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BCBGMAXAZRIA Group Advances its Omni-Channel Strategy with Demandware

Leading Fashion Retailer Enhances In-store Customer Shopping Experience With the Demandware Digital Store Solution

BURLINGTON, Mass.--(BUSINESS WIRE)--Jan. 28, 2015-- [Demandware[®], Inc. \(NYSE: DWRE\)](#), the industry-leading provider of enterprise cloud commerce solutions, today announced that the BCBGMAXAZRIA Group, one of America's leading design houses, expanded its relationship with Demandware to advance its omni-channel commerce strategy. The retailer launched the Demandware [Digital Store solution](#) in nearly 180 BCBGMAXAZRIA stores throughout the U.S. in just three months to equip store associates with the solution in time for the holiday shopping season.

BCBGMAXAZRIA Group has over 700 retail boutiques worldwide, each serving as a consummate showcase for women's ready-to-wear and accessory collections. BCBGMAXAZRIA Group's brands, [BCBGMAXAZRIA](#), [BCBGeneration](#) and [Herve Leger](#), initially launched on the Demandware platform in 2012 through PFSweb, a [Demandware LINK End-to-End partner](#). The retailer migrated to Demandware from an on-premise solution to gain greater flexibility and scalability and to bring the brand experience to customers worldwide, while simultaneously enhancing the in-store shopping experience.

With Demandware's Digital Store solution implemented by PFSweb, BCBGMAXAZRIA's store associates have access to a collective inventory, ensuring the customer can get the item they want, even if it's not available in the store. Demandware's Digital Store solution also serves as a consumer engagement tool, allowing store associates to have one-on-one conversations with customers in the store, creating a distinct and collaborative shopping experience.

"At BCBGMAXAZRIA, we are focused on our customer and how she experiences our brand through engaging and exciting shopping experiences that are tailored for her," said Alex Golshan, VP of omni-channel and international ecommerce at BCBGMAXAZRIA Group. "We are working hard to overcome internal channel P&L conflicts, align incentives to better serve the customer and rapidly grow our business by leveraging inventory across all channels including retail and wholesale. This is a challenging journey which involved technologies from Demandware and others as well as cultural changes across the organization."

Further building on the BCBGMAXAZRIA Group's omni-channel strategy, the retailer is exploring additional capabilities with Demandware to create a unified view of the customer shopping experience. Future plans include the international rollout of Demandware's Digital Store solution in all stores including the Herve Leger and BCBGeneration stores. BCBGMAXAZRIA Group is also evaluating Demandware's distributed order management technology, Order Center, which will give the retailer visibility into their inventory in real-time and enable a "buy anywhere, service anywhere, fulfill anywhere" experience to satisfy customer demands.

"The future of retail is about breaking down traditional silos and bringing together the physical and digital worlds. Retailers that do this successfully will find they can deliver enhanced customer shopping experiences and increase store revenue," said Jeffrey Barnett, COO, Demandware. "Our One Platform strategy enables retailers to advance their omni-channel initiatives. By leveraging Demandware as its central platform, BCBGMAXAZRIA Group can create personalized experiences for each of its customers, regardless of where or how they choose to shop."

About BCBGMAXAZRIA Group

BCBG Max Azria Group, LLC: BCBGMAXAZRIA Group began with a single idea – to create a beautiful dress. Founded in 1989 by Designer, Chairman and Chief Executive Officer Max Azria, BCBG was named for the French phrase bon chic, bon genre, a Parisian slang meaning "good style, good attitude." The brand embodies a true combination of European sophistication and American spirit. The BCBGMAXAZRIA and BCBGMAXAZRIA Runway labels are sold in 700 freestanding boutiques and shop-in-shops at top department stores across the globe.

About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global provider of end-to-end eCommerce solutions including digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to

optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, London, Munich, and India. For more information, please visit www.pfsweb.com or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

About Demandware

Demandware, the category defining leader of enterprise cloud commerce solutions, empowers the world's leading retailers to continuously innovate in our complex, consumer-driven world. Demandware's open cloud platform provides unique benefits including seamless innovation, the LINK ecosystem of integrated best-of-breed partners, and community insight to optimize customer experiences. These advantages enable Demandware customers to lead their markets and grow faster. For more information, visit <http://www.demandware.com>, call +1-888-553-9216 or email info@demandware.com.

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