AND JOIN THE FAMILY

3D Impressions @s.Oliver

s.Oliver GROUP

INTRODUCTION

Thomas Herbert

Head of Digital Innovation Hub

s.Oliver Bernd Freier GmbH & Co. KG

AGENDA

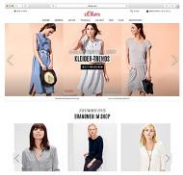
- S.OLIVER
- WHERE WE COME FROM
- THE FUTRURE IS NOW
- MAKE IT HAPPEN
- NEXT STEPS

A LITTLE BIT OF OUR HISTORY

from a small boutique to one of Europe´s largest fashion and lifestyle brands

50th Anniversary! 2019

2014 Takeover of **Liebeskind**



Launch s.Oliver **Online Shop** 2004

2001 Takeover of **comma**

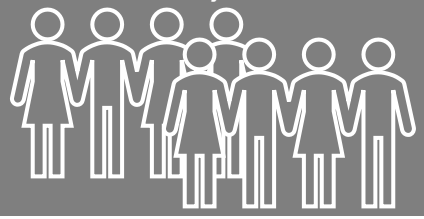
Grand opening of the first s.Oliver **Retail Store** in Würzburg 1985

1975 Building up of **Wholesale** as a sales channel

Retail shop **Sir Oliver** (25m²) opens up in **Würzburg** 1969

THIS IS WHO WE ARE
@s.Oliver today

➢ **7,000 Employees**
5,000 of them in Germany



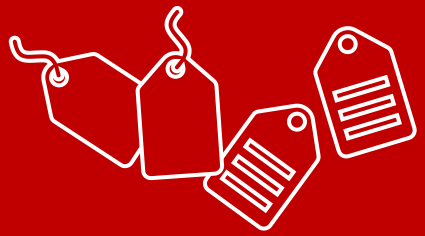
Revenue of 1.67 billion EURO in 2016

> 9.000 POINTS OF SALE

Selling activities in
> 40 Countries

Multi Brands

s.Oliver
Q/S designed by comma
TRIANGLE
Liebeskind Berlin



> 60 million items a year

Shipping out an average of
1,2 million items weekly

359 own STORES

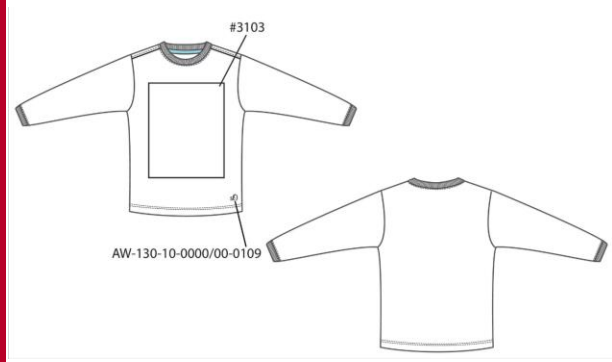
5 ONLINE-SHOPS

208.000 INSTAGRAM FOLLOWERS

WHERE WE COME FROM

Results 701-Tshirt

Sketch



3D Proto

3D SMS

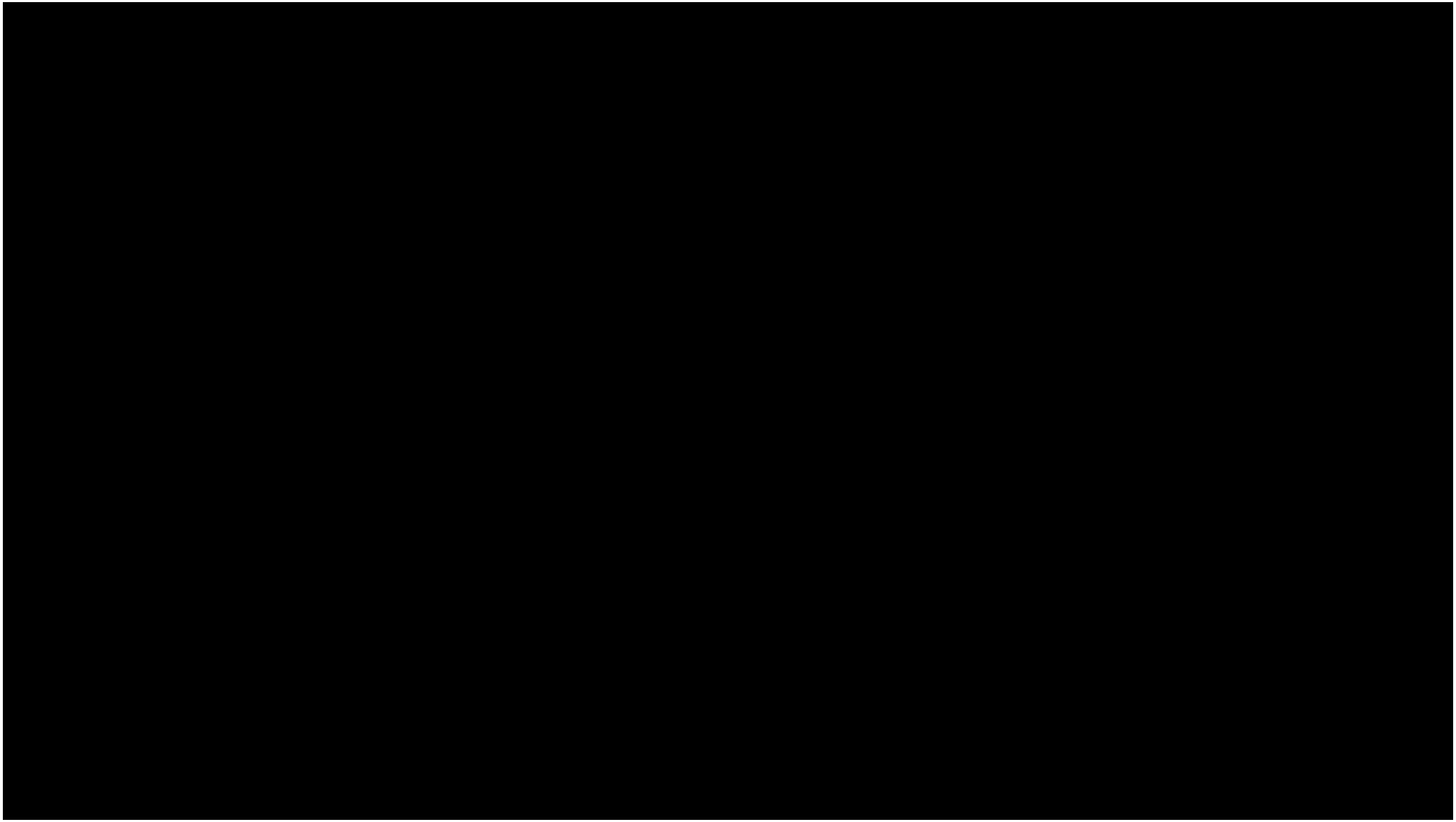
SMS Picture

Artwork was changed during Protomeeting

WHERE WE COME FROM

THE FUTURE IS NOW

THE FUTURE IS NOW



MAKE IT HAPPEN

MAKE IT HAPPEN

Suche Artikelnummer | Preis | Bezeichnung | Highlights

Kernige Steppjacke mit aufgesetzten Taschen

