

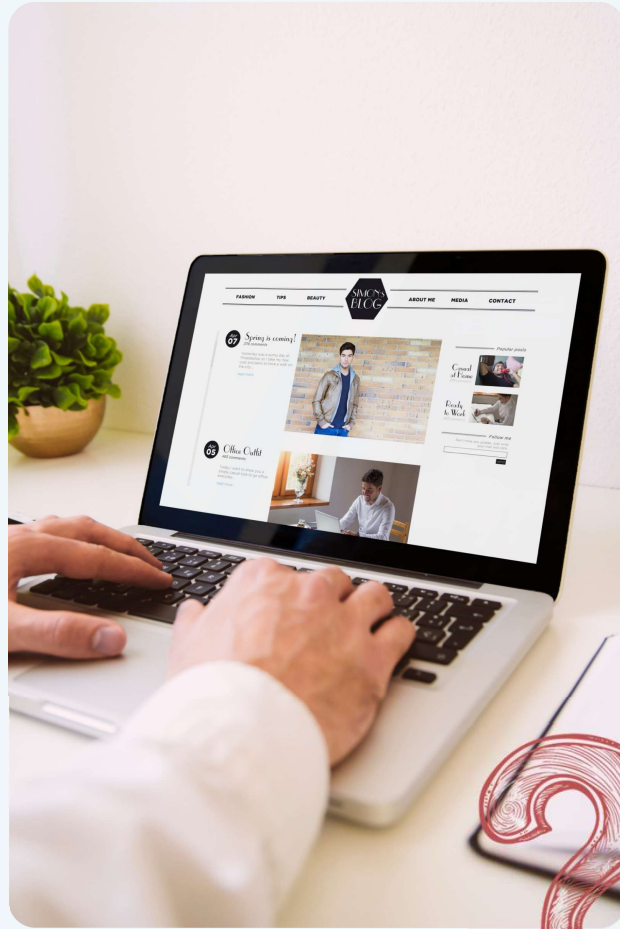


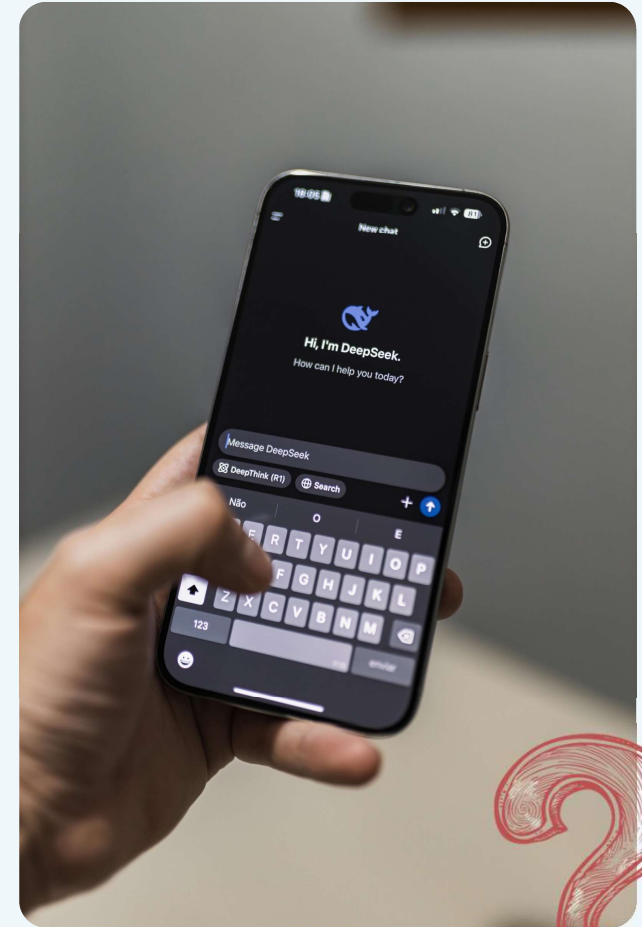
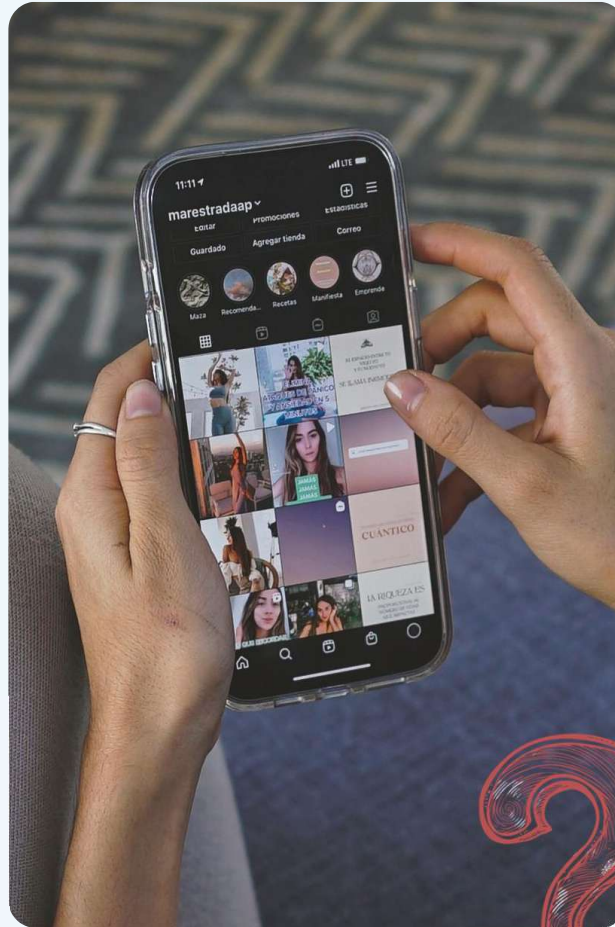
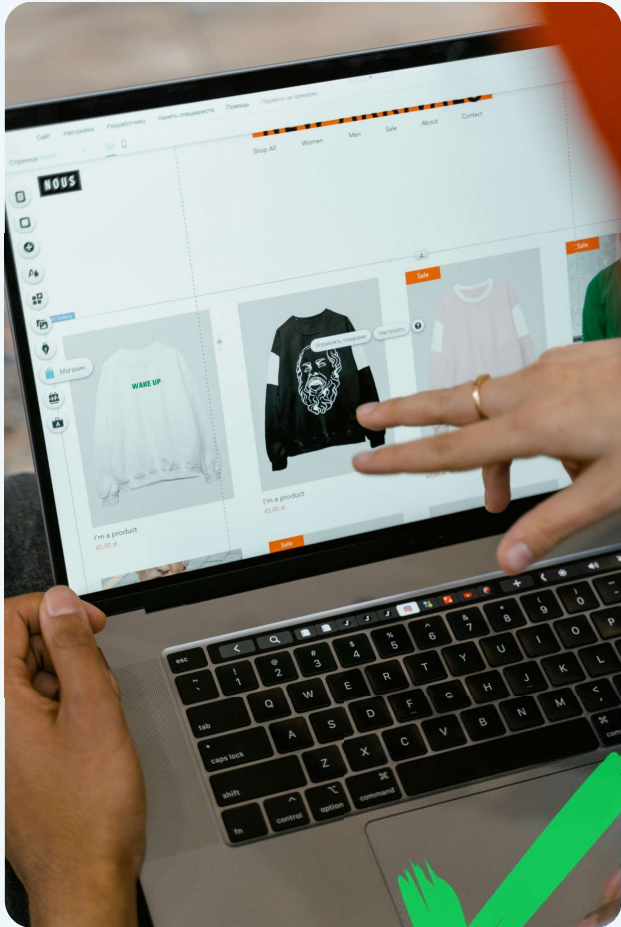
A Diamond Standard in Digital: How Luxury Brands Craft Content

