

CASE STUDY

# Bras N Things and Fluent Commerce. A Perfect Fit.



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“When a Click and Collect customer comes in, we’re using that as an opportunity to show them our full range of services.”

Julie Hastings, GM of Retail Operations – Bras N Things

bras N things

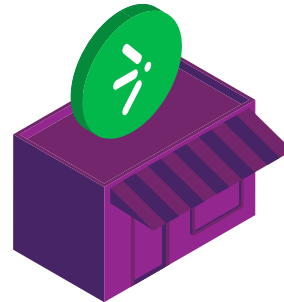
Established in 1987, Bras N Things is Australia’s leading fashion lingerie retailer. With over 180 stores, the company’s mission is to empower women to feel beautiful from the inside out.

### Creating competitive advantage

Although Bras N Things is renowned for its stylish, comfortable lingerie and exceptional customer service, the business knew that to stay competitive it needed to create a comprehensive omnichannel experience. Prior to engaging Fluent Commerce, Bras N Things offered only express or standard delivery options for customers shopping online. The change was driven by customer demand for more convenient shopping options, such as being able to buy lingerie online and collect their purchases at a time and location of their choice. If the business didn’t cater to its customer expectations, Bras N Things recognised it would risk losing valuable ground to competitors who were already successfully weaving together their online and offline experiences.

Bras N Things engaged Fluent Commerce to help bridge the gap between its online and physical stores by implementing a model that enabled a “delivery from DC” model. The resulting Click and Collect solution allowed online customers to view all available inventory and then have it delivered to the store of their choice for collection, converting online shoppers into instore foot traffic.

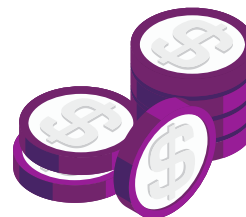
Fluent Order Management gave customers a more convenient range of fulfillment options, and empowered Bras N Things staff to develop better in-store customer engagement, resulting in new opportunities for up-selling and cross-selling. The AWS-backed Fluent Order Management platform also provides the business with dynamic scaling to support future growth. Combining innovation with customer service excellence, Fluent Commerce and Bras N Things are the perfect fit.



**30%**  
of online sales are  
Click and Collect



**1 in 5**  
customers walk out  
with an additional item



**12x**  
return on investment  
in the first year

Sell anywhere, fulfil anywhere and exceed your customers’ expectations – with Fluent Commerce.

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