

Bardot goes pureplay supported by new partnership with Tryzens

Premium Australian retailer expands global offering as a pureplay retailer.

Bardot, the Australian fashion label designed to transcend trends with more than one seasonal lifecycle in mind, has partnered with digital commerce consultancy Tryzens to support and enhance their digital commerce offerings. The partnership focuses on creating a pureplay presence for the brand while also launching localised, global sites to capitalise on their growing international presence, kicking off with the launch of Bardot Junior and a localised site for Bardot USA.

Since its inception in 1996, Bardot has developed a loyal customer base, and grown international presence, being stocked in retailers across the USA, UK, Asia and Europe. In 2004, Bardot Junior launched to a captive audience of shoppers and has since become its own independent brand, which required building out a new stand-alone digital flagship. Bardot selected Salesforce Commerce Cloud in 2017 to improve its customers shopping journey by offering an immersive and innovative shopping experience and they have been leveraging the platform to its full potential with the guidance of Tryzens' global team at their side.

In order to succeed as an international pureplay brand and support their repositioning in the market, Bardot sought a partner that would be able to provide them with the best possible support, insights, strategy and implementation standards. Leaning into its knowledge of global markets and trends, Tryzens was the ideal partner to help the brand make its digital debut in the US market via a new digital flagship. To meet the needs of the company, Tryzens will continue to provide 24/7 support and maintenance along with retail experience design, strategic road mapping and enhancements to build an experience that truly represents Bardot as a brand and removes friction from the online experience.

Basil Artimedes, CEO at Bardot has said: "We were looking for a partner who could help us with the best strategic advice, implementation standards and global support team possible, which naturally lead us to Tryzens. As we pivot Bardot's offering, we needed to ensure that we were in capable hands and being given the best possible support, strategic advice and implementation standards. We are excited and invigorated by this partnership as we prepare for Bardot's next chapter as a premium, pureplay brand with international ambitions."

Andy Burton, CEO of Tryzens added: "We're now entering a phase of the digitally focused customer and there is no better time to take advantage of the opportunity to get their attention and build 1:1 customer relationships by going digital-first. By partnering with us and having a superior support and on-going optimisation roadmap, Bardot will be enabled to place their core focus on its customers. We look forward to working with them to develop a future strategy and long-term partnership that will see the brand and its customers benefit from future enhancements."

-ENDS-

About Bardot

Bardot was established in Australia in 1996 by Carol Skoufis with the quest to create the perfect pair of jeans. With its high fashion sensibility at an accessible price point, Bardot was an immediate success. The brand has grown to include a full range of ready-to-wear, evening wear and accessories.

Creative Director, Carol Skoufis pulls inspiration from her love of silhouette, form and femininity to design clothing that is inherently alluring, easygoing, and sophisticated.

Finely-tuned patterns are produced in-house and undergo a rigorous fitting process. Each Bardot garment gives the wearer a feeling of quality and body confidence.

Bardot has a commitment to sustainable, ethical manufacturing and supports the Australian textile industry by manufacturing its core denim collection locally in Melbourne.

Bardot is available internationally at bardot.com, and at over 30 select department and specialty stores, including Saks Fifth Avenue, Neiman Marcus, Bloomingdales, Nordstrom, David Jones, The Iconic, and Revolve.

Today, Bardot stands for ultra-wearable, quality-led designs, all while empowering women, with the company run by women for women.

About Tryzens

Tryzens is an international digital commerce consultancy that take a holistic approach to growing businesses based on digital-first principles. Our team of trading specialists, strategists and technology experts are passionate and focused on identifying and implementing solutions that optimise performance across all channels to delight customers no matter how or where customers choose to buy.

With offices in London, Melbourne, Sydney, Sofia and Trivandrum, we have partnered with some of the world's most successful retailers and brand owners including Cotton On Group, Sweaty Betty, Liberty London, T.M.Lewin, R.M Williams and Treasury Wine Estates to provide beginning to end services that help grow businesses and provide the best customer experiences.

www.tryzens.com

Contacts

Holly Mercer / Avinash Nandra (Spreckley)
+44 (0)207 388 9988

<mailto:tryzens@spreckley.co.uk>