

# How Fossil Supercharged Its Marketplace Strategy With ChannelAdvisor



## FOSSIL

- MARKETPLACE EXPANSION
- STREAMLINED PRODUCT LISTINGS
- OPTIMIZED INVENTORY AND ORDERS

**Location:** Richardson, Texas

**URL:** [www.fossil.com](http://www.fossil.com)

**Industry:** Watches/ Clothing/Shoes/Accessories

## COMPANY OVERVIEW

Since 1984, Fossil has been developing a large, loyal following for its wide array of iconic wristwatches and fashionable accessories. The company owns more than 500 retail sites and manages a large portfolio of brands including DKNY, Diesel, Emporio Armani and others. For many years, the business was laser focused on its brick-and-mortar presence and a few of the biggest online shopping channels.

Eventually, however, the e-commerce team realized it was time to start exploring additional opportunities to sell online. As consumers increasingly turned to marketplaces to discover and buy products, it became evident that a new approach would be needed. The industry was changing, and Fossil was determined to evolve right alongside it.

## THE SITUATION

When the team at Fossil decided it was time to make marketplaces a bigger part of the company's growth strategy, they knew a partner would be needed. Since each marketplace has its own unique requirements for syndicating product feeds, expanding to new channels quickly and efficiently simply wouldn't be possible without a way to streamline the process.

"We knew that we needed a company that could... make it a lot more accessible for such a big company," says Senior E-Commerce Merchant Stefani DeBerry, adding that her team was looking for a partner to help aggregate information so the team could manage multiple marketplaces "in a single place."

## THE SOLUTION

After trying another integrative system first, Fossil decided to turn to ChannelAdvisor instead. The business really needed a flexible solution that would allow it to launch quickly and easily on numerous platforms, and to easily manage numerous e-commerce channels within one single portal.

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## THE SOLUTION *(CONTINUED)*

ChannelAdvisor was precisely what was needed. The platform's transformation engine collects all product data once, and then feeds it to each individual marketplace according to that channel's specific requirements.

The result is a simple, streamlined approach for creating a consistent brand experience everywhere the company sells.

"I was luckily able to be a part of the new integration with ChannelAdvisor," DeBerry says. I really got to see it from the beginning and [watch it] grow into being something amazing."

## THE RESULTS

"Through ChannelAdvisor, we were able to grow our sales exponentially in the e-commerce area," says DeBerry. "ChannelAdvisor makes it very easy for us to be able, as a merchant, to really focus on product and selling, instead of having to focus on the nitty gritty."

So... what's next for Fossil?

"I think what excites me the most is that e-commerce continues to grow every single year," DeBerry says. "Marketplaces are expanding and the customer is constantly changing, so it'll always keep us on our toes."

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— **STEFANI DEBERRY**  
Senior E-Commerce  
Merchant, Fossil