



Mudie JEANS CO



.centra





Anna
Customer Experience Manager
Nudie jeans



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Centra





Nudie Jeans – a sustainable omnichannel journey



- 01/ Context and background
- 02/ Case example: Nudie jeans
- 03/ What's next



Centra is a Stockholm-based innovation company, founded to invent next generation commerce tech for fashion and lifestyle companies

Centra's mission is to create the best commerce platform for the fashion and lifestyle industry, leveraging the latest innovations in technology.



Since

2016

Locations

5

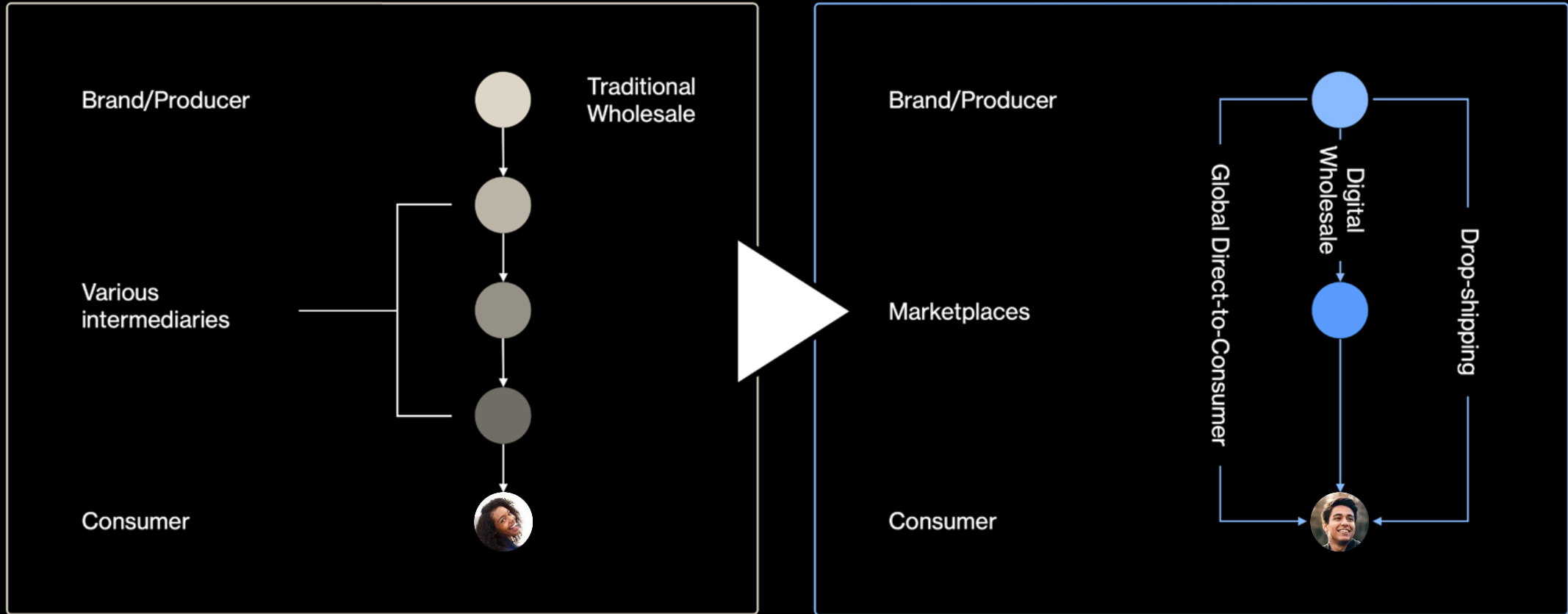
