



## Customer Case Story – marlies | dekkers

*marlies|dekkers chose to implement K3 Landsteinar in April 2007. This collaboration is having a promising prospectus, where both marlies|dekkers and K3 Landsteinar work closely together during their international expansion.*

### The project

In this project K3 Landsteinar was confronted with a tight deadline. At the beginning of April 2007, marlies|dekkers started working with K3 Landsteinar.

Within one month LS Retail and Dynamics NAV were implemented in both the Maastricht and the Paris stores.

In the coming years marlies|dekkers is planning to open more stores in all the countries where the marlies|dekkers collection is already being sold.

### Advantages

- Flexibility of the system
- Simplicity
- Perfect addition for the current system

### The Company

Marlies Dekkers graduated cum laude from the Academy of Art and Design in 1991. During the same year, she was named as best student of all art academies in the Netherlands with the 'Zeebeltprijs'.

With the aid of a government grant, she began work on her Undressed lingerie collection two years later. In a two-room flat in Amsterdam - with the fax next to her bed - she launched her lingerie brand Undressed by Marlies Dekkers in 1993. As early as 1994, she was awarded the Dutch Bodyfashion Award. In 1997, she received museological recognition with a solo exhibition in the Rotterdam Art Hall. In the autumn of 2004 the designer's work was crowned with the Dutch ELLE's Innovator of the Year Award followed in 2005 by the Grand Seigneur, the Dutch highest fashion award. On top of this in March 2007 Marlies Dekkers received the award of Business Woman of the Year. The award is granted in 15 different countries with as its main purpose the stimulation of women in high business positions.

Nowadays, "marlies|dekkers" has grown into an established brand at home and overseas with almost 1.000 sales outlets worldwide and more than 140 employees. Several marlies|dekkers stores can be found in The Netherlands, Belgium, Thailand and Paris.

The designs of Marlies Dekkers are well known for their groundbreaking styling, their perfect fit and the detailed workmanship,



## Products

Microsoft Dynamics NAV  
and LS Retail

## The solution

marlies|dekkers' success has resulted in the foundation and expansion of her own stores. The company looked for a retail ICT partner who could provide a complete retail solution that has proven itself in the international fashion retail market.

Therefore, marlies|dekkers has chosen for the complete retail solution of K3 Landsteinar including LS Retail and Dynamics NAV for the store and logistics processes.

## Future

In October 2007 marlies|dekkers will implement LS Retail at the head office and in the two existing stores in Amsterdam and Rotterdam.

As marlies|dekkers is looking to expand in other European countries they expect to implement LS Retail in many different countries around world.

as well as the use of modern materials and innovative techniques. Both national and international celebrities such as the Pussycat Dolls, Nelly Furtado, Christina Aguilera, Rihanna and Pink wear "marlies|dekkers".

## About K3 Landsteinar

K3 Landsteinar provides software solutions to organizations in Retail, Hospitality and Logistics. K3 Landsteinar has a fully integrated corporate management solution for the fashion branch.

This solution provides the tools to communicate with your most important customers and increase loyalty, customer satisfaction and service levels. Your logistic processes will be simplified from purchasing, replenishment and reordering. An optimal distribution of stock will increase sales.

The solution is user friendly, flexible and intuitive and will increase employee productivity, improve decision making, and swiftly react to new opportunities in the market. It is our mission to be a partner for ambitious retailers by delivering high quality software solutions and expertise.

## Why K3 Landsteinar?

K3 Landsteinar's vast international experience enables the roll out of software in different countries, allowing marlies|dekkers to explore new markets with greater flexibility and ease. K3 Landsteinar is part of the Landsteinar Network, originating from an Icelandic software company.

Operating as a single point of contact we use the knowledge and experience of more than 70 partners in 50 different countries. K3 Landsteinar can offer customers one single point of contact for the international retail operation. The K3 Landsteinar network works as an international channel for developing, selling and supporting the add-on products created by the K3 Landsteinar Network worldwide. With K3 Landsteinar's international experience marlies|dekkers now has a solution that can easily grow with the international ambitions of the company.

Marlies Dekkers has chosen LS Retail because of the flexibility of the system. The Back office system they are using is easy to combine with LS Retail and Dynamics NAV. Their current back office system will feed the LS Retail Back office with information for the stores. All stores are connected to the LS Retail Backoffice which enables communication between the stores.

The extensive fashion functionality covers all the necessary functionality to support their retail operation. This means that customizations can be minimized and the software is easy to maintain.



LS RETAIL



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