28.810.51.8708

139,99 €

- Wasserabweisende Beschichtung
- Abnehmbare Kapuze und wärmende, innenliegende Bündchen

Materialmix-Kurzparka mit Abnehmbarer Kapuze

28.810.51.8504

149,99 €

- Materialmix in Wolloptik
- Wärmende, innenliegende Strickbündchen
- Doppelter Strickkragen

Softshell-Kapuzenjacke

28.808.51.8117

69,99 €

- Aussenseite in kernigem Twill
- Innenseite in Fleece
- In innovativer Melangeoptik aussen und Kontrastfarbe innen
- Mit ergonomisch gerundetem Arm

Lightweight Weste

28.808.53.8513

79,99 €

- Hochwertige Füllung mit 3M Filler
- Dekoratives Tape im Schulterbereich

Lightweight Jacke in Biker Optik

28.808.51.8508

99,99 €

- Hochwertige Füllung mit 3M Filler
- Dekoartives Tape im Schulterbereich
- Wird zusätzlich in 809 angeboten

MAKE IT HAPPEN

Artikelsuche

s.Oliver

	EK	UVP
Order	0,00 EUR	0,00 EUR
Limit	700,00 EUR	1.750,00 EUR

010-13807 / 1S6X - AWG Allgemeine Warenvertriebs-GmbH , 38820 Halberstadt > Saisonauswahl > s.Oliver RED LABEL Men 808 > Artikelübersicht > **Artikeldetail**

zurück zur Übersicht

3D

28.808.51.8117

Artikelrolle **Core**

Outdoor-Jacke

Outdoor-Jacke

EK **UVP** 69,99 EUR
HSP 0 %

BESTELLUNG ERFASSEN

Farben

Details

Bestellung erfassen

1 + - =

blue 5875 — Menge: 0 Min. Menge: 0 **EK: 0,00**

blend grey 9730 — Menge: 0 Min. Menge: 0 **EK: 0,00**

Menge: 0 Gewählte Optionen: 0 **EK: 0,00**

MAKE IT HAPPEN

Feedback from customer and employees

‘It would be great if we could show these super 3D products to our end customers”

‘’The absolute madness !!!“

‘’The articles are so realistic, now you just have to feel them !!!”

