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Discover how a leading technology company stays cutting-edge in the fashion world. We visit the Boozt e-commerce studio in the south of Sweden to find out how using Capture One Enterprise cut editing time in half...

By *Michael Roscoe*

#CAPTUREONEENTERPRISE

Boozt.com, a leading Nordic technology company selling fashion online, has experienced rapid growth since 2011. Back then, Mateusz Zablocki was one of the first photographers employed at the business's studio, based in Skåne, Sweden, when it was housed in a cramped room that they rapidly outgrew. He is now the Photo Studio Technical Lead, a job that entails (among other tasks) developing the current studio which, 8 years later, processes over one million images per year.

GROWING PAINS

Rapid expansion has meant that achieving best working practices have always been an ongoing concern but it was in the summer of 2018 that the studio and its production strategy were re-designed from the ground up.

This process was overseen by Mateusz and Anastasia Dewangga Karlsson, Head of E-commerce Projects, who has over a decade of experience in the field. There were originally

FAST FASHION

two main drivers for change that, at first, seem straightforward enough; to get better color accuracy and improve workflow efficiency. But, as Anastasia states, the hard numbers put the challenge in context, "We had to increase the studio capacity by 400% just to manage the volume... and make sure that we could get turnaround time within 24-48 hours when previously products would come in and I think the longest it took was three weeks for it to go live." Add to this the fact that, during peak season, the studio had to accommodate up to thirty staff processing 30,000 images per week.

The studio renovation took shape using a two-pronged approach: physical changes to the studio and custom software improvements.

The team started by changing the original four large, multi-purpose, photo workstations to thirty-four smaller, more specialist, set-ups spread across two studios. This enabled photographic staff to focus on dressing the mannequins and moving onto the next product without being slowed down by lighting or camera changes. “The idea was to take the photography out of the equation... by ensuring that the mannequin is aligned, the colors are correct and it’s styled properly you press a button and move on quicker”. Anastasia explains.

“ Fashion is a fast business. It is basically like food. You have to work really hard to get the products ready to sell before the expiry date. ”

TRUE COLORS

Ensuring the color of clothing tallies to an image on a screen is a fundamental requirement for any online fashion retailer. But the Boozt team knew getting it right at the start of production would cut down on the time they usually spent making corrections in Photoshop. For Mateusz, this meant investing in Capture One Enterprise to get the benefits of working directly with the software team and to get a solution custom-made to Boozt’s specific requirements. “I explained our needs and a list of features I wanted to see...



I really wanted to challenge them”, and he wasn’t disappointed with their reaction.

“Their response was very quick. They listened to what we would like to implement, and made us special ICC profile to help with the color and pointed us in the right direction with scripting to help [further customize] our workflow”.

RESULTS ARE IN

The whole studio renovation took just over 4 months but the return on investment proved much faster to realize. In fact, the new ICC profile delivered instantaneous results that, according to Mateusz’s tests, delivered improvements to challenging colors in nine out of ten garments. But when asked how much this improved workflow efficiency Mateusz’s response is emphatic.

“I would say Capture One Enterprise cut editing time in half... where challenging colors are involved, the custom ICC profile increases speed by 50 to 100%, because it’s much more accurate.”

The physical infrastructure transformations have also reaped benefits with improved productivity but the simpler set-ups also worked out to be 1/10th of the cost of the previous stations. The target product turnaround time within 24- 48 hours has been achieved in style. Mateusz enthuses and sums up, “Fashion is a fast business. It is basically like food. You have to work really hard to get the products ready to sell before the expiry date”.

Get in touch now to find out how Capture One Enterprise can boost your studio production workflow:
www.captureone.com/en/studio

ABOUT BOOZT

Boozt has more than 300 employees from 30 countries. Attracting more than five million visitors per month, the company also operates three physical stores in Copenhagen.

WWW.BOOZT.COM



↳ Mateusz Zablocki overseeing the production at the Boozt studio based in the south of Sweden