

# Scaling Global Fashion with Data-Driven Precision Using Bluestone PIM

Case Study



# Company Overview

Industry  
**Retail**

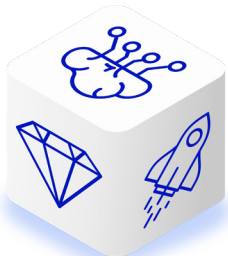
Headquarters  
**Europe**

Catalogue Size  
**1M+ SKUs**

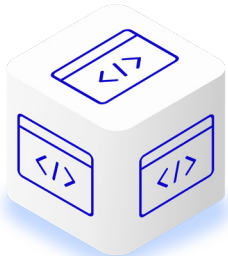
Sales Channels  
**E-commerce,  
mobile app,  
physical stores  
(4,000+ globally),  
digital marketplaces**

Implementation Timeline  
**9 months**

## Feature Snapshot



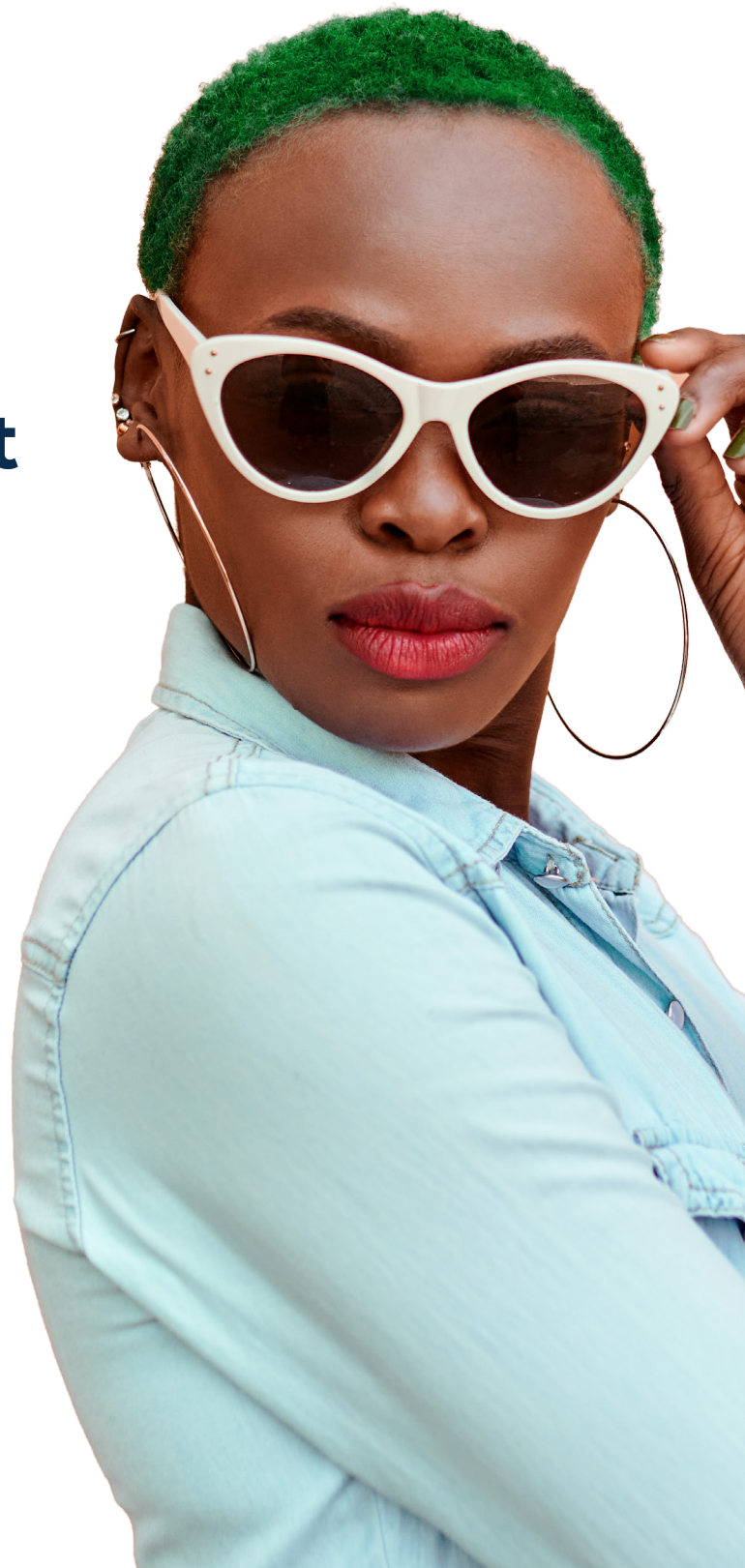
**AI-powered  
enrichment**



**Custom  
extension  
framework**



**External DAM  
integration**



# Business Use Case

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A global fashion retailer needed to bring order to fragmented product data spread across teams, systems, and regions. At the same time, the business had to speed up product launches and scale enrichment across more than one million SKUs.

