

The PXM Champions Awards



The Expansion Award: **FOSSIL**

ABOUT THE AWARD

The Expansion Award recognizes those who are **creating better experiences in their current channels**, introducing impactful **new channels**, and connecting with **new audiences**, all to **drive meaningful business results**.

ABOUT FOSSIL

A powerhouse in the lifestyle accessories industry, Fossil is known for its diverse portfolio of **fashion watches, jewelry, handbags, and small leather goods**. With a presence in **140 countries** and **30,000 points of distribution**, including **400 company-owned retail locations**, Fossil brings each brand's story to life on a global scale.

CHALLENGES

Fossil's **reliance on Excel spreadsheets for eCommerce product data** presented significant challenges, including **limited sharing capabilities** and **lack of automation**. Prior to partnering with Akeneo, Fossil explored various PIM solutions but found them to be too intensive and IT-centric.

SOLUTIONS

With **13 locales and an integrated translation solution**, Fossil leverages Akeneo to **streamline data management across multiple channels** and **automate content creation**. Shared Catalogs facilitate **cost-effective data retrieval**, while integrations with **PLM, SAP, DAM** solutions, and downstream systems **ensure data accuracy and consistency**.

Fossil's partnership with Akeneo has yielded tangible results, including the ability to **scale operations globally without adding headcount**. Custom views in Akeneo **have shortened seasonal processes**, providing internal teams with a **more streamlined and error-free review process**. These efficiencies have **accelerated Fossil's growth trajectory** and **enhanced its competitive edge** in the market.



Akeneo has been a game changer for Fossil because it has allowed us to **provide product data to multiple channels globally**, and have a system of record for this data. It has become the **source of truth for customer-facing product data** in our company which provides consistency for our employees as well as for our customers.



Penny Ranft
Business Solution Manager