‘’If we could visualize our own order, it will help us later in the shop”

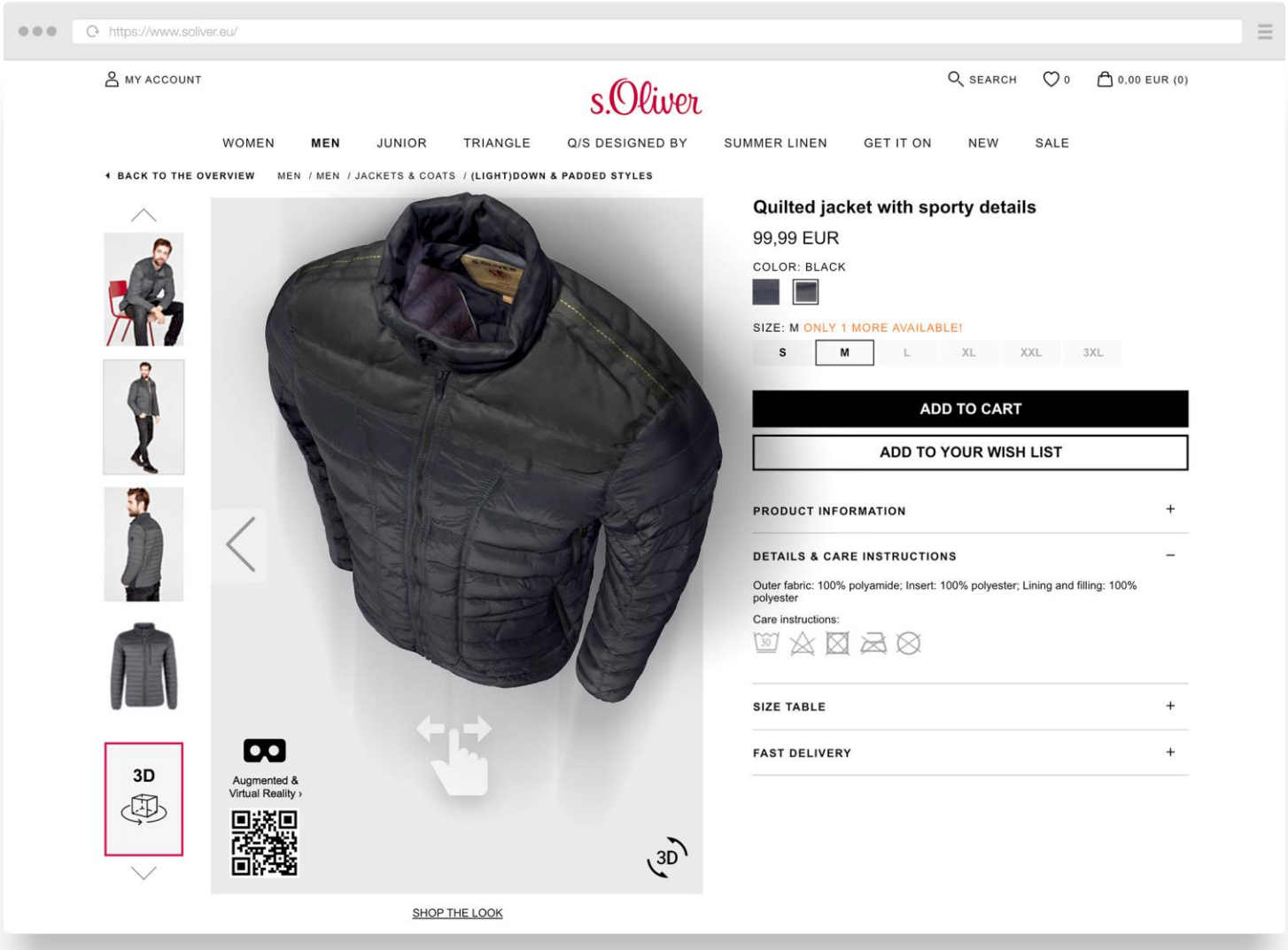
‘’How cool is that!?!“

‘’This is certainly also a way to better reach our younger B2B customers in the future”

“With such a product presentation including Order, we as a small customer, might save the time for the long journey to the showroom in the future for sure”

NEXT STEPS

Enable everyone to view products in 3D, Augmented & Virtual Reality – right from the webshop, with just a click



LIVE DEMO

C O N T A C T

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THANK YOU

ANY QUESTIONS?

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AR LIVE DEMO – BACKUP VIDEO