Customers

300+

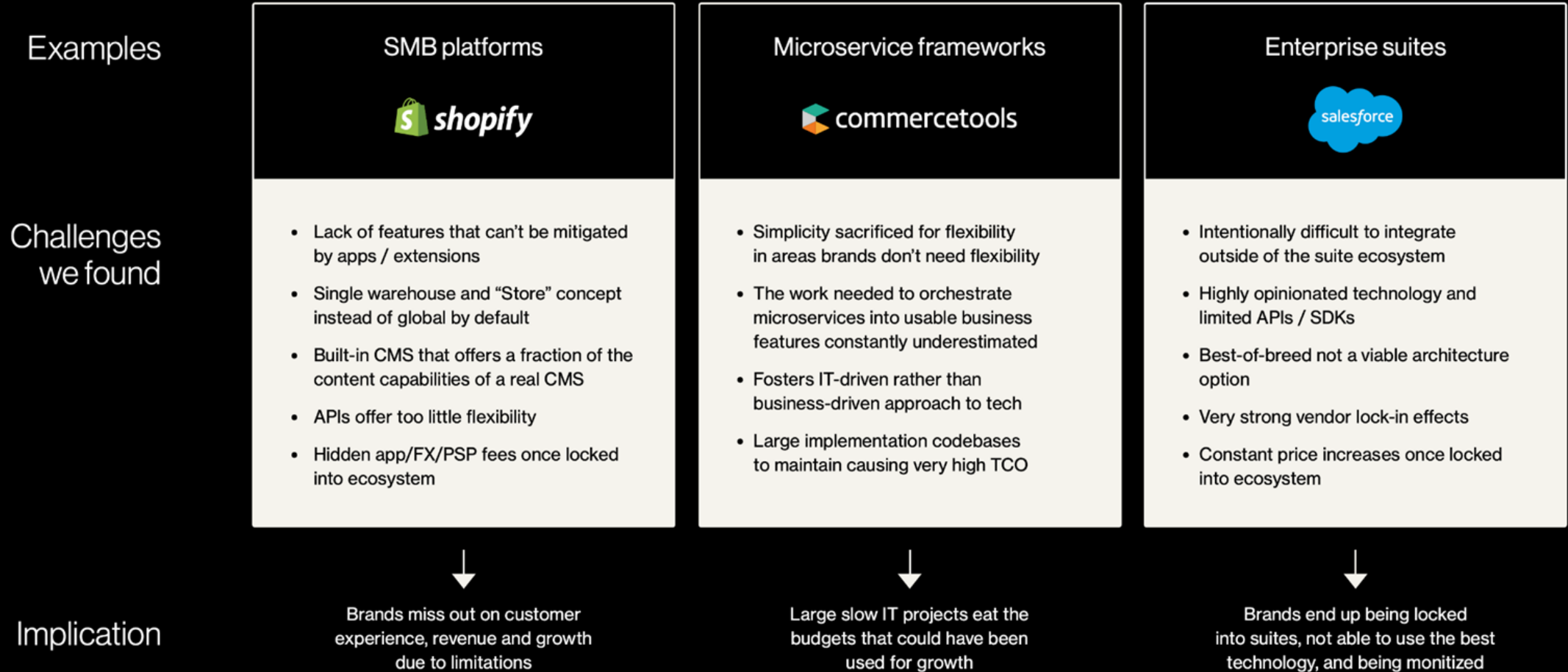
Employees

100+

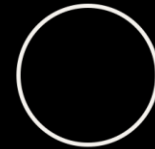
Centra was built to give brands full control across all channels...



We couldn't find a SaaS platform that serves brands well



Brands only.



Centra was founded on 6 principles



Brands only

Centra only serves fashion DTC brands, allowing a focused product and roadmap



DTC and Wholesale

Advanced wholesale support built-in, including pre-order and at-once



Composable and API first

Centra is “headless”, to be combined with other software in a best-of-breed config



