



An eClerx Digital customer story

LVMH

Certified quality in image production for the world's leading luxury brand group.

Producing and managing best-in-class mass quality content thanks to extensive production experience, domain expertise, and a coordinated workflow management system.

30%+

productivity in the same delivery times

80%

approval of assets in the first round

14

managed brands in the group

30-150+

team client resources

eClerxDigital

Customer Story: LVMH

Certified quality in image production for the world's leading luxury brand group.

CHALLENGE: How to efficiently manage and mass produce top quality creative assets for a client with the highest quality standards in the world.

Producing and managing all the different forms of creative assets for multiple high fashion and luxury brands for a luxury group like Moët Hennessy Louis Vuitton is a daunting task. When quality is the core of every brand and product, the task and the challenge is to make every image, 3D/CGI, or video asset reflect that ambition, with no exceptions.

SOLUTION: An orchestrated mix of experience, experts, resources, and an effective DAM system.

It takes expertise, experience, resources, and digital savvy to put it all together as efficiently as possible. We have a team of more than 150 resources and experts in Paris, Verona, and Phuket dedicated to LVMH with strong experience in design and post-production. Everything is coordinated by our proprietary DAM and workflow management system, FLUiiD4, for asset production. This guarantees total quality control and substantially increased production capacity.

CLX Europe

an eClerx Digital company supporting the world's top fashion & luxury brands.

With 50+ years of experience in the asset production field, we create, manage, and deliver media content and data to a global multi-channel market. We provide best-in-class technology combined with in-depth knowledge of workflow management and new media: ecommerce, retail, social, PR, trade, marketplace, and syndication. CLX Europe was acquired by eClerx in 2015.

Results & key metrics:

- 30%+ productivity in the same delivery times
- 80% approval of assets in the first round
- 160K+ assets produced and managed
- 14 managed brands in the group
- 30 to 150+ team client resources
- 4 quality certifications obtained

