Fashion Company DeFacto attends ShopTalk2023 in Barcelona

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DeFacto

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"To be ahead, you must invest in technology and digitalization today."

BARCELONA, Spain, May 12, 2023 /PRNewswire/ -- The global fashion company DeFacto participated in ShopTalkEurope 2023, held from May 9th to 11th, 2023 in Barcelona. Önder Şenol, Online General Manager of DeFacto, announced at the event that the company's JUMP UP project, which promotes digitalization, is expected to triple the company's productivity.

ShopTalk, launched in the USA in 2016, is considered the world's largest platform for retail developments and innovations. Over 3,000 participants, including retail and technology companies, as well as brand professionals and analysts, present the latest trends and exchange information.

DeFacto's Online General Manager Önder Senol shares insights on digital transformation strategies at ShopTalkEurope 2023. (PRNewsfoto/MOD FACTUM GMBH FOR DE FACTO)

Online General Manager, Şenol, spoke at the "Supply Chain Innovations" panel

At the "Supply Chain Innovations" panel, Önder Şenol, Online General Manager of DeFacto, spoke with Cassandra Bergsland, Director of Omnichannel at John Lewis Partnership and Carlos Hernandez Bermejo, General Manager of Just Eat Takeaway Retail, about customer-oriented and cost-effective delivery options.

Şenol explained that with the JUMP UP digital transformation project, DeFacto successfully combines the competencies of the DeFacto technology unit with the fashion company's know-how, achieving optimal synergy effects.

Önder Şenol further stated that DeFacto focuses on providing its customers with the best shopping experience and referred to JUMP UP as DeFacto's transformation project for the future.

DeFacto has bundled its existing digital expertise and long-standing technological expertise under the name JUMP UP, said Şenol. "More than 700 people are involved in this project, which is a convergence of gamification, an important industry trend, the use of metaverse, and omnichanneling. With JUMP UP, DeFacto aims to triple its productivity this