

Future-proof data structure drives growth

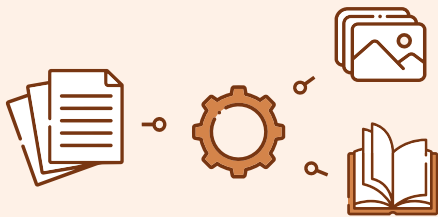
Bring product information (PIM) and digital assets (DAM) together in one platform. Studio eliminates data silos and ensures brand consistency across all channels.

One single source of truth - from the first sketch to final sale

Unstructured and incomplete product data reduce efficiency and slow growth. Studio brings product information (PIM) and digital assets (DAM) together in a single workflow. This means fewer errors, less duplication of work, and an organization that can move faster from collection kickoff to online launch.

- ✓ **Future-proof structure:** A strong data foundation that reduces dependency and enables growth
- ✓ **AI-driven efficiency:** Automate heavy processes such as copywriting and translation
- ✓ **Seamless collaboration:** Break down the walls between design, purchasing, and marketing

The foundation of the digital value chain



FASHIONBOARD Studio is the foundation of your digital value chain.

We bring all product information and visual assets together in one central control hub, ensuring a seamless transition from product development to global marketing.

Strategic focus areas

Operating profit

Reduce time from design to a sales-ready collection.

Free up resources through AI-driven content and automated workflows.

✦✦ Faster revenue growth

Global market trust

Eliminate inconsistencies and errors in your data.

Ensure a consistent visual customer experience across all markets.

✦✦ Stronger brand trust

Strategic control

Establish robust foundation across the entire value chain.

Create a direct link from complex data sets to informed decision-making.

✦✦ Strategic overview

Selected FASHIONBOARD users



SØSTRENE GRENE

MSCH
COPENHAGEN

ID. IDENTITY



Innovative solutions for the fashion and design industry

FASHIONBOARD is a suite of Danish-developed SaaS solutions that support purchasing and allocation processes in the fashion and design industry: Demand Planning for NOOS assortments, Style Investment for collection sales, Replenishment for stock movement, and Studio for managing product data as a foundation. FASHIONBOARD creates value through better overview, increased accessibility & higher sales.

Intelligent management of your product universe

Create structure in complex assortments and automate manual processes with FASHIONBOARD Studio at the heart of your product management.



360° overview of styles and assets

No more searching for data across scattered spreadsheets and folders. Gain access to all variants, materials, and images in one place, so you always have a complete overview of your assortment and can execute faster.



AI-driven enrichment in seconds

Automatically generate professional product descriptions and features based on your data. Save up to 80% of the time spent on manual copywriting and establish a consistently high standard in your communication.



Global reach without language barriers

Automatically translate product data into all relevant market languages with a single click. This makes it easy to roll out content internationally without the usual delays and translation errors.



Ready-to-run distribution to all partners

Share updated image and data packages with wholesale partners and external agencies flawlessly. This ensures that you are always presented correctly across all external channels without wasting time on manual file handling.



Intelligent Digital Asset Management (DAM)

Keep track of formats, and versions in one central system. Find the right image through advanced tags and metadata, and avoid errors by automatically managing expiration dates for your visual campaign materials and files.



A flawless foundation for your specifications

Bring qualities, care instructions, & technical data together in one place to avoid errors in production. This creates a accurate product foundation that strengthens customer trust and reduces the number of costly returns.



Create full data synergy between data and assets

Avoid critical errors by linking your technical product data directly to your visual assets. When information is updated in the system, everything else follows automatically, ensuring complete consistency across all sales channels.



Data-driven decision-making power

Establish a strong data foundation that reduces dependency on individuals and ensures reliable data across the business. This enables you to make strategic decisions based on facts rather than gut feeling.