Pixel-perfect design

Say goodbye to cookie-cutter themes or templates that are costly to customize



Global & Local

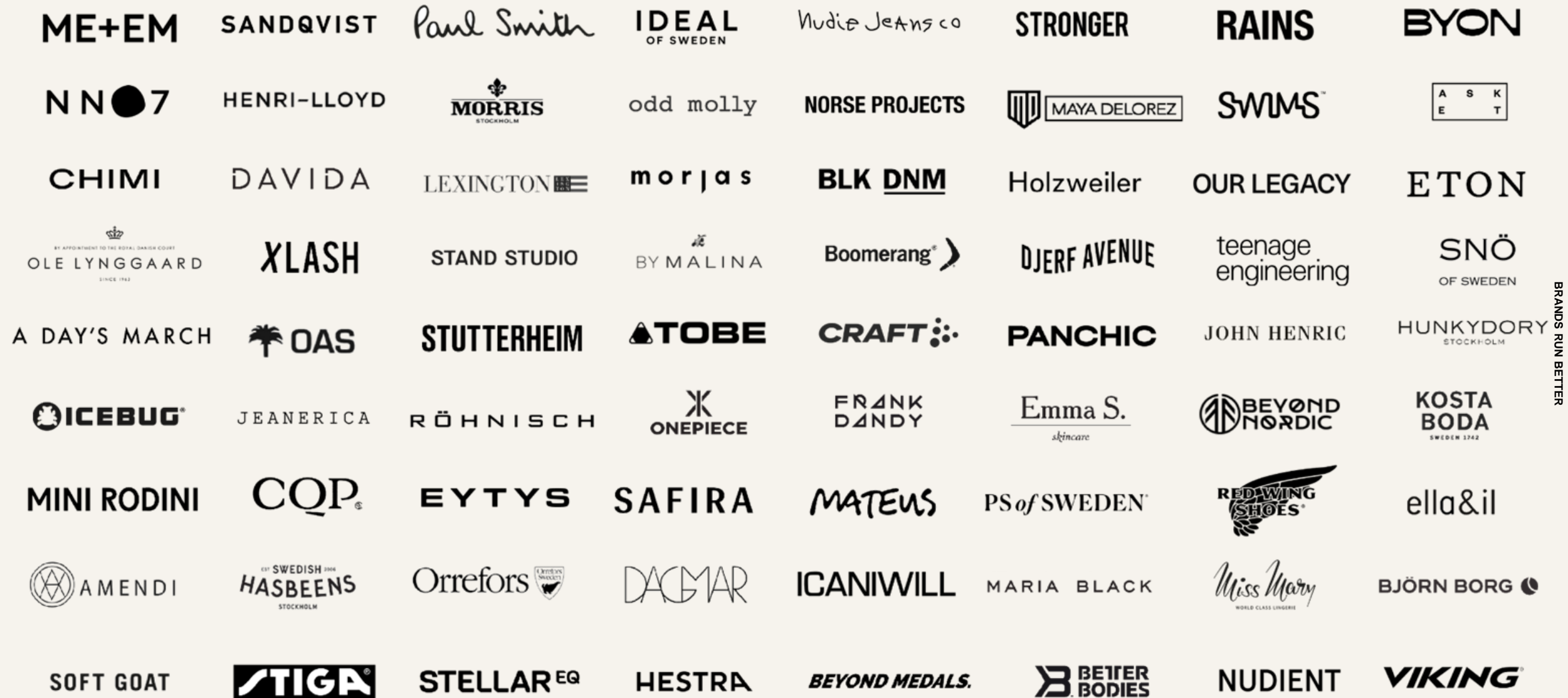
Serve the world with local products, content and language from one global brand website



OMS

Powerful OMS to serve a true omnichannel experience





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The Nudie Jeans story

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- Besides a denim collection made entirely with 100% organic cotton we also have a transparent production showcased on the website and have implemented an ambitious repair and reuse-program.



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- Since the beginning, sustainability, both environmental and social, has been the essence of the brand.
- Besides a denim collection made entirely with 100% organic cotton we also have a transparent production showcased on the website and have implemented an ambitious repair and reuse-program.
- Our headquarters is located in Gothenburg with 90 employees, and 243 employees in total globally.



The world of Nudie Jeans

 Repair Shops





FREE
RE-
PAIRS
FOREVER



Total figures 2022

Repairs made: **65 386**



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65 386 pairs = 50 000 kg denim,
23 500 000 liter water = 450 ton CO₂



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Repairs made: **65 386**

65 386 pairs = 50 000 kg denim,
23 500 000 liter water = 450 ton CO₂

Since we started: **400 000**



Trade in – 20% discount



"The reuse program is another chance for us to take responsibility for our product, but also an opportunity for someone's pre-owned jeans to get a second chance."

Promotion

use now or save for later



**20%
trade-in
discount**

Trade-in discount 20%
Click activate. Discount is withdrawn at
checkout.

