



# PIM Accelerator *for Fashion*

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The great benefit of Akeneo PIM is that you have a centralized place to collect, author, and enrich your product information and organize it into a catalog that you can spread to your sales and distribution channels. The first step is to create a catalog structure and then you can add and enrich your product information. But, defining your catalog structure from scratch can be a complex, time-consuming process. That's why we offer PIM Accelerators specific to your industry to give your PIM project a head start with a goal to expedite your Akeneo PIM go-live date.

## Jumpstart your PIM project

The PIM Accelerator for Fashion makes it faster and easier to set up a new Akeneo PIM Enterprise Edition installation for organizations in the fashion industry for apparel, footwear, and accessories. The PIM Accelerator is a licensed add-on module to your Akeneo PIM installation and includes a pre-defined catalog model that you can modify to suit your specific fashion catalog structure.

With the PIM accelerator, you will be able to start right away in Akeneo PIM Enterprise Edition with a preset catalog model and then customize it to fit your needs.

## Pre-defined catalog contents

The PIM Accelerator for Fashion offers a pre-defined catalog model and settings that include:

- 70 Attributes, 9 Attribute Groups, and a common set of Attribute Options covering common options such as color, material, and season
- 6 Families and Family Variants such as by size, by color, by color and size, and more
- A tree structure for Categories and Asset Categories, organized by men's, women's, and kids at the top level, then clothing, shoes and accessories one level below, finally product types (dresses, pants, shirts, etc.) at the third level
- Association Types for cross-sell, upsell, set, and outfit/look
- Locales and Currencies for US, France, and Germany
- One default channel with locales and currencies by country

The catalog is delivered as a series of files ready for import into your Akeneo PIM instance using the Akeneo installer. The PIM Accelerator includes some sample fashion products to assist you in visualizing the end result of your product catalog.

## Benefits for fashion retailers and manufacturers

With the PIM Accelerator for Fashion, you will be better prepared to exploit the benefits you expect from your overall PIM initiative.

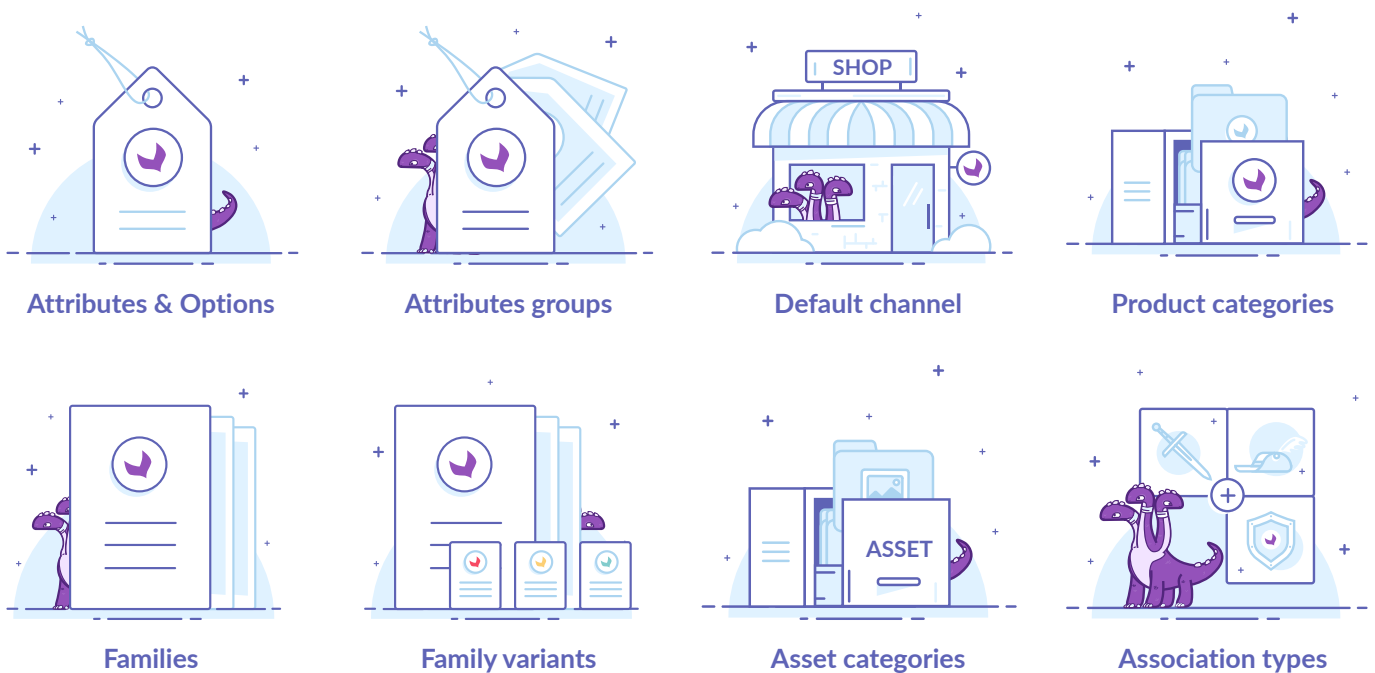
Save time. Save resources. Get your PIM project off to a fast start instead of beginning from scratch.

### Increase:

- Team productivity
- PIM adoption across your organization
- Product quality

### Reduce:

- Catalog modeling time
- Time to begin enriching product data
- Time to go-live



## Supported by Akeneo

Because the PIM Accelerator for Fashion works with Akeneo PIM Enterprise Edition, you'll enjoy the same technical support for installing the PIM Accelerator as you get with the PIM. We'll be there to support your PIM instance with the Accelerator – and your Solution Partner.