MODA OPERANDI

Taking lux to the limit—
Bynder helps Moda Operandi become the
runway-to-doorway fashion industry leader

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What's Inside

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About Moda Operandi

Moda Operandi is a luxury online shopping experience for an affluent clientele who like to stay on the cutting edge of fashion. Moda Operandi is the only online retailer to invite clients to pre-order next season's looks straight from the runway. They also have an expertly curated in-season boutique of fashions available for immediate purchase.

Featuring a highly editorialized look and feel, the site comes to life in aspirational and editorial imagery, and evocative language, showcasing everything from premier fashion houses to emerging vanguard labels. Their offerings also include ready-to-wear fashions, luxurious leather goods, bags, accessories, museum-worthy fine jewelry, exclusive home goods, and bridal services.

"Speed to market gives Moda Operandi the cutting edge, cementing our brand as the go–to site for what's next in fashion."

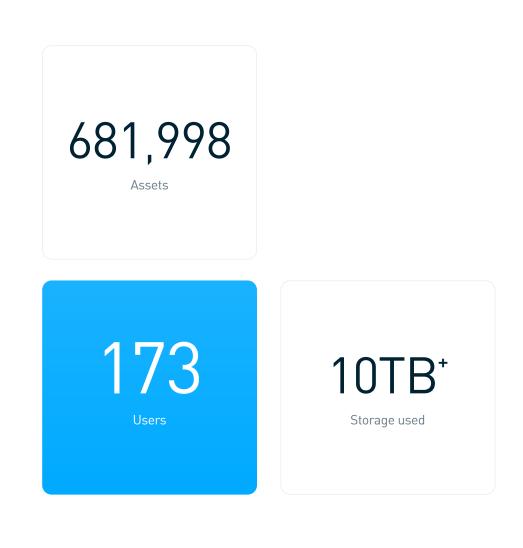- **Kimberly Jauss,** Senior Editorial Retoucher/DAM Admin

The critical need for Moda Operandi

Moda Operandi's unique pre-order business model places a high priority on getting imagery onto their site well ahead of actual product availability. These photo assets are the only things they have to sell the sizzle and make a sale, so quality, creativity, and editorial flair are essential but also time-consuming to create. With an ever-increasing thirst from fashionistas for the latest looks, the pace of work is constantly high, as are the demands on a best in class workflow solution for scaling the business.

Scaling for growth
The New York City-based company is growing at a furious rate, having recently expanded into the lucrative menswear category and in 2019 will start operating in Asia, home to 32% of the worldwide luxury goods market. With their rapid expansion, Moda Operandi needed a digital asset management and workflow system that could handle their rapid worldwide growth and flex to meet their ever-increasing product photo library.

681,998
Assets

173
Users

10TB⁺
Storage used

"Bynder has helped take the stress of managing assets off our backs, giving us more time to make our photos more creative, more editorial, and more representative of our luxury mission and brand."

- **Kimberly Jauss,** Senior Editorial Retoucher/DAM Admin

DAM before Bynder

First to market, first to the sale

Moda Operandi has a business model that is based on speed and being first to market. Providing their customers an exclusive link to preorder the latest fashions right after they hit the runway means they are dealing with vast amounts of images (typically 1000 per day) that need to be processed and uploaded to their image library at lightning speed.

Until implementing Bynder Webdam and Creative Workflow, Moda didn't have an efficient process for uploading photos from shoots, making selects, assigning tasks to art directors and retouchers, and placing final images on their website so that shoppers could purchase the looks. Accessing, automating and including the important information (like deadlines, brands, seasons, sizes, available dates) was not streamlined, which caused bottlenecks in moving a job forward and added lag time for fashions to get in front of their customers, meaning slow internal workflow processes were having a direct impact on revenue.

"Before using Bynder we relied on emails, lots and lots of emails with attachments. So many emails that our email storage limits were constantly maxed out."