Expires 2023-06-30

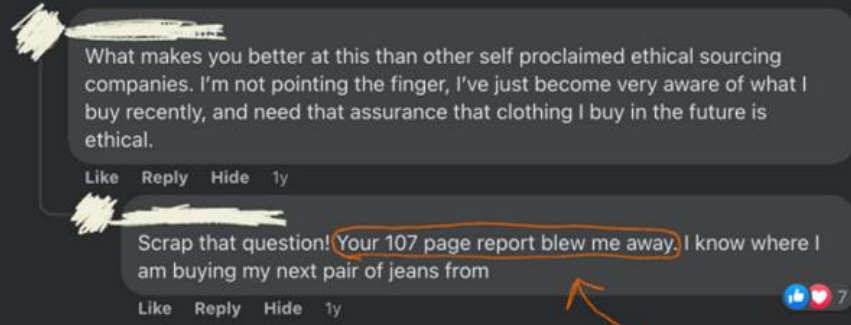
Activate

Omnichannel – A seamless shopping experience

Why do we do it?


- Environment, customer, efficiency, stock management

Nudie Jeans & Sustainability



OUR NEW SUSTAINABILITY REPORT IS OUT. NOW WITH MORE MIND-BLOWING NUMBERS AND GRAPHS.

The world of Nudie Jeans

 Repair Shops



Return in-store



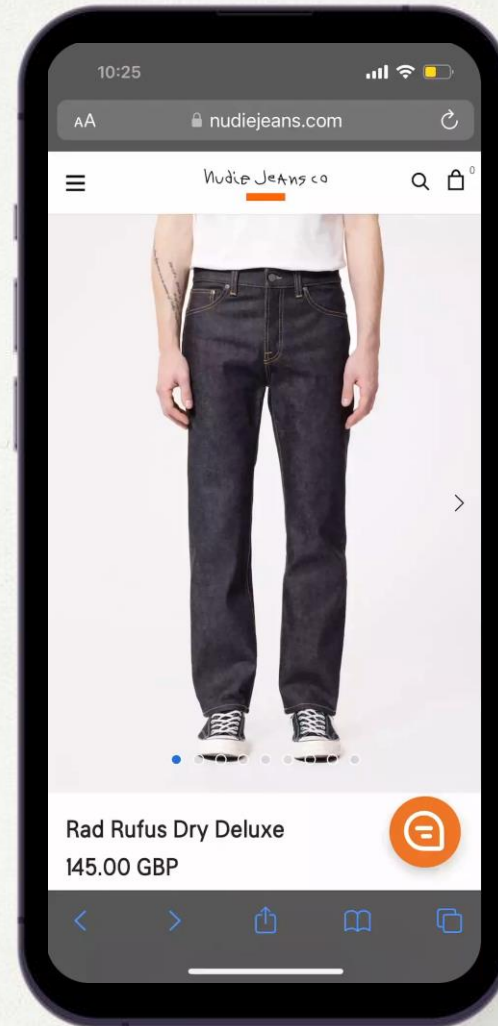
Pick up in-store



Ship from store

The ship-from-store solution from Centra and Nudie Jeans allows customers to receive their orders from the nearest store as quickly and sustainably as possible.

