

## Bergdorf Goodman Goes International with Borderfree

MCM Staff

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Luxury retailer Bergdorf Goodman today announced that it has partnered with Borderfree, a market leader in

international cross-border ecommerce solutions, to open its website and sell to international shoppers with BFX, Borderfree's new global ecommerce platform for retailers.

Through the BFX platform, Bergdorf Goodman's luxury goods are now available to international shoppers in more than 100 countries and territories and in over 60 currencies. Borderfree's team of global ecommerce experts worked with Bergdorf Goodman to create a fully-optimized international site experience based on best practices and marketing insights while keeping the company's brand at the forefront. In addition, Bergdorf Goodman plans to roll out international ordering capabilities to its in-store sales associates to give them more tools to enhance their relationships with international clients.

Piloted during the fourth quarter of 2014, BFX is a new global ecommerce platform from Borderfree that enables retailers to take advantage of the core Borderfree technology and services offering, while streamlining IT resources and implementation costs. With BFX technology, Borderfree can create a localized online shopping experience for international visitors with little to no work required from the retailer's technology team. In a matter of days, retailers using BFX can launch an international version of their domestic website and start selling and shipping to customers around the world.

By shifting away from an IT-intensive upfront implementation, retailers on the BFX platform can focus on growing their international business. A dedicated Borderfree account manager helps the retailer identify strategic customizations and integrations to optimize the customer experience and scale the retailer's global online business. Retailers can also take advantage of Borderfree's rich data on global shopping trends and consumer insights to tailor their marketing programs.

"We recognize the enormous global ecommerce opportunity, particularly for luxury goods, and with BFX, we can immediately provide shoppers worldwide with a localized version of the Bergdorf Goodman website and offer international shipping," says Bergdorf Goodman spokesperson Agatha Wirth, Vice President of Operations & Strategic Initiatives. "Bergdorf Goodman is a historic, world-renowned brand with a significant international fan base, and we're excited to bring Bergdorf Goodman straight to our customers, no matter where they are located."

"By launching on Borderfree's new BFX platform, Bergdorf Goodman has been able to dramatically reduce the timeline for expanding its ecommerce offerings overseas and create an enhanced customer experience both online and in-store," said Borderfree CEO Michael DeSimone. "We look forward to extending BFX to more of our current and prospective customers, providing them with a highly customizable, managed service that enables retailers to rapidly react to customer behavior and scale their international business."

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