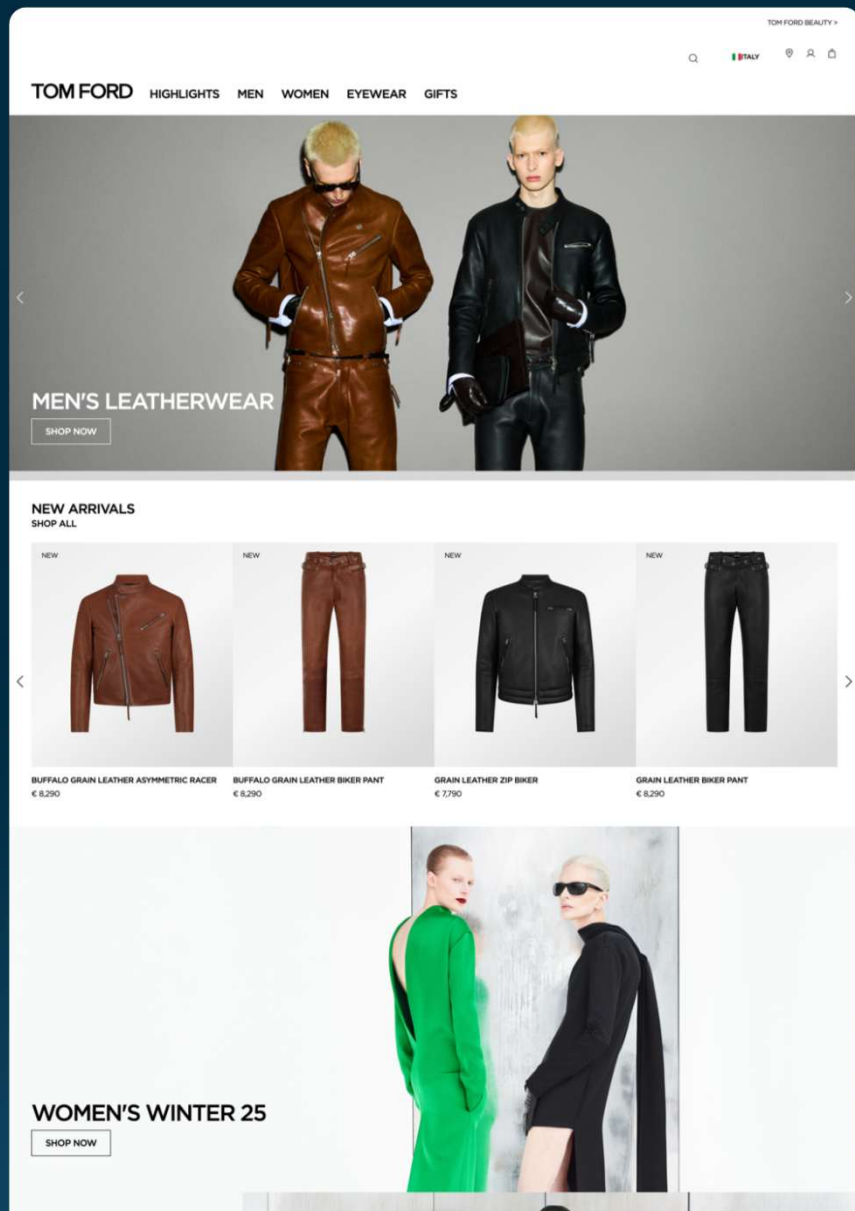
Christian Hallerbach
Senior Solutions Consultant
Amplience



Everything has changed
and nothing has changed.







Homepage

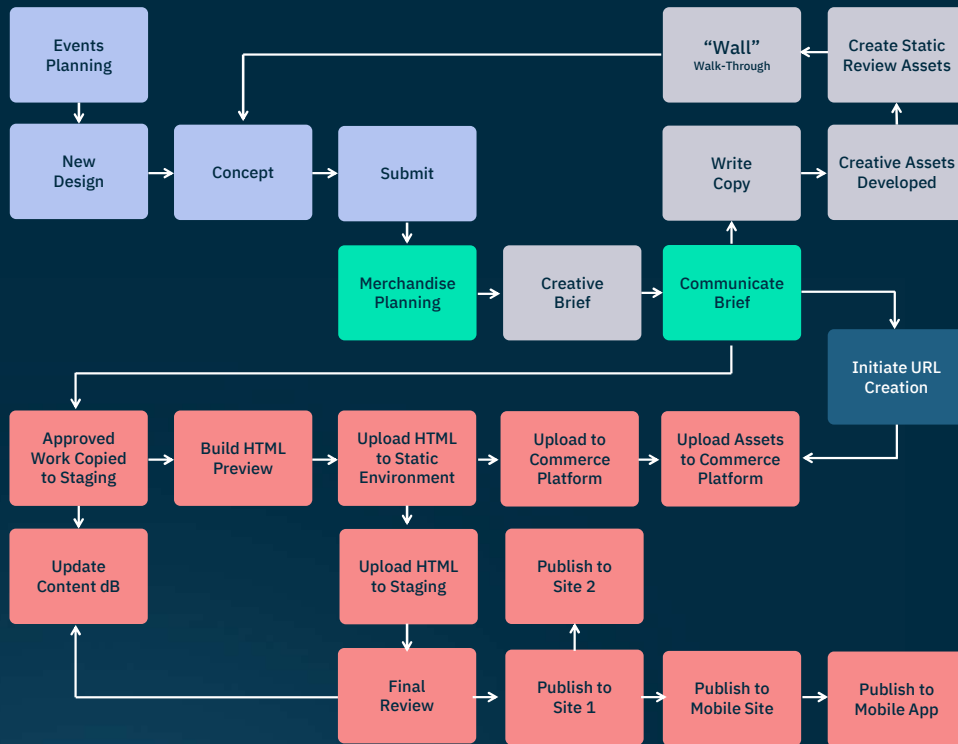
Localised

Personalised

Multi Variant Test



Content operations are inefficient



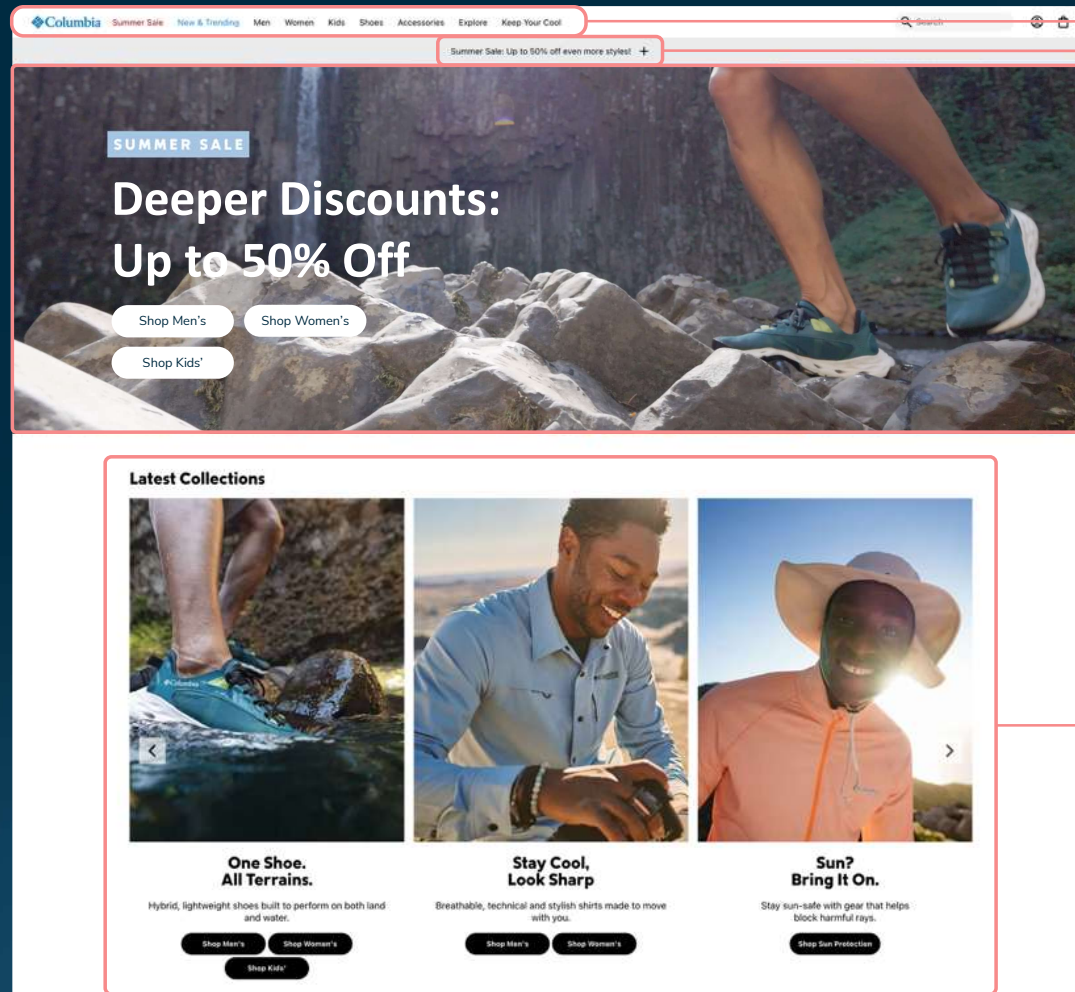
- Manual steps
- Duplication
- Review cycles
- Rework
- $\approx 90\%$ of work is non-value-add
- Expensive

Product time to market taking weeks

Your content supply chain
isn't working for **you**...

What is Content?

What is Content?