Order online – picked, packed & delivered from a local Repair Shop





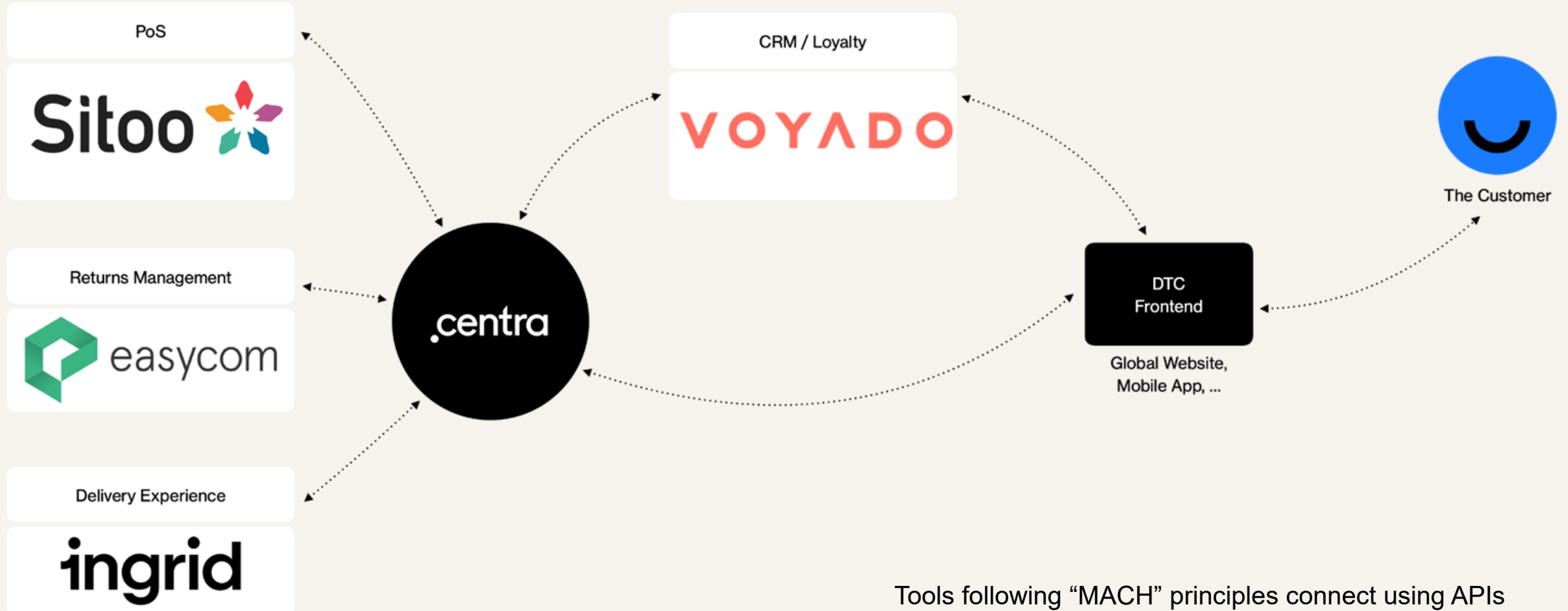
How did Nudie Jeans start?

Where to start?

- Have a clear idea of how you want it to work, what do you want to achieve
- Mapping the scenarios, optimize store assortment
- Change management & educate staff
- System architecture



The key components of Nudie Jeans's omnichannel tech-stack

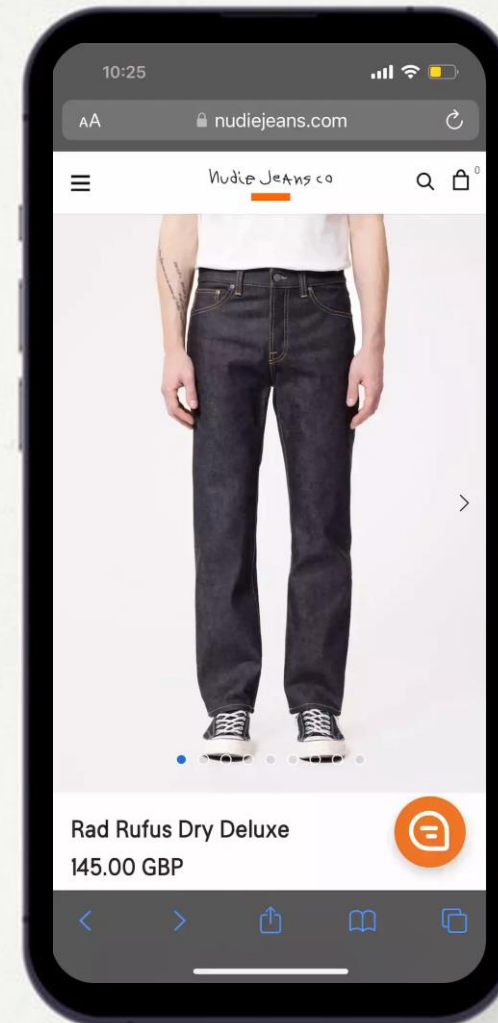
[overview](#)

Ship from store

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During 2022 was 4 480 orders shipped from our store Seven Dials, this equals 20% of all online UK orders.



