited first established its footprint in 1988 as a wholesale distributor. The company has since scaled to become a leader in the B2C footwear industry with globally recognised brands including Skechers, Dr Martens, Vans, Platypus, Timberland, The Trybe, and The Athlete's Foot.

Success would create a new challenge for Accent Group though - innovating to stay ahead of increasing demand.



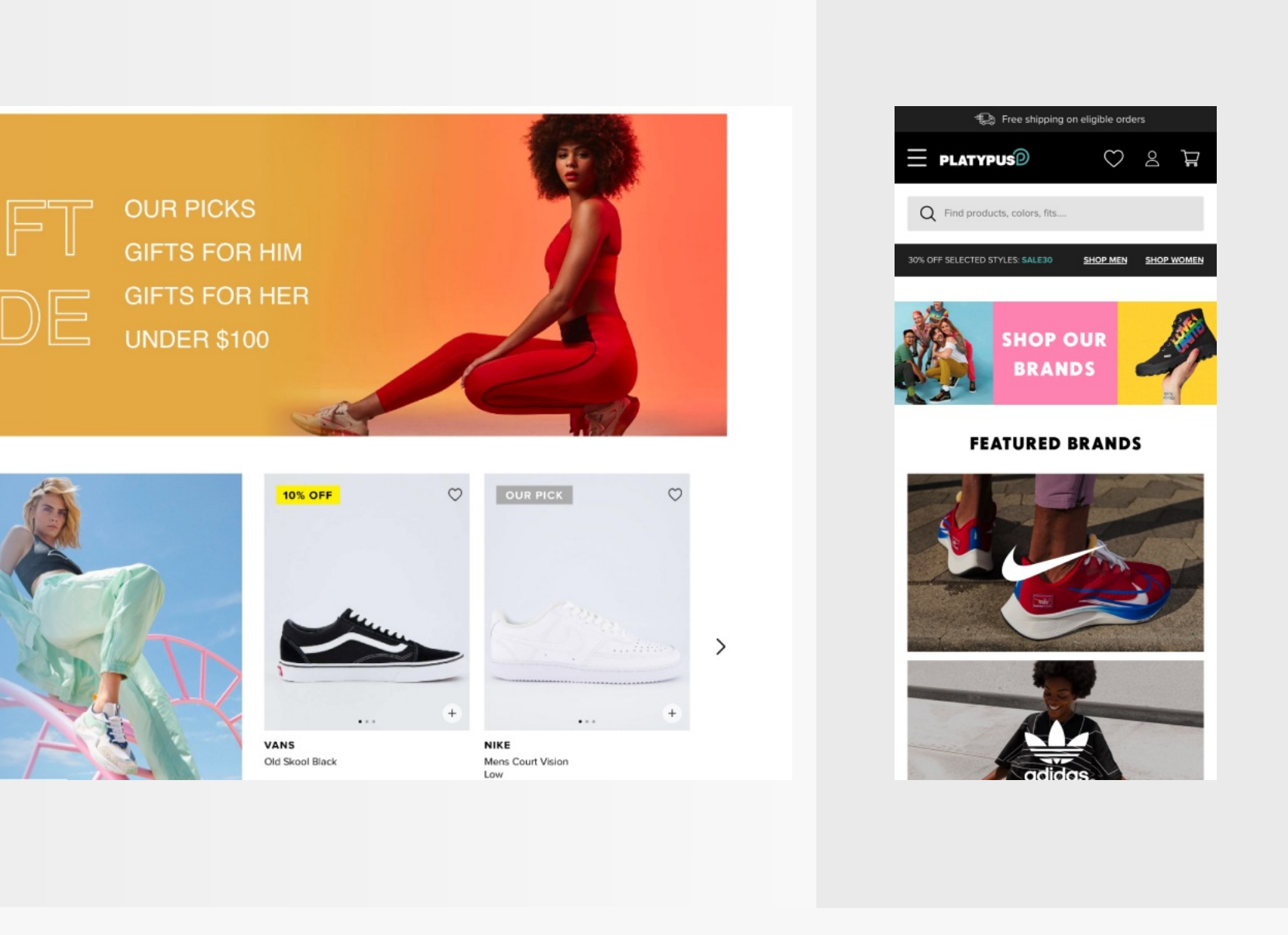
CHALLENGES

Staying a Step Ahead of Rising Demand

01 Always one step ahead of the market, Accent Group sought to launch new brands faster with fresh customer experiences.

02 The business recognised the growth opportunity of online retail and set out to generate 25% of business from digital channels.

03 In 2015, Accent Group engaged global commerce innovator, eWave, whom they became aware of through industry recommendations.



STRATEGY

A Dynamic Framework to Propel Innovation

Accent Group had a vision of making every pair of shoes available online while decentralising inventory. Delivery of innovative and engaging customer experiences was pivotal to the strategy.

The development of an omnichannel business model with stores as distribution channels was also essential to empowering the company's multi-brand, multi-region expansion plans.

The partnership with eWave would now deliver a dynamic digital framework to execute Accent Group's vision.

EXECUTION

eWave brought forward-thinking strategies to the table

For example, the team implemented a headless architecture Magento solution with a Progressive Web App (PWA) front-end and a Global Reference Architecture (GRA) solution for faster brand roll-outs.

eWave managed the seamless integration of several back-end systems into a cohesive commerce solution, including:

- 01** Apparel 21, a specialised ERP system to manage product, pricing, and inventory data.
- 02** Fredhopper for AI-driven search and merchandising that provides improved product experiences.
- 03** Adobe Marketing to deliver relevant email, SMS, content, and advertising to customers.
- 04** Mulesoft to handle the integration layer.
- 05** Magento PWA for mobile-first, app-like experiences that engages users and keeps them returning.

eWave also integrated vital services for Accent Group, including loyalty and rewards programmes, various delivery options, a self-service account section, and incentivised purchases throughout the buyer journey.

Accent Group is now enjoying a best-in-class eCommerce solution that will support world-class customer experiences and continuous improvements for years to come.

SERVICES

Exceptional customer experiences

Strategy ST	Experience EX	Delivery DE	Growth GR
<ul style="list-style-type: none"> > Consulting > Customer Research > Competitor & Market Research > Business Case Analysis > Technology Selection > Ecosystem Design 	<ul style="list-style-type: none"> > Service Design > Customer Journey > UX Design > UI Design 	<ul style="list-style-type: none"> > Commerce > OMS > System Integration > Infrastructure 	<ul style="list-style-type: none"> > 24/7 Care > Maturity Model > Experience Optimization



RESULT

Turning the digital vision into results

170% Year-on-year growth

• Online sales increased from \$1 million in 2016 to \$503 million in 2021

• Sales doubled overnight with click-and-collect introduction

When it came to executing our digital vision and trying to bring that to life with the same vision and authenticity that we've been able to execute our physical retail - that presented a big challenge. eWave bring a unique perspective on how to dial up a digital experience for a consumer. Digital is no longer a threat to our retail business, it is a really important pillar of strength.

Mark Teperson, Chief Digital Officer, Accent Group

Unlock faster online growth for your brand

Schedule a 30 min discovery session.

[BOOK A SESSION](#)

Next in Case Studies