Navigation
Promotion

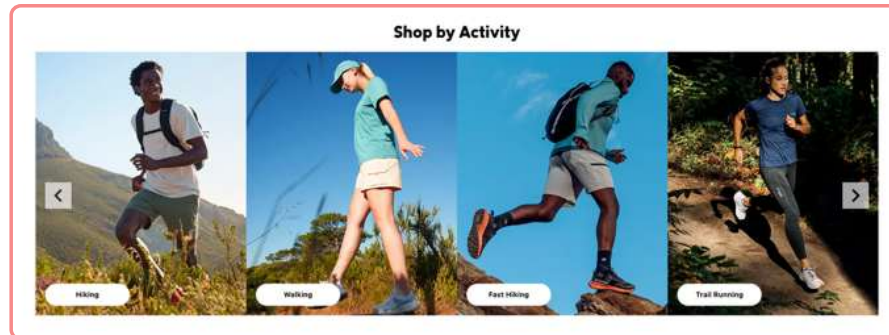
Banner (Text & Video)

Card

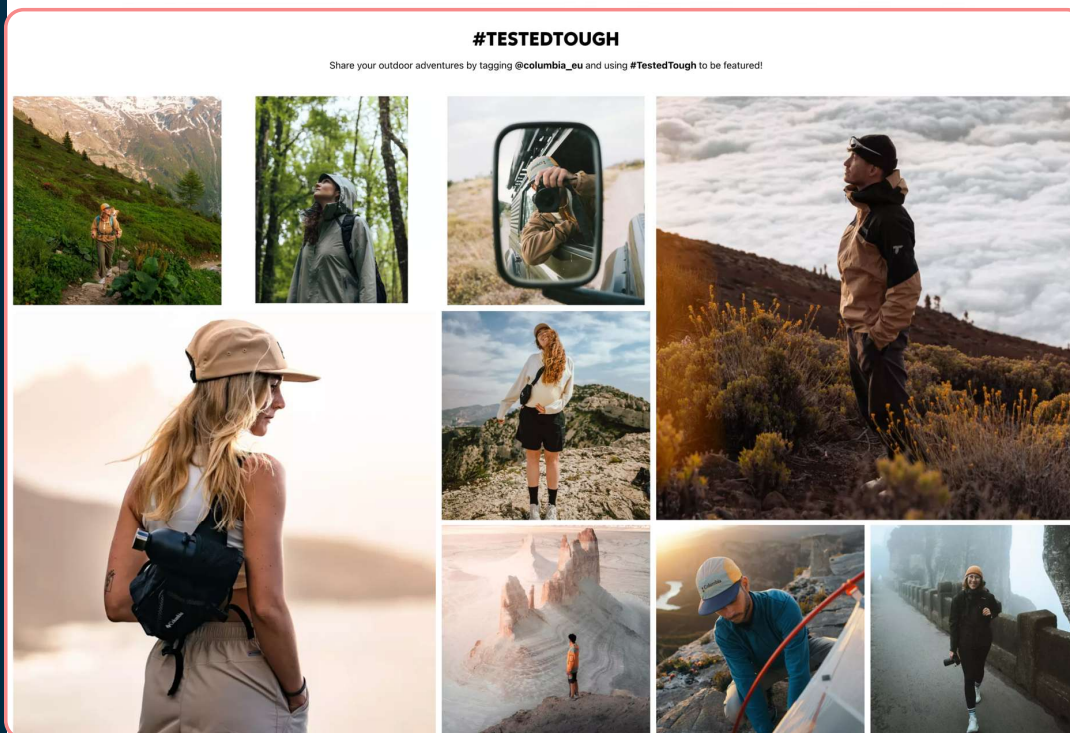




Product Finder

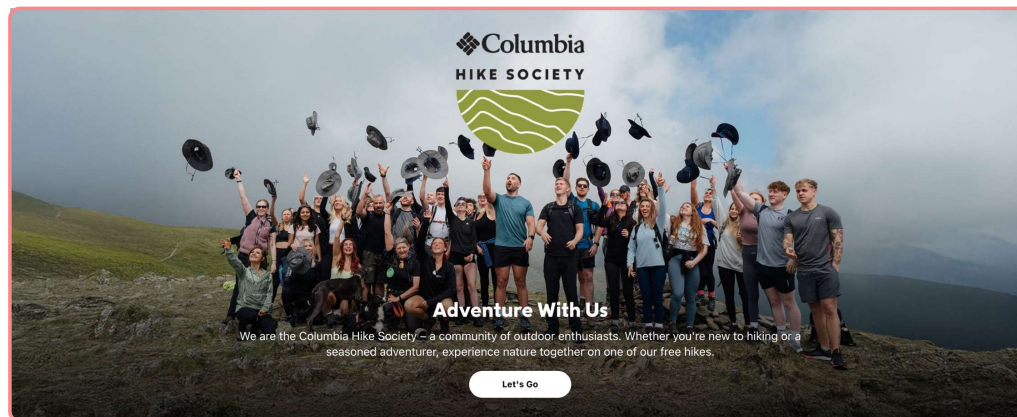


Carousel of Cards

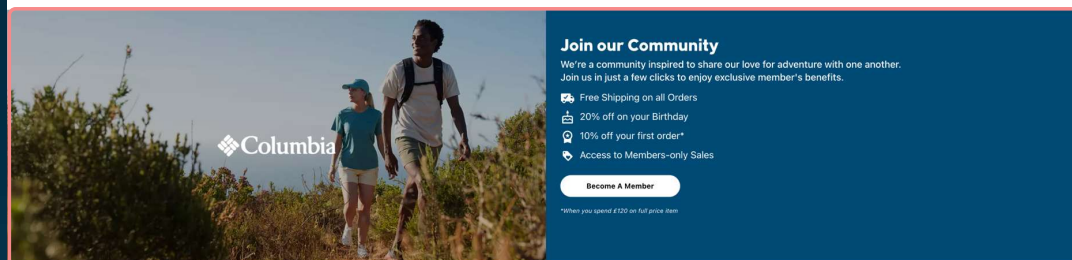


User Generated Content





Card



Split Banner

0800-464-0876

Help Centre

Returns

Order Status

Delivery

Payment

FAQ

About Us

Our Story

Careers

Corporate Responsibility

Affiliate Programme

Wholesale

Corporate Programme

Investors & Press

Shop

Find a Store

Student Discount

Key Worker Discount

Size Guides

Connect With Us

Sign up to our newsletter and receive a 10% discount on your first order when you spend £120 on full price items.

Enter your email address →

By submitting your email address, you subscribe to our newsletter and will receive a 10% welcome discount. We will use your email address to send you updates on new arrivals, offers and promotional events. See our [Privacy Notice](#) for details of how we will process your data for marketing purposes and how you can withdraw your consent.



Imprint

Navigation

United Kingdom

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Help Centre: Mon - Sat, 8:00 - 17:00



DAMEN

HERREN

KINDER

HOME & LIVING

Neu

Luxus

Bekleidung

Schuhe

Taschen

Accessoires

Sport

Beauty

% Sale

Marken

Geschenke

Fall 25 Trends

Damen / Inspiration / Luxus Trends

NEW SEASON für Damen (46)

← zur Damen Startseite

← zu Inspiration

KATEGORIEN

Luxus Trends

Bohemian Edit (10)

Bowling Bags (42)

Burgundy (23)

Chocolate Brown (53)

Iconic bags (91)

Luxury It-Bags (75)

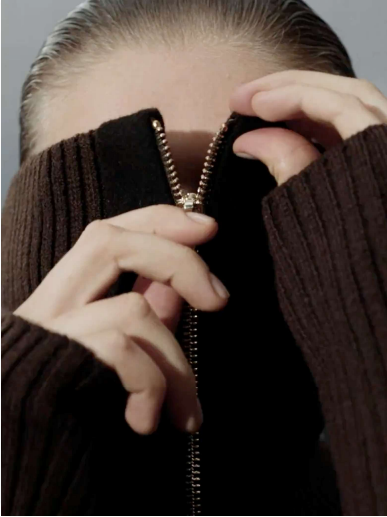
Monochrome Colors (15)

New Season (46)

Shades of Green (31)


Suede Selection (46)

Timeless Classics (18)




NEW IN: PRE-FALL 25

Die neuen Kollektionen unserer Luxusmarken sind eingetroffen




VICTORIA BECKHAM
Blouson aus Wolle
1.250 €





VICTORIA BECKHAM
Rollkragenpullover aus Wolle
490 €


TREND ALERT

Von Chocolate Brown bis Wildleder: Entdecken Sie die Trends der neuen Saison









FIORUCCI

WOMEN

MEN

ACCESSORIES

STORIES

Q

LATEST

New - Clothing

New - Accessories

Most Wanted

Fall Winter '25

Beatitudo

DiscoLove

CLOTHING

T-Shirts & Tops

Shirts & Blouses

Sweatshirts & Hoodies

Knitwear

Angels

Dresses

Jeans & Denim

Trousers


Shorts & Skirts

Leggings & Joggers


Jackets & Coats

All Clothing


Outlet




FALL WINTER '25
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CHARM

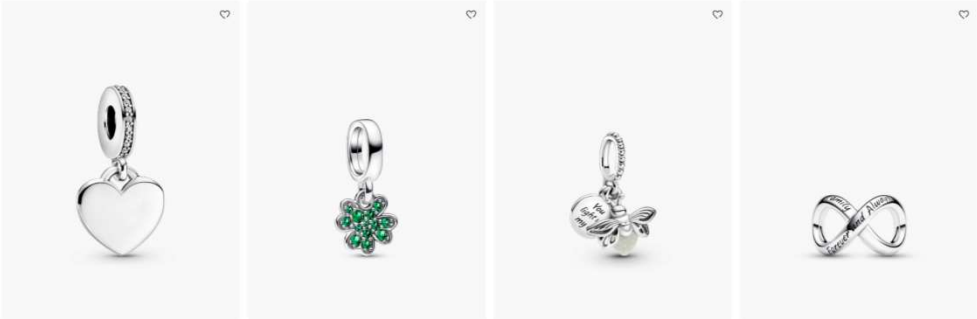
Racconta la tua storia e metti in mostra le tue passioni con i Charm in Argento Sterling 925 Pandora. I charm Pandora...
Mostra di più