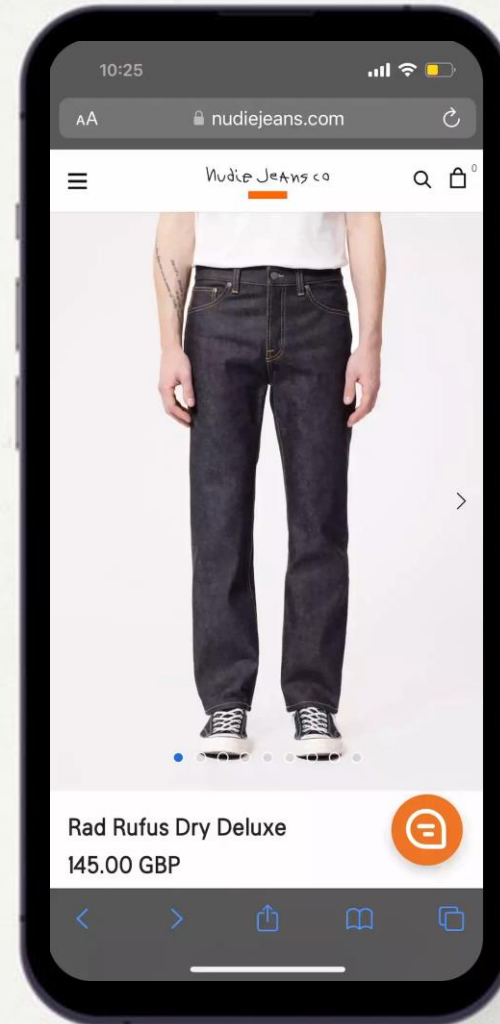
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And for 2023 we're currently at 34% of the UK orders.



Local E-Com

Nudie Jeans Co.





What's next?

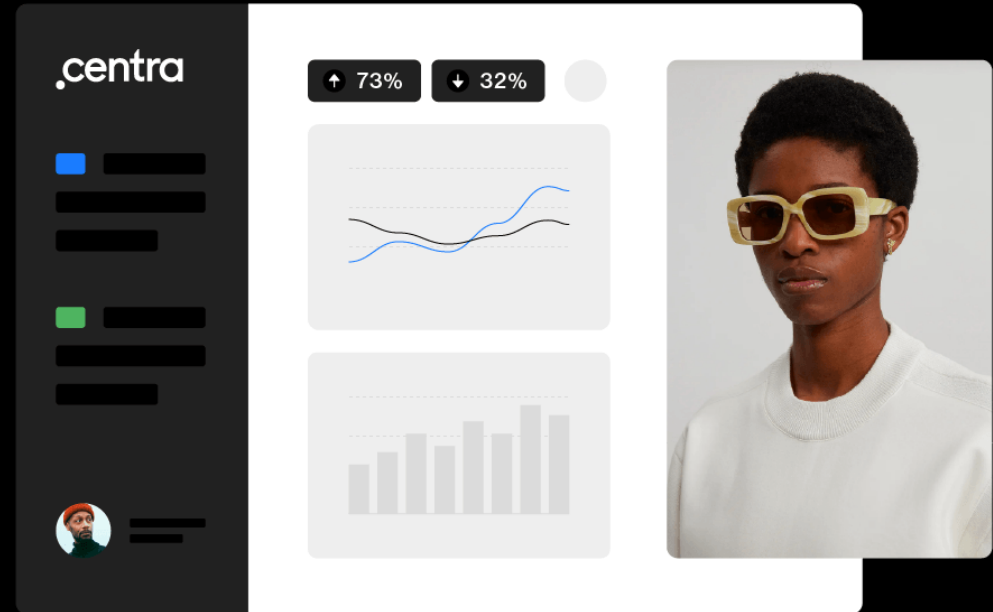
Omnichannel in the future - our vision

B2B2C, new business model

Sell from all garments produced, and help your retailers with foot traffic

More advanced routing logic

Make sure to use the most of your inventory at any given time



More questions meet us in booth

2+4

Thanks!

