

Global Fashion, Lifestyle & Accessory Retailer use Soutron Software

FOSSIL CASE STUDY WITH BRAND ARCHIVIST, LAURA PIKE

Fossil is a global retailer specializing in the design, innovation and marketing of fashion lifestyle and accessory products.

Its distinctive modern vintage design brand fuses elements of vintage creative culture, Mid-Century Modern design and contemporary fashion.



With over 390 stores worldwide and a strong global e-commerce business, the brand is internationally known for its eclectic assortment of lifestyle and accessory items including watches, handbags and clothing.

Fossil continues to grow as it introduces new designs, stores and product categories. Founded in 1984, the company is based in Richardson, Texas.

CHALLENGE

When Laura came onboard in June 2011, she was introduced to the two collections that needed managing:

- The library collection holds upwards of 2,000 books and subscribes to a few dozen periodicals. Most of the items are used by designers for reference and inspiration. The library collection also includes design annuals, vintage ads and ephemera, audiovisual items and an archive of Fossil annual reports and catalogs.
- The second collection is the original samples archive, which holds the bag, fabric, and leathers samples purchased for inspiration by designers on their shopping trips.

The samples were a special challenge. There are thousands of these items, and they all needed to be photographed, labeled, cataloged, properly stored and made accessible to search and discovery processes.

For both collections, there were no records, no inventory and only a rudimentary and inconsistent organizational system. It was difficult to locate materials and even harder to keep track of them when they circulated. The collections were therefore underutilized and often lost.

SOLUTION

Fossil needed to find one system that could accommodate all these different types of materials - a functional ILS that could also provide non-MARC records and materials. Laura researched systems tailored for special/corporate libraries.

Furthermore, the designers were seeking a very specific results display; they wanted search results of books and samples to appear in a gallery view, displayed in horizontal rows.

There was no out-of-the-box system designed to meet Fossil's needs, and Fossil needed a custom design on a budget. Of the various vendors Laura spoke with, Soutron Global was the most flexible and reasonably priced.

Laura also loves the look of the catalog and Soutron Global's responsiveness to OPAC developments and trends. The custom data templates were easy to implement and use. Fossil is a fashion/design company, and its library has to appeal to creative, artistic people. Soutron Global's appearance and functionality fulfills this need.

Fossil chose to install Soutron Global in-house, integrating it with an existing Active Directory configuration to simplify user access.

Fossil easily customized the search results template to create a visual result view that is appealing and useful to designers.

RESULTS

- Reduces costs:
 - of samples purchased by designers by making them aware of current samples already in the collection
 - associated with lost and misplaced library items and samples
 - of book purchases by centralizing holdings and educating users on what's available
- Fossil is an Apple Mac shop and Soutron Global is Mac friendly
- Designers easily communicate their thoughts on samples through the review's module
- Soutron Global appearance is modern and looks like the Web so users are immediately comfortable with it
- Easily customizable
- Inspires art department by providing easy access to book and journal holdings
- Reduces magazine budget by centralizing journal subscriptions
- Administrator backend is easy to use and intuitive

Fossil currently does not have digital access to old Fossil catalogs, annual reports, posters and advertising collateral. Digital files of these items are stored on CDs in the basement and are not easy to access.

Fossil plans to use Soutron Global to improve access to these important pieces of Fossil's history.

To find out more about Fossil in the USA visit: www.fossil.com

To find out how you can migrate to a fast, cloud based and flexible library and archive management system to support your organisation, start a conversation with Soutron today: www.soutron.com