BRACCIALI
COMPONIBILI
PANDORA
TALISMAN
MINI CHARM
CHARM A
MENO DI 30€
CHARM DA
INCIDERE
CHARM
PENDENTI

ISPIRAZIONI SHOP 811

FILTRO E ORDINA FAMIGLIA E AMICI VIAGGI E HOBBY SIMBOLI AMORE ANIMALI OCCASIONI SPECIALI



PERSONALIZZABILE
INCIDI IL TUO GIOIELLO
Charm Cuore Pendente da incidere
29,00 €
Charm Pendente Quadrifoglio Verde Piccolo
29,00 €
Charm Pendente Lucciola che si illumina al Buio
65,00 €
Charm "Sempre e Per Sempre"
19,00 €



MINI CHARM

CREA IL TUO BRACCIALE,
PER TE UN CHARM IN
REGALO

Scopri e acquista

CHARM

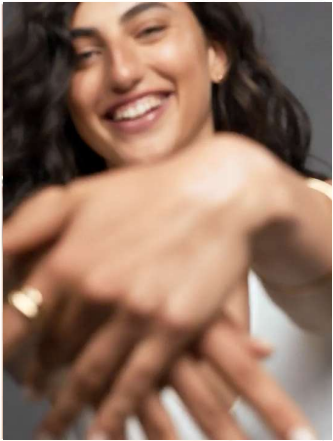
Racconta la tua storia e metti in mostra le tue passioni con i Charm in Argento Sterling 925 Pandora. I charm Pandora...
Mostra di più



BRACCIALI
COMPONIBILI
PANDORA
TALISMAN
MINI CHARM
CHARM A
MENO DI 30€
CHARM DA
INCIDERE
CHARM
PENDENTI

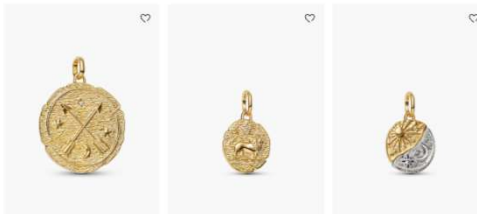
ISPIRAZIONI SHOP 811

INDOSSA CIÒ CHE SEI

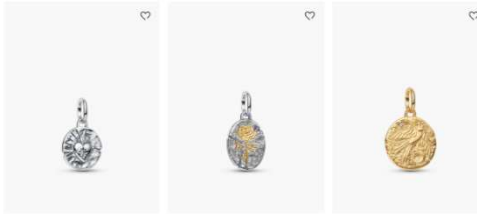


Non sono solo gioielli, ma simboli della tua unicità. Una storia che solo tu puoi raccontare. Scopri i nuovi Talismani Pandora.

Acquista ora



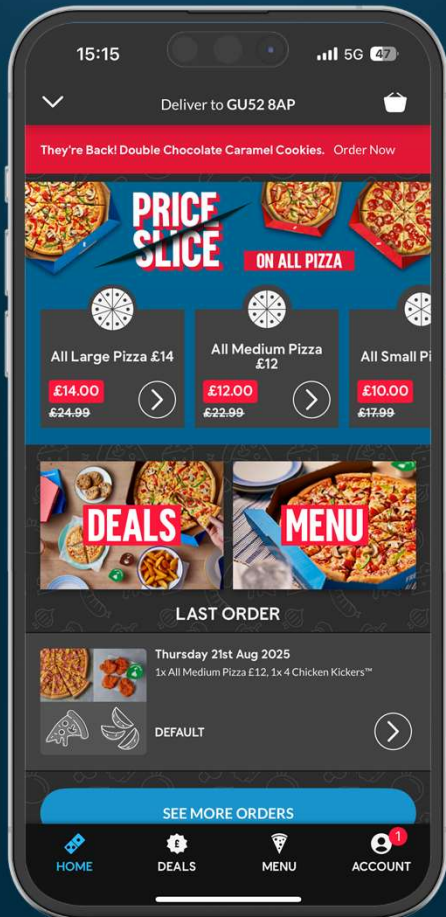
Charm Medallion Grande Frece "Ad Meliora"
99,00 €
Charm Medallion Leone "Vita Veritas Virtus"
59,00 €
Charm Medallion Sole e Luna "Ad Astra Per Aspera"
55,00 €



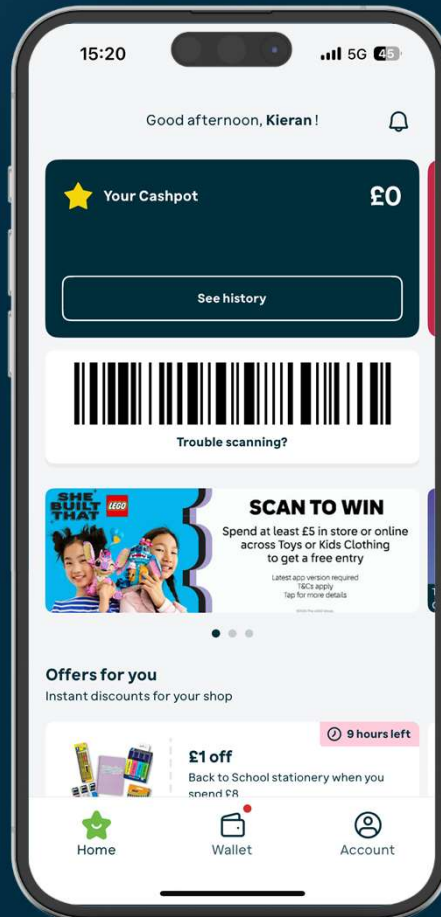
Charm Medallion Cuore Sacro "Amor Vincit Omnia"
35,00 €
Charm Medallion Rosa "Rosa Inter Spinas Crescit"
49,00 €
Charm Medallion Rondine "Dum Vita Est Spes Est"
59,00 €

