

CASE STUDY



CLIENT: Federation Clothing

INDUSTRY: Retail Trade

LOCATION: New Zealand

PRODUCT SUITE: EXO Business

MYOB ENTERPRISE PARTNER: Enprise

Blurring the line between street basics and high fashion.

Federation clothing doesn't tiptoe or make excuses. The Kiwi fashion label has the confidence, humour, personality and creative quirks of co-creators and husband-and-wife team, Nick and Jenny Clegg that provide the x-factor defining the brand's meteoric rise on the global fashion scene.

While the couple's personalities provide the creative vision that launched Federation at the turn of the century, the label also reflects their individual interests and backgrounds. A former pro skateboarder, Nick's passion for skateboarding – and the culture associated with it – has not abated over the years, so it was important that Federation was skate-friendly.

"When we first launched Federation, our backgrounds inspired us to be creative with our design directive, while also being practical," says Nick. "I guess it's high skate, as distinctive from high fashion. At the end of the day, it needs to be wearable – you should still be able to jump on a skateboard in Federation clothes."

Now more than one label

With a background in design and a strong interest in



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fashion, for Jenny the high fashion aspect was just as important as the streetwear. So, from the single Federation brand, a suite of brands has emerged. 'For Good' is the couple's high fashion brand with a mix of vivid punk-esque colours and modern re-makes of vintage favourites (think high-waisted jeans), firmly printed with the signature of Federation creative couture.

'Minti' is the Federation brand for tots – launched following the birth of their daughter, Ryder, and incorporates the 'Little Scruff' range of knitted monster toys. Minti "conveys a quirky side to kids wear" say Nick, with clever graphics and artistic prints. "With the Minti range, we wanted to create a range of clothes that we would have wanted to wear at that age." In it's sixth season, the label is making waves in the New Zealand kidswear market and, with a new office in Melbourne, is set to take the world by storm.

Nick's popularity among the brand's initial target audience had a hand in lending the brand credibility, but now Federation has taken on a life of it's own, developing a cult-like following around the world, with stockists in New Zealand (and flagship store on Custom Street, Auckland), Australia, United Kingdom, U.S.A, Canada, Japan, Singapore and Switzerland.

That following is likely to increase rapidly, says Federation's accounting and operations manager, Scott Litherland. "Federation is an iconic brand and a very entrepreneurial company," says Scott. "The New Zealand market is only so big, so for us the growth potential is really offshore."

"Eight months ago we established a sales office in Melbourne, with a number of high profile stockists coming on board, including the heavyweight chain store General Pants. Then, two months ago, Federation was accepted by Urban Outfitters – a major offshore retailer based in the US."

"As market leaders in fashion and trends globally, we have been working to get Federation into those stores for about five years, so this is quite an achievement."

Federation was also invited to the exclusive 'Capsule' trade show in New York, where they showcased their 2008 range alongside some of the fashion world's most innovative and respected names.

Growth developed a need to update systems

As Federation's popularity grew and orders increased, it became apparent that the company would need to update their operational systems to streamline their business processes.

"Initially, we were using MYOB Premier and Payroll, and then made the transition to MYOB EXO Business," says Scott. "The company had reached the scale when it was necessary to make the move up to the next level of ERP (Enterprise Resource Planning) solutions."

"This decision was based around the style/colour/size aspects of the MYOB EXO Business software, which streamlines entry into the system, and coordinates all the resources, information, and activities needed to complete business processes such as order fulfilment or billing."

"All the info seems to flow smoothly through the system – it's very robust with no bugs, or unpleasant surprises."

"We have really only had to refer to our support team – MYOB Enterprise Solution Partner Enprise – for development, such as developing reports, rather than problem-solving."

Despite swift expansion over the horizon, Federation still stays true it's essential Kiwiness – something that the label makes no apologies for. Part of a new generation of fashion houses embracing, rather than cringing, at our national traits, Federation – including For Good and Minti – is staking a national claim on the streets and catwalks of the world fashion scene.

Client and Enterprise partner details

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www.enprise.co.nz



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