The goal was clear: create a flexible, API-first foundation that supports global operations and delivers consistent product experiences across every channel.

## Key Outcomes

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- Structured, scalable product data ready for future AI-driven commerce
- Faster time-to-market through shared access to a single source of truth
- Over 1M SKUs unified and enriched across 90+ languages
- Custom enrichment workflows built using Bluestone PIM's extension framework

# The Challenge: Fragmented Product Data Slows Everything Down

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This retailer faced a familiar problem. Product data lived in separate systems across marketing, e-commerce, logistics, and supply chain teams.

Each team worked with its own version of the truth.

That led to:

- Inconsistent product information across channels
- Slower launches and campaign delays
- Manual work and repeated data fixes
- Limited ability to scale globally

The business needed one place where product data could be trusted, enriched, and shared.

# The Implementation: Building a Central Product Data Hub

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The retailer moved to a MACH-based architecture with Bluestone PIM at the centre.

Product data from systems such as PLM, ERP, and DAM now flows into Bluestone PIM, where it is structured, enriched, and prepared for distribution.

Bluestone PIM acts as the control layer for product readiness across markets and channels. This aligns with how modern PIM supports consistent product experiences across touchpoints



# Implementation Timeline

Total duration

**9 months**

Months 0–3

**Data model setup,  
system configuration,  
extension planning**

Months 4–6

**Integration with PLM,  
ERP, DAM, and legacy  
systems**

Months 6–9

**Migration of 1M+ SKUs  
and onboarding of  
global teams**

Post go-live

**Extension  
development, AI  
testing, rollout across  
regions**

**Today, the platform supports  
tens of thousands of  
enriched product variants  
each year.**



# Key Implementation Highlights

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Full migration from a legacy PIM

Centralised enrichment workflows across global teams

AI-assisted tagging and content enrichment

Integration with marketing and experience platforms

API-based product data distribution to all channels

Custom UI extensions tailored to internal workflows



# The Solution: Bluestone PIM as the Product Data Backbone

Bluestone PIM became the single place where all product data is managed and enriched before it reaches customers.

Teams now work with:

- Product descriptions, materials, and care instructions
- Pricing, stock, and logistics data
- Supplier and manufacturing information
- Sustainability attributes and compliance data

All enrichment happens in one system, then flows to e-commerce, marketplaces, and in-store tools.

This reflects the role of PIM as the system that structures, enriches, and distributes product information across channels.

# Composable, API-First Setup

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The retailer's architecture follows MACH principles:

## **Microservices**

Independent components that scale separately

## **Cloud-native**

Built for performance and flexibility

## **API-first**

Easy integration with any system or channel

## **Headless**

Content delivered anywhere, not tied to one frontend

This setup allows the business to adapt quickly without reworking the entire stack. It also supports adding new tools or channels without disruption



# Better Collaboration Across Teams

Bluestone PIM changed how teams work together. Instead of working in silos, product, marketing, and UX teams now rely on shared data.

That means:

- Faster campaign creation
- Clear ownership of product information
- Fewer back-and-forth handovers
- Data shaped around customer experience needs



# AI and Automation in Product Enrichment

AI plays a growing role in how product data is created and improved.

## AI-Driven Enrichment

The system suggests keywords and product tags based on trends, improving search visibility and relevance.

## Continuous Improvement Loop

Customer behaviour feeds back into enrichment. Products that underperform get updated with better data, descriptions, or positioning.

## Internal Product Data Access

The system suggests keywords and product tags based on trends, improving search visibility and relevance.



# Supporting Sustainability and Transparency

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The retailer uses Bluestone PIM to manage and publish detailed sustainability data.

Customers can access:

- Material composition
- Production details
- Supplier information
- Environmental metrics

This level of transparency depends on structured, well-governed product data, the same foundation required for initiatives like Digital Product Passports.



# Omnichannel: Connecting Online and In-Store

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Product data doesn't stop at digital channels.

Bluestone PIM powers in-store experiences such as:

- Interactive screens showing product availability
- In-store ordering for out-of-stock items
- Real-time stock visibility for staff

The same product data supports every touchpoint.

# Results

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After implementing Bluestone PIM, the retailer achieved:

- A single, trusted source of product data
- Faster product launches and campaign execution
- Stronger collaboration across global teams
- Improved data quality with AI support
- Reduced manual work through automation
- Scalable workflows for ongoing growth



# The Future: Data-Led Commerce

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The retailer now treats product data as a core business asset.

With Bluestone PIM in place, the focus shifts to:

- AI-driven product experiences
- Automated enrichment at scale
- Integration with conversational commerce and LLMs
- Continuous optimisation based on real customer behaviour

# Let's talk!

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## See Bluestone PIM in action

- Discuss your product information needs and challenges
- Learn how PIM software can benefit your business
- Receive a live Bluestone PIM overview with one of our experts

[Schedule A Demo](#)

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