NOVITÀ PANDORA TALISMAN

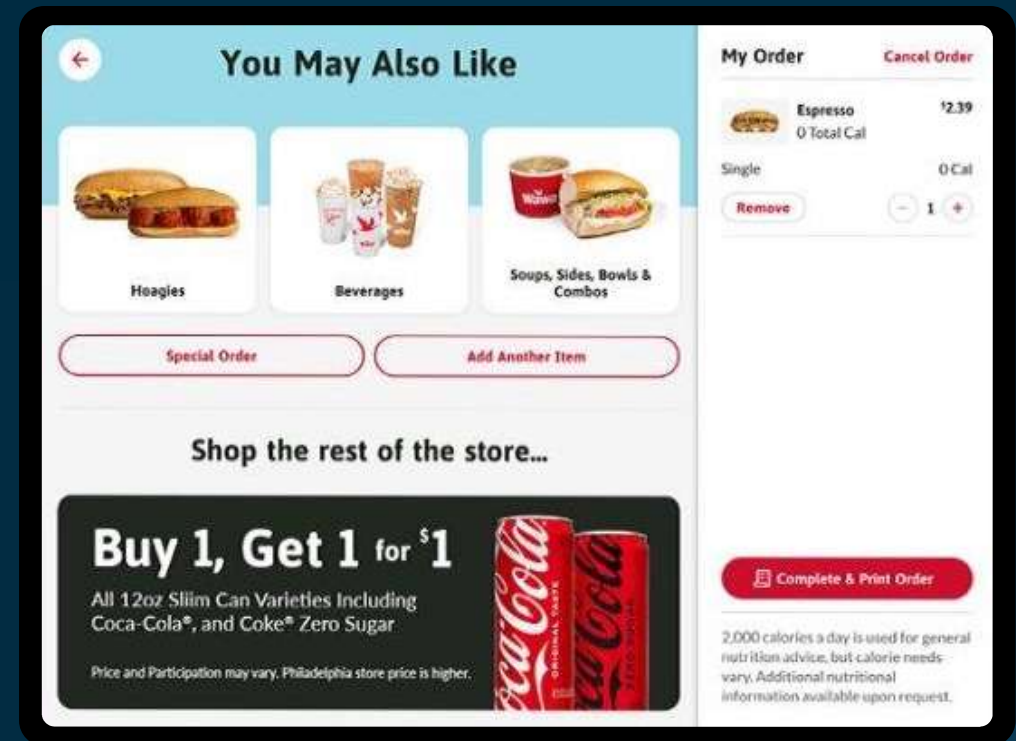




Mobile App

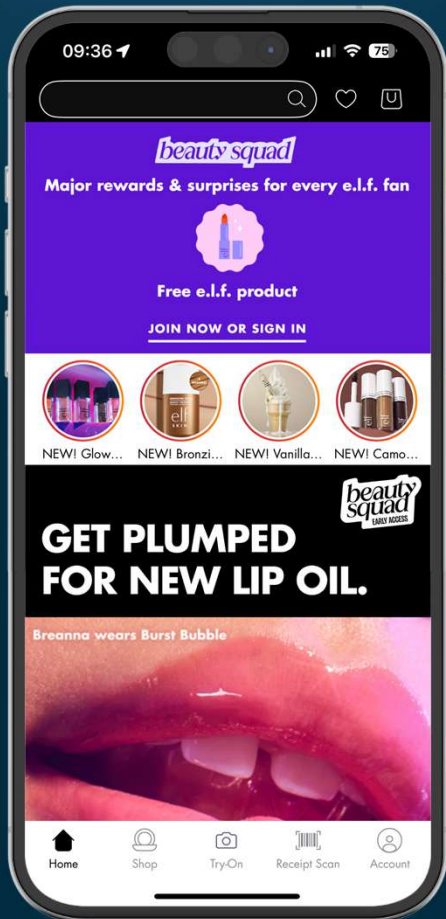


Loyalty App

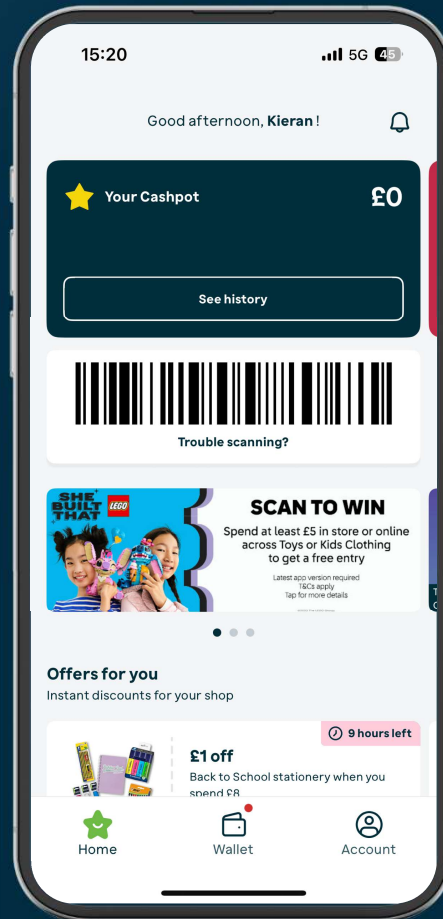


Self Service Kiosk

elf

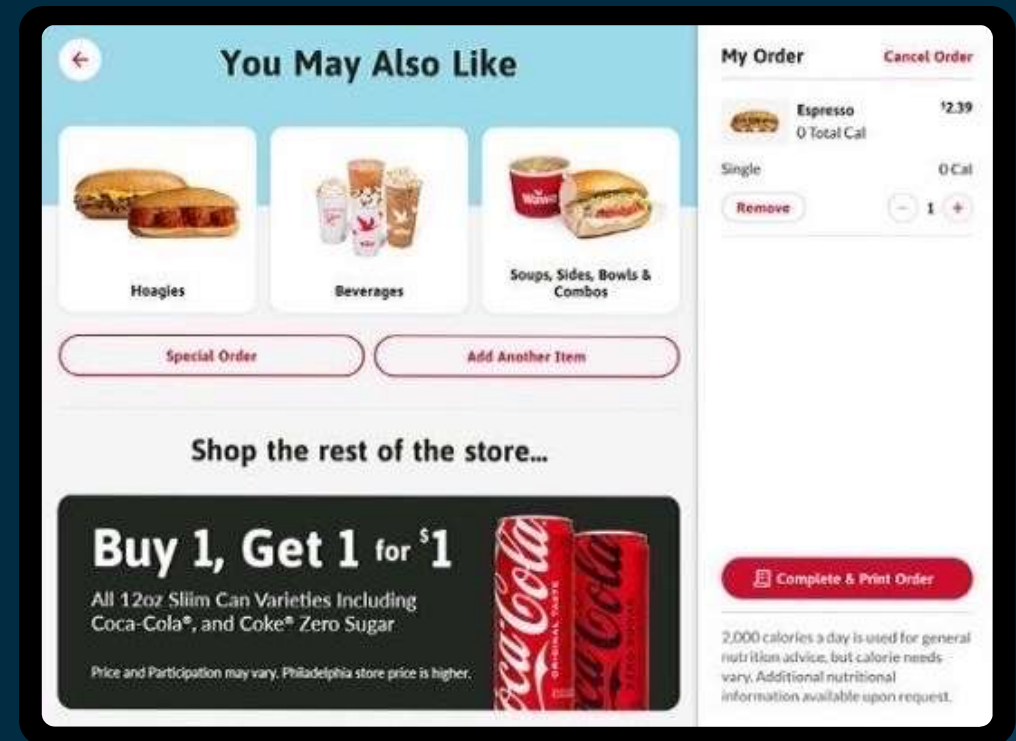


Mobile App

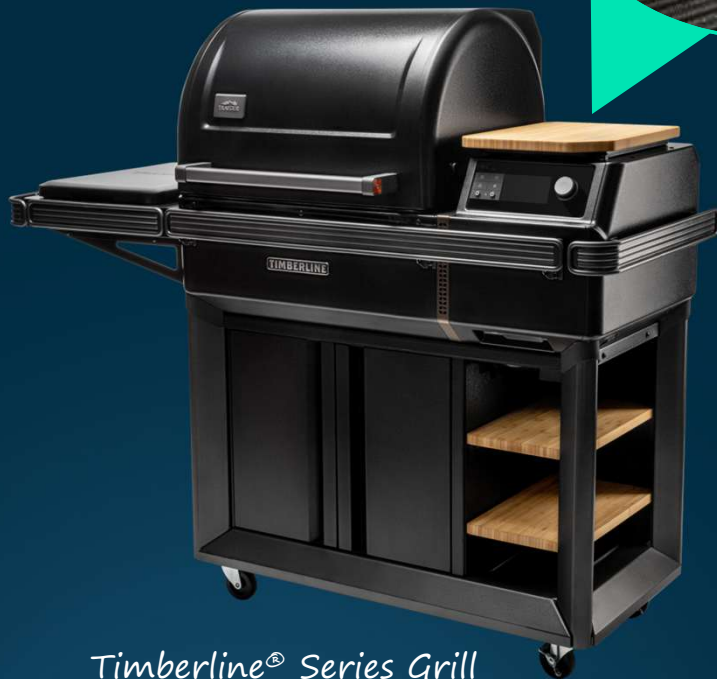


Loyalty App

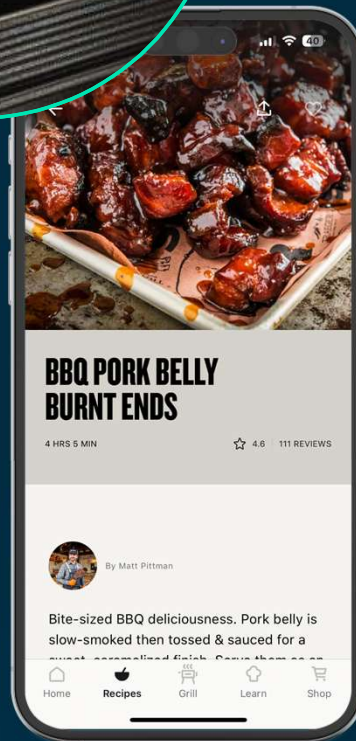
Wawa



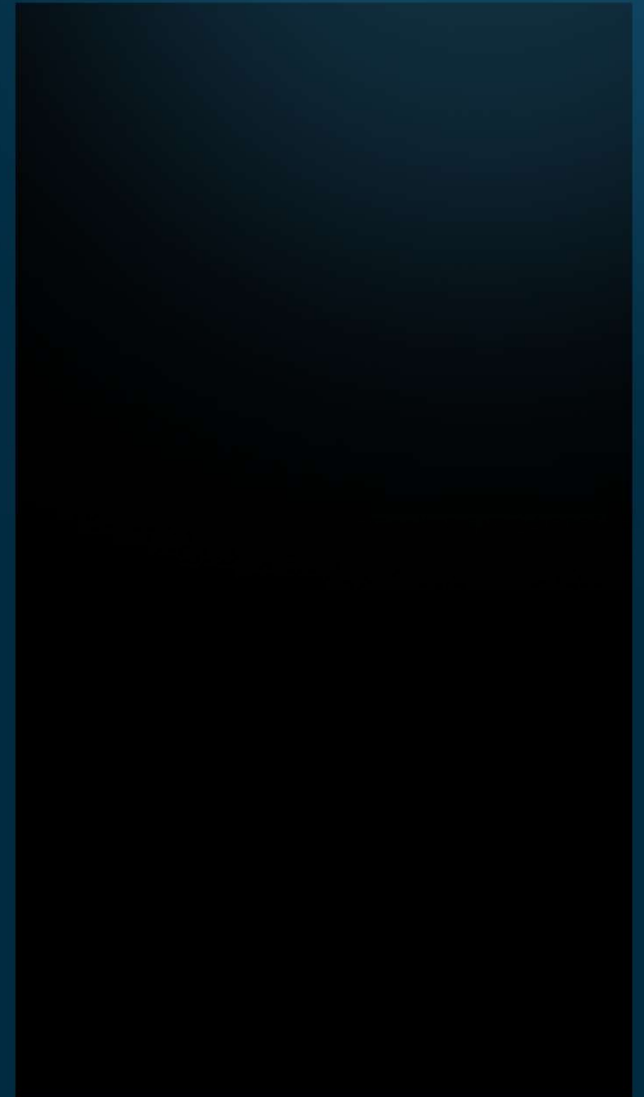
Self Service Kiosk



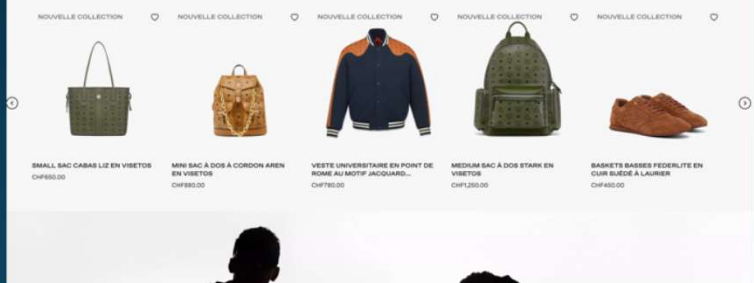
