

GPE



CUSTOMER STORY

RECORD LAUNCH OF THE GPE GROUP ON ZALANDO THANKS TO NETEVEN

Overview of the group

The **Générale pour l'enfant group** (GPE), founded by Paul Zemmour, is a French leader in children's fashion. It comprises 3 brands: **Sergent Major, Du Pareil au Même and Natalys**, which are targeted at children from 0 to 12 years of age.

Sergent Major has been designing unique clothing and accessories since 1987. The brand embodies the values of its founder: focusing on children's fashion but also craftsmanship and style at affordable prices. Created in 1986, **Du Pareil au Même** brings a breath of fresh air to children's fashion with colorful clothing, iconic prints, and excellent value for money. **Natalys** is the French leader in baby and toddler fashion. Founded in 1953, the brand is constantly reinventing itself in order to be as close as possible to the needs of families and continues to remain faithful to its values: authenticity, innovation and excellence.

The 3 brands now enjoy worldwide success due to high quality clothing and attention to detail, where each design highlights the values of the group.





Challenge and objectives

In 2021, the group decided to change its e-commerce strategy and chose a channel that it had never used before: **marketplaces**.

In addition to the websites of its 3 brands, GPE aimed to diversify and harness the full potential of marketplaces to **reach more consumers** and therefore **increase its sales**.

The group's objective was to include as many products as possible to start selling as quickly as possible, a real challenge knowing the difficulties associated with integration on marketplaces. The management of numerous data flows as well as the lack of time and knowledge, led the group to call on the expertise of Neteven.

Solution and outcome

After reviewing the competition, it seemed to GPE that Neteven was the obvious choice. The group appreciated the fact that Neteven **is well-known as an integrator, recognized for its client support while working alongside a large number of marketplaces** and also shares the same mindset. At the beginning of the partnership, GPE was able to rely on **the expertise and advice of experts** in order to launch the project. Neteven's Project Manager allowed the 3 brands to sell on **Zalando's marketplace** in record time. The listings were published in **6 European countries** and immediately appealed to customers, which

led to **high sales volumes**. From day to day, GPE is also supported by a dedicated Customer Success Manager, who provides the group with regular follow-ups.

In just **1 year**, Neteven has allowed GPE to obtain a **7 digit** NMV (Net Merchandise Value). After the success of this initial project on Zalando, GPE now plans to be present on other marketplaces to acquire new customers.

Outlook

In the future, the GPE group hopes to develop its presence on new marketplaces to showcase its 3 brands. By positioning itself in new markets, the objective for GPE is to **reach different audiences and acquire more fashion-oriented customers.**

For this, the group can count on the recommendations and advice of Neteven, **partner of the largest national and international fashion marketplaces**, adapted to the positioning of the group's brands. GPE is confident about the technical integration on these new marketplaces

as it knows that the Neteven platform is connected to those that represent future opportunities for the 3 brands.

Over the next few years, Neteven experts will continue to support the GPE group in its e-commerce strategy and at every stage of its **growth on marketplaces.**



"Neteven's tool is comprehensive and easy to use. We benefit from quality follow-up with our Customer Success Manager, who simplifies our day-to-day work and draws our attention to problems, enabling us to improve. It is valuable support."

Bert MESTACH
Marketplace Manager

KEY FIGURES:



1
month to sell on
Zalando



6
Countries in which
products are
available



7-digit
sales
on marketplaces

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