

LOBRA



Lobra | **[[Wolford]]**

Digital transformation of fashion



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CX & Digital Sales Director



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Global IT & Digital Director







from vision to reality



**1950.** Born in Bregenz AU

**160.** Boutique

**14.** Countries

**+1200.** Employee

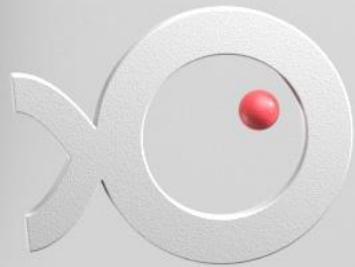
**Born to empower.** We have always  
**been on the side of women.**  
Relentlessly, **we have never followed**  
**rules.** Never will.

**L∞OBRA**



# WE ARE LOBRA

global approach



- . Founded in 2016
- . 3 companies
- . 4 offices
- . +150 "Lobbers"
- . +100 active clients
- . +300 projects
- . Fashion / luxury  
and Beauty expert

**+20 years of experience  
in digital transformation**



**01.** ERP & Core processes

**02.** CX Management

**03.** Empowering the online market

**04.** Improve drive-to-store and drive-to-online

**05.** Phygital strategy

**06.** One to One approach – tailor made

**07.** AI adoption



digital strategy





**01.** CRM Adoption for single-customer-view



**02.** On-line expansion with Unified Commerce



**03.** Tailored Communication with Marketing Automation



**04.** After Sales and Customer Care Management




**05.** AI Improvement for autonomous actions



AI + DATA + CRM  
Customer Magic



results

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- A photograph of two women in a modern bathroom. They are wearing beige long-sleeved bodysuits and black high-cut leggings with thigh cutouts. One woman is leaning on a marble countertop, and the other is standing next to her. A large mirror is in the background.
- 01.** Full integrated Customer eXperience
  - 02.** Sales Increase
  - 03.** Real personalized offer
  - 04.** Operational efficiency
  - 05.** Realtime feedback from customers / market
  - 06.** Market insight and predictive analysis
  - 07.** New market easy to access
  - 08.** Customer loyalty improvement

Wolford

future of fashion

LXOBRA

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# Make **Change** Happen

thank you for your attention