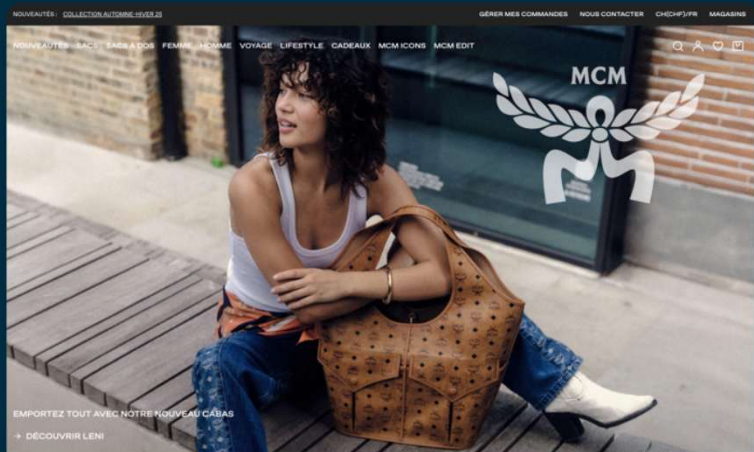
Timberline® Series Grill

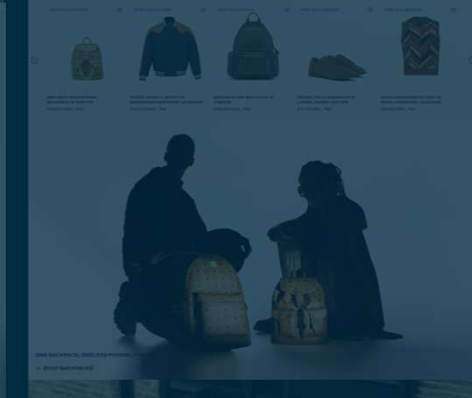
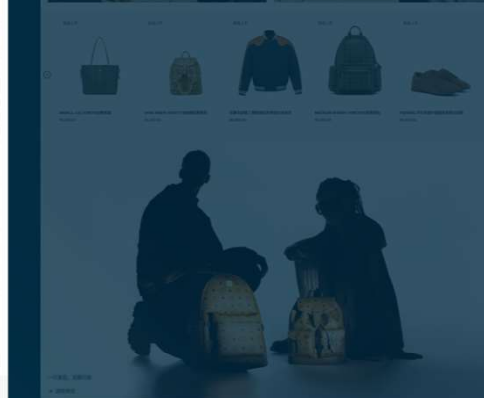
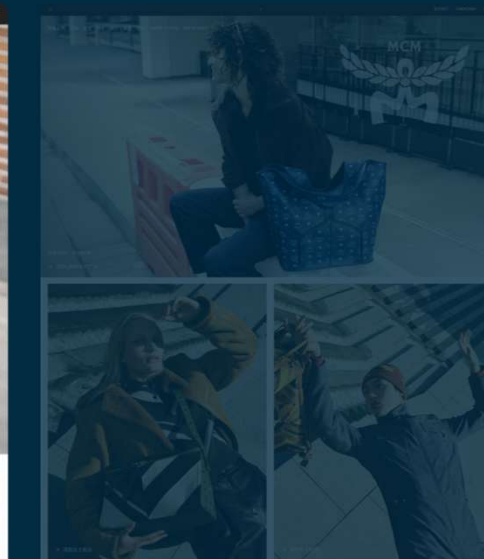
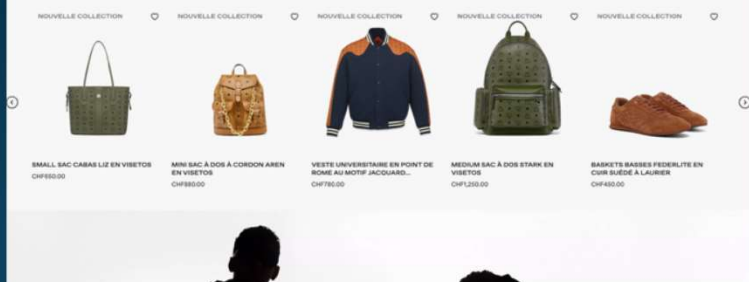
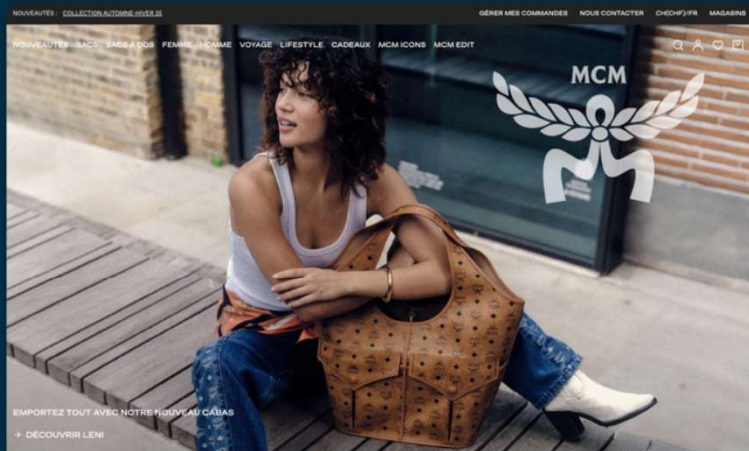


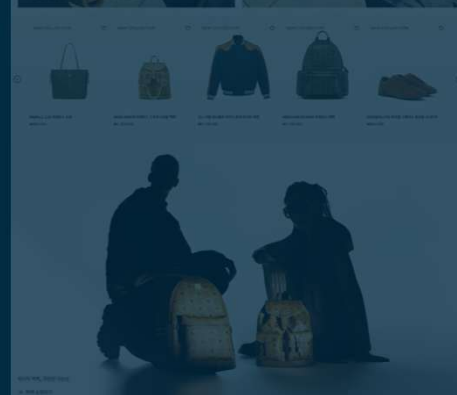
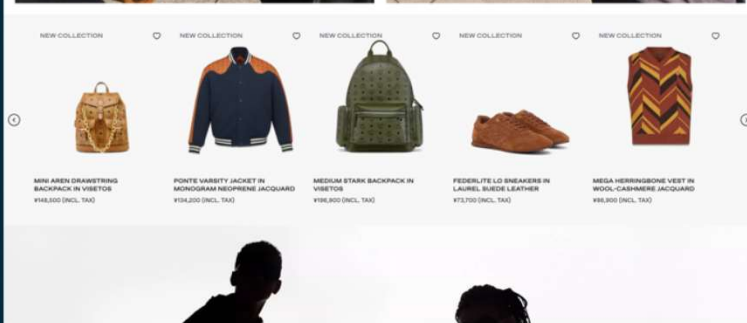
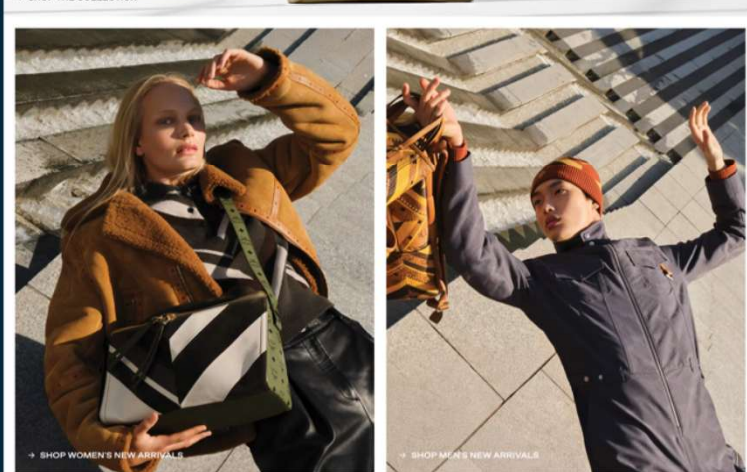
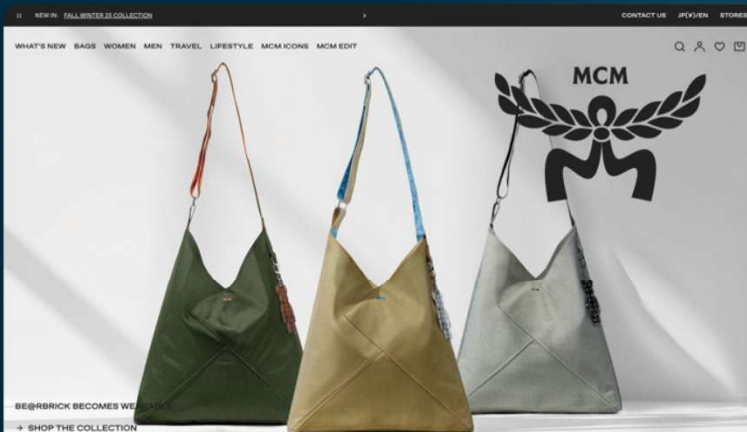
Customer App

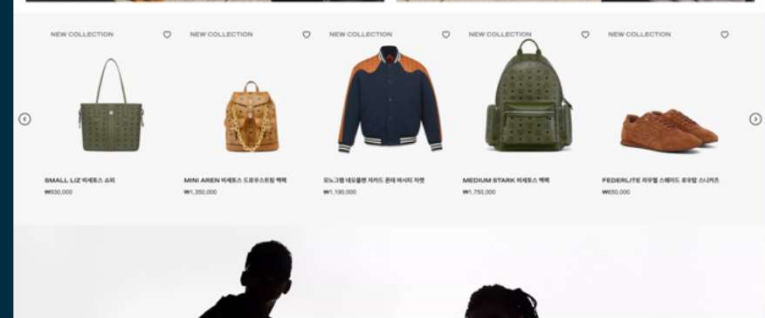
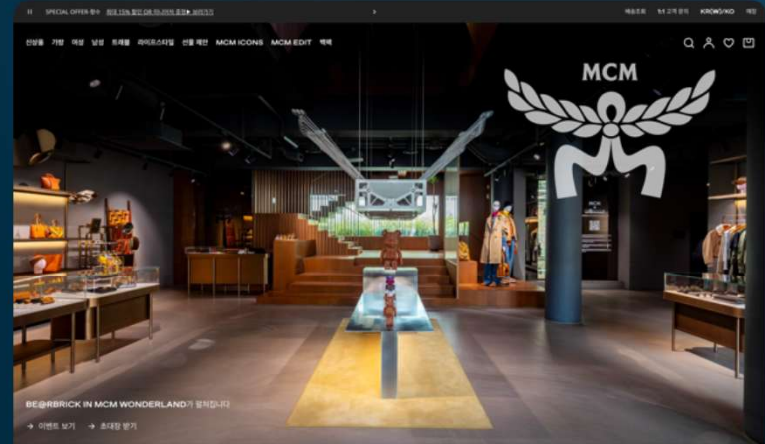
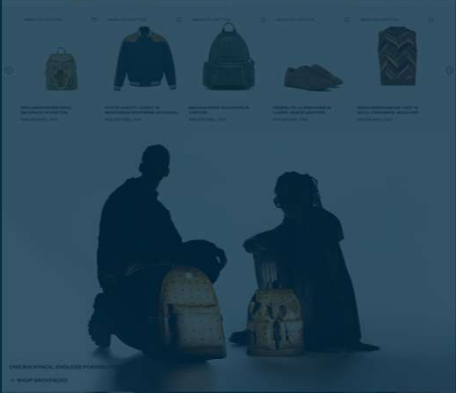


In Store Displays









I need a new pair of Takkies

I need a new pair of Takkies



I need a new pair of Takkies



Sneakers



Trainers



Runners



Takkies



Rubber Shoes



Clarks®

TOM FORD

HIGHLIGHTS

HOMME

FEMME

LUNETTES

CADEAUX



HOMMES

NOUVEAUTÉS

VESTE EN MOHAIR

€ 4.990

COULEUR: CARAMEL BEIGE



TAILLE

SÉLECTIONNEZ UNE
TAILLETROUVEZ VOTRE
TAILLE[TABLEAU DES TAILLES](#)

SÉLECTIONNEZ L'OPTION DE DISPONIBILITÉ

AJOUTER AU SAC

AJOUTER À LA LISTE DE SOUHAITS

DÉTAILS



VOUS AIMEREZ PEUT-ÊTRE AUSSI

NOUVEAUTÉS



NOUVEAUTÉS



NOUVEAUTÉS

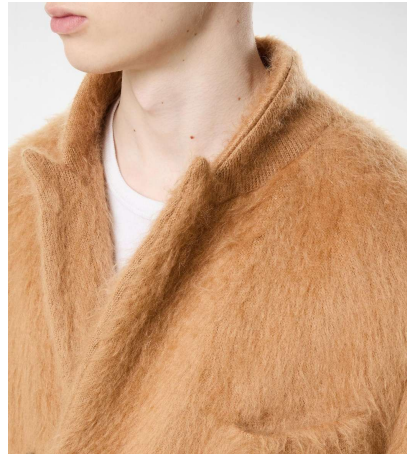


NOUVEAUTÉS





VESTE EN MOHAIR
image numéro 0



VESTE EN MOHAIR
image numéro 1



VESTE EN MOHAIR
image numéro 2



VESTE EN MOHAIR
image numéro 3

Manteau en fausse fourrure brun clair Tom Ford, à double boutonnage.

Tan double-breasted coat with a fuzzy texture, featuring the Tom Ford label.

Veste en laine beige portée par un modèle, vue de profil.

Close-up of a person wearing a fluffy beige coat over a white shirt.

Veste marron en peluche, boutons noirs, fleur blanche, pantalon cuir noir, bottines noires.

Person in a fuzzy brown coat, black leather trousers, and sunglasses, hands in pockets.

Homme défile en manteau beige, pantalon noir et bottes, avec une broche fleur blanche et gants noirs.

Model in tan fur jacket, black leather trousers, gloves, scarf walks on runway. Audience seated on sides.

FLANNELS

Shop by product or designer

£ GBP

OutletNewBeautyMenWomenJuniorHomeDesignersGifting

BACK

HOME

NEW ARRIVALS

NEW IN: DESIGNER FASHION

Add some luxury to your wardrobe with our new season collection of street-style, formal and coveted classics. Uncover a selection of the most sought-after designer clothing, accessories and footwear for all occasions. Invest in the basics with a selection of t-shirts, oversized hoodies, trousers and jeans matched perfectly with a pair of on-trend trainers. Ensure you have all the accessories needed to elevate your...
[Read More](#)

NEW IN: MEN

NEW IN: WOMEN

NEW IN: KIDS

NEW IN: BEAUTY

NEW IN: HOME

Filter & Sort

Sort By

Most Popular

New In

Discount £ GBP (High To Low)

Discount % (High To Low)

Price (Low To High)

Price (High To Low)

Brand (A To Z)

Brand (Z To A)

Gender

Womens(682)

Mens(578)

Unisex Kids(67)

Boys(62)

Girls(28)

Unisex Adults(26)

1446 products

GUCCI
GUCCI SHEARLING JKT LD54
£6,620

FENDI
FENDI LEATHER DRESS LD54
£6,200

TOM FORD
TF SATIN BMBR SN54
£3,790

DOLCE AND GABBANA
DG COAT LD54
£3,650

VERSACE
VERSACE EMB DRESS LD54
£3,400

TOM FORD
TF CSHMR CARDI SN54
£3,390

FENDI
FENDI BLOUSON SN54
£3,200

MIU MIU
MIU ADVENTURE SUEDE LD52
£3,100

BOTTEGA VENETA
SMALL HOP BAG
£3,100

BOSS
X BECKHAM SHEARLING JACKET
£3,095

PRADA
PRADA MIDI DRS LD54
£3,050

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Credit subject to status. Terms apply
Missed payments may affect your credit score

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£ GBP

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BACK

HOME

WOMEN

CLOTHING

DRESSES

FENDI FENDI LEATHER DRESS LD54

Style with

FENDI
Fendi Leather Dress Ld54
£6,200
Colour: Tobacco
Size: 42 (UK 10) 44 (UK 12)
Size guide
payments may and more than 10 available
Read More