- Kimberly Jauss, Senior Editorial Retoucher/DAM Admin

Pre-Bynder problems that needed solving

Moda Operandi had looked into many services to solve their two main problems: Accessibility of content globally and simplification of creative approvals and requests.

Self-service, global access

Moda Operandi wanted to move their assets off internal servers and into the cloud so they wouldn't have to worry about their office-based storage system crashing, and so employees could easily access, upload and download files anywhere in the world.

Fewer emails, more accountability

They also wanted to simplify job requests, workflow, and approvals — moving the process away from emails and into a project management system that everyone had access to and could be tracked, from initial request through the upload of finalized assets.

"We have people working for us all over the world and it seemed crazy that you could only access our servers if you were in our NYC office."

- Kimberly Jauss, Senior Editorial Retoucher/DAM Admin

Email chains turned into handcuffs

Moda Operandi's default workflow process relied mainly on emails with attached photos or links to Dropbox. Problems included email chains with attachment buried 15 messages down on the chain, limits on numbers of attachments and file sizes per email, and wrong files being attached to emails. Sometimes this meant the wrong retouching work was requested and would have to be redone.

Collaborating online was painful when working off-site

For employees who worked at remote or overseas offices, access to files also became a problem when VPN access was slow to nonexistent depending on location and technology used to access the files— hindering their ability to collaborate and deliver work on time.

Having onsite servers was a hot and cold problem

Moda Operandi stored all their files on servers in their New York City headquarters. So, during brutally hot summers their servers would often crash. When winter blizzards hit employees could take hours to get to work just to be able to access files on the local servers.

The transformation with Bynder

After researching solutions that were good at only one of their problems, they landed on a combination of Creative Workflow to simplify project management, and Bynder Webdam for a robust cloud-based digital asset management platform to store, organize, and distribute their assets. This powerful and integrated two-pronged system helped alleviate the majority of their pain points, including moving images through their system and onto their site more quickly and eliminating server crashing and access issues.

Creating more time for creativity and sales
Ultimately utilizing these new tools gave Moda Operandi more time to create shots that show their clothes in a more luxurious and editorial way—helping them express their mission of offering a luxury shopping experience to their customers. It's this visual experience that drives their customers' purchase decisions and therefore means every shot they place on their site really counts when it comes to generating revenue.

Realizing dreams outside of work
And finally, moving their whole project management and digital asset management workflows to a cloud-based system that did not rely on being tethered to servers the New York office meant that the person responsible for setting up and managing their new portal could make her dream of **moving to Hawaii and continue working for Moda Operandi, come true.**

Benefits for the merchandising department
They have greater visibility into project status with the Workflow dashboard and can ensure that the latest seasonal images are published in a timely manner and available to clients.

Benefits for art directors
Art directors have an easy Creative Workflow to markup photos for the retouching team as well as approving assets when the retouchers have finished their work.

Benefits for the retouching team
They now have a streamlined process for assigning work, receiving feedback, tracking versions and edits, and sending finished work for approvals.

"Creative Workflow has become our email eliminator."

- **Kimberly Jauss,** Senior Editorial Retoucher/DAM Admin

"Creative Workflow has given us time back in our days that we can spend making our site more editorial, more inventive, and more shoppable—which helps us stay true to our mission of creating a luxury shopping experience for our customers."

- Kimberly Jauss, Senior Editorial Retoucher/DAM Admin

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"Moda Operandi is at the fast-moving, ever-changing crossroads of fashion, technology, and commerce. Managing the flood of assets and job requests we get on a daily basis takes tools that can flex, scale, and adapt to the inevitable "what's next?" With Bynder as our global hub for global digital photo assets and Creative Workflow for daily job requests, Moda Operandi can now create more captivating imagery that drives sales and positions us as the leader in the runway-to-doorway fashion category."

- **Kimberly Jauss,** Senior Editorial Retoucher/DAM Admin

About Bynder

Bynder is the most trusted DAM provider, offering a simplified solution for marketing professionals to manage their digital content in the cloud.

For more information please visit our website **www.bynder.com**.

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