

Capture One Enterprise

Case Study: Boozt.com

Nordic online fashion retailer Boozt.com has experienced rapid growth since 2011. At the time, Mateusz Zablocki was one of the first photographers employed at the company's studio, working in a small room which the team soon outgrew.

Zablocki is now the Photo Studio Technical Lead, a job which involves leading the current studio which today processes over one million images annually.

Growing pains

Rapid expansion meant that cementing best working practices has been an on-going challenge. In the summer of 2018, the studio and its production strategy were redesigned from the ground-up – a process overseen by Mateusz and Head of E-commerce Projects Anastasia Dewangga Karlsson.

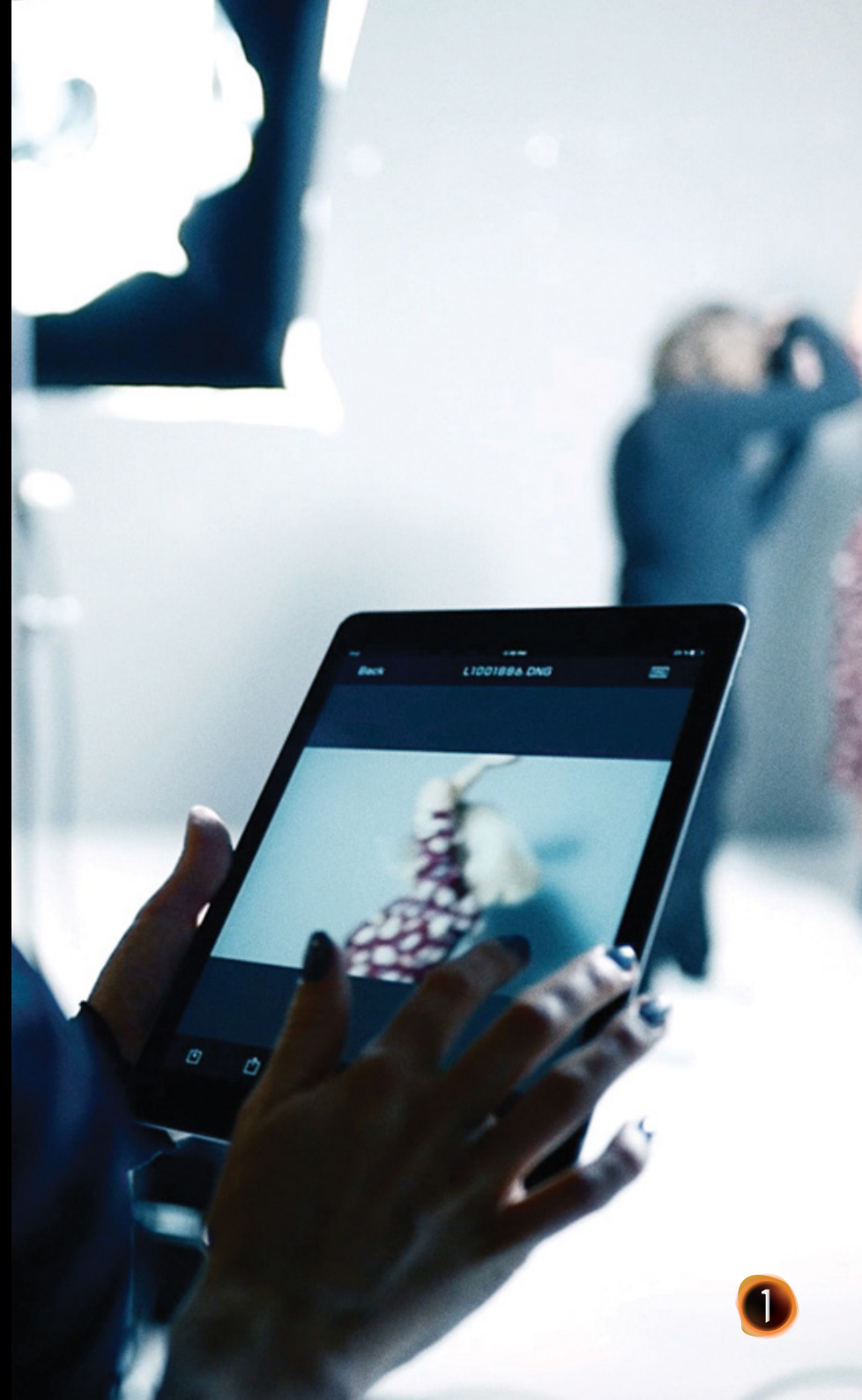
The two main drivers for change were improved color accuracy and workflow efficiency. The challenge to increase turnaround was huge, says Anastasia.

"We had to increase the studio capacity by 400 percent 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." And this was not even accounting for peak season, when the studio had to accommodate up to

30 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 photography 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 everything is styled properly, you just press a button and move on faster," 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."

MATEUSZ ZABLOCKI,
PHOTO STUDIO TECHNICAL LEAD AT BOOZT



True colors

Ensuring the color of an item accurately aligns with the image is a must for any online fashion retailer. The Boozt team knew that getting colors right from the start would dramatically cut down on time and costs invested in making later corrections in Photoshop.

Mateusz invested in Capture One Enterprise to get unique color profiles and custom-made solutions tailored to Boozt's specific requirements. "I explained our needs and a list of features I wanted to see... I really wanted to challenge them." He wasn't disappointed.

"Their response was very quick. They listened to what we would like to implement and made us a special ICC profile to help with colors. They also pointed us in the right direction with scripting to help us (further customize) our workflow."

The results are in

The entire studio renovation took just over 4 months, but the return on investment proved itself almost immediately.

In fact, the new ICC profile delivered instantaneous results and according to Mateusz's tests, delivered improvements to challenging colors in nine out of ten garments.

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

The physical infrastructure transformations have also led to 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 have been smoothly achieved.

Mateusz sums up why fast turn-around is so crucial to Boozt's industry: "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."



About Boozt

Nordic online fashion retailer 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

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