

## About PAIGE Denim

From the beginning, founder and creative director Paige Adams-Geller embraced every moment of her life, aiming to inspire and empower as her story evolved. Her journey began in Los Angeles, where her entrepreneurial spirit took her from working as one of the top fit models in the industry to launching her namesake collection in 2004. Today, she sits at the helm of PAIGE as the only female founder in the denim industry, continuing to challenge convention and infuse her colorful spirit and chic sensibility to every collection she designs.

The brand first launched in February 2005 with high-end retailers including Intermix, Ron Herman, Bergdorf Goodman and Harvey Nichols. Adams-Geller's designs became an instant obsession of consumers, celebrities and prominent fashion editors. Quickly, PAIGE unveiled its men's, petite's and maternity lines – all created with the same commitment to the craft.

As the only female founder in premium denim, Adams-Geller shook up the industry when she launched her namesake collection after serving as the denim industry's most sought after fit model working with the market's top premium denim designers for more than 10 years. With a commitment to quality and a passion for creating pieces customers will live in, Adams-Geller's designs are now sold at fine retailers nationwide from NET A PORTER to Calypso St. Barth, Shopbop to Printemps.

## Use Case Scenario

PAIGE Denim was using a File Transfer Protocol (FTP) to store and access images of new collections of jeans. This posed a tremendous challenge for PAIGE distributors as they regularly had to navigate through complex file systems to try and find and download the latest images on the fly, which often staggered the sales process. PAIGE Denim needed to find a way to:

- Improve field sales processes by arming distributors with an easy-to-use tool to access and share images and measure content effectiveness
- Equip teams with tools that improve—not hinder—the mobile workforce's workflow
- Streamline the sales process while providing salespeople with access to resources – from look books to line sheets to materials – on the go

# PAIGE

*COMPANY: PAIGE Denim*

*VERTICAL: Fashion*

*HEADQUARTERS: California*

*bigtincan transforms the way that sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices.*



## PAIGE Denim's Business Challenge

Because fashion is such a visual industry and visuals are critical to the success of sales, PAIGE Denim needed to implement an easy-to-use solution that allowed sales staff to always have access to the newest images through a single interface.

## PAIGE Denim's Solution: bigtincan hub

PAIGE Denim implemented bigtincan hub to improve the field sales process with distributors by making it easier for sales reps to access and share images of new jeans collections – while garnering valuable insights around which content is most effective during the sales process. bigtincan hub is the world's leading mobile-first content enablement platform that puts content in context, delivering the right content to the right user based on role, time, location, association and/or event – with all the automation and tools needed to engage with content in one integrated, intuitive platform.

PAIGE Denim implemented bigtincan hub to create a more efficient and cost effective way for its field sales team to access and share images through a single interactive interface. More importantly, the executive team wanted to understand which images and content were resonating with buyers and to duplicate that process across the sales organization. bigtincan hub also provides PAIGE Denim with intelligent insight into all aspects of how all of its 75 field sales users engage with content, helping them unlock expertise and create expert networks that will improve the overall performance of the entire group.

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"In the fashion industry, your success often hinges on how well you can tell a visual story and our field sales organization was not able to effectively do that with our internal FTP system," said Ywain Cheney, Art Director of Paige Denim. "With bigtincan hub, we've found an easy, highly effective way to arm our field representatives with a single point of access to all of the tools they need to close deals. As a result, our sales process is much more fluid, our field reps are much more productive and we have much better visibility into how our marketing assets are being used. bigtincan hub has improved our business processes across the board."