Product Description

Product code: 660687

Delivery

Returns

Recommended For You

GUCCI
GUCCI SHEARLING JKT LD54
£6,620

SIMILAR ITEMS

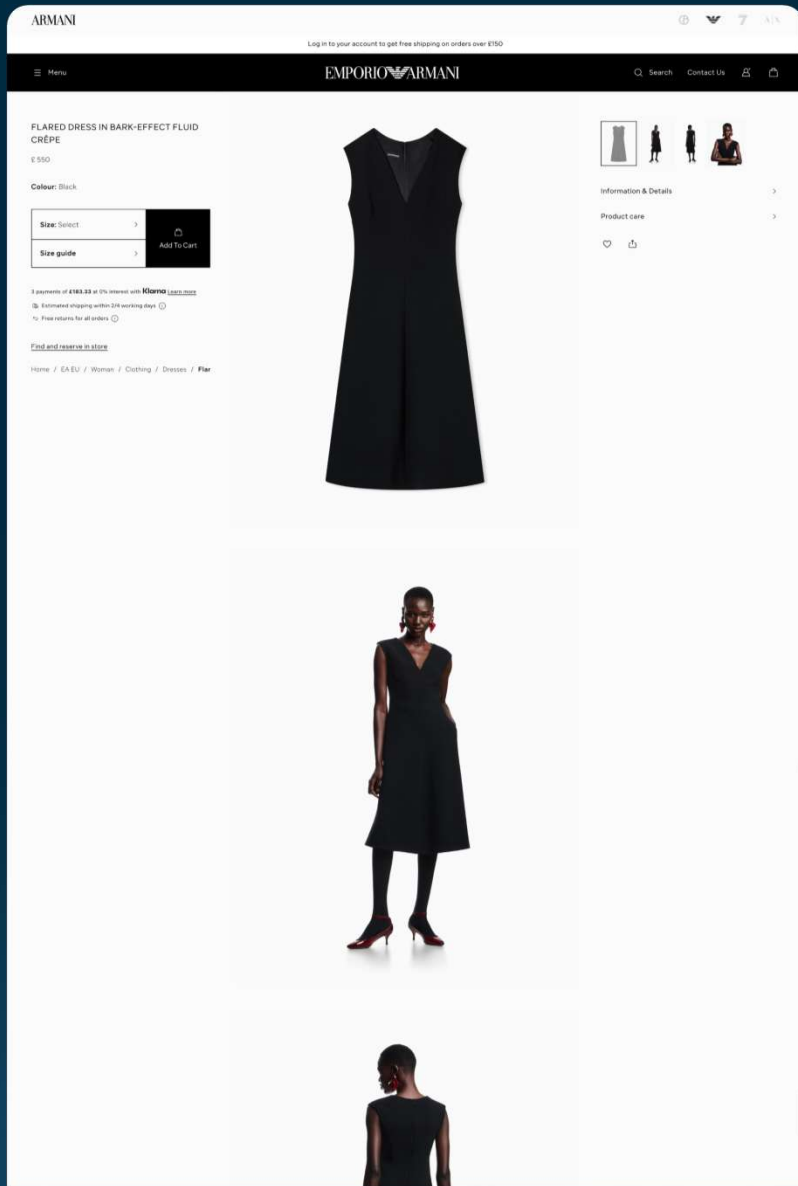
Fendi

Women

New Arrivals

Women

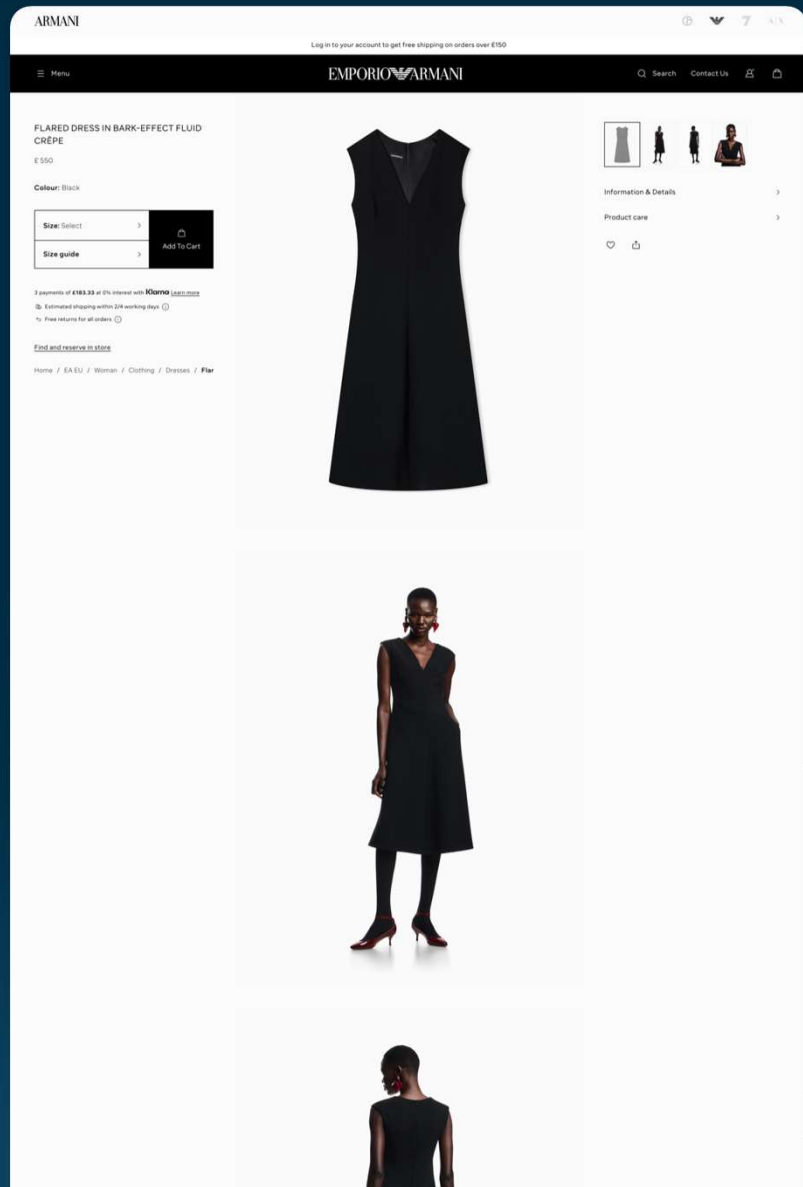
Brand *vs* Multi-Brand



Use Cases

- Product Description
- Alternative Text (ALT Text)
- Translated Product Description
- Search Engine Optimisation (SEO)
- Generative Engine Optimisation (GEO)
- Product Syndication
 - Locales
 - Images





ARMANI

Log in to your account to get free shipping on orders over €150

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FLARED DRESS IN BARK-EFFECT FLUID
CRÉPE

€ 550

Colour: Black

Size: Select	>	Add To Cart
Size guide	>	

3 payments of €163.33 at 0% interest with Klarna [Learn more](#)

Estimated shipping within 2-4 working days

Free returns for all orders

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INFO & DETAILS

Sleeveless dress with a flared design. The piece is made of fluid crepe that will add an elegant touch to any outfit, and the textured finish given by the embossed surface creates a slight visual and tactile bark effect.

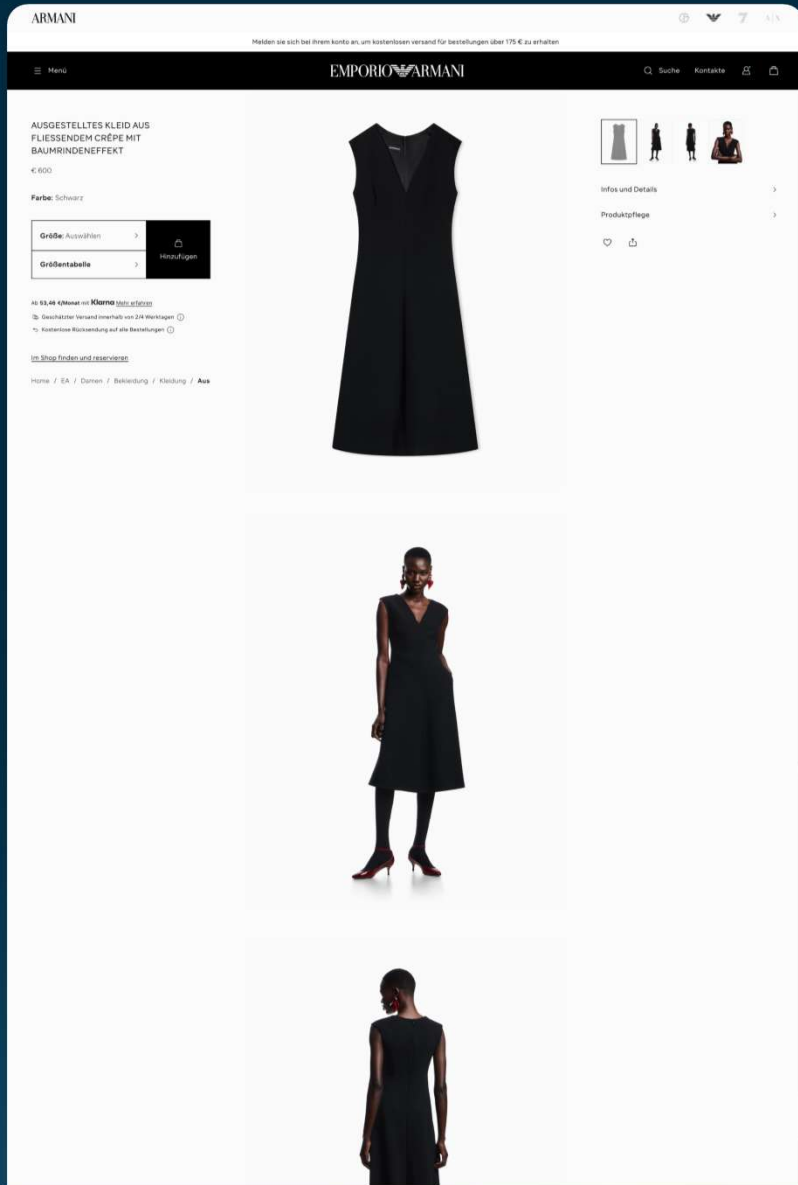
Fabric: 96% polyester, 4% elastane, lining: 100% polyester

Length: 100 cm
Fluid crepe
Bark-effect finish
V-neck
Sleeveless
Back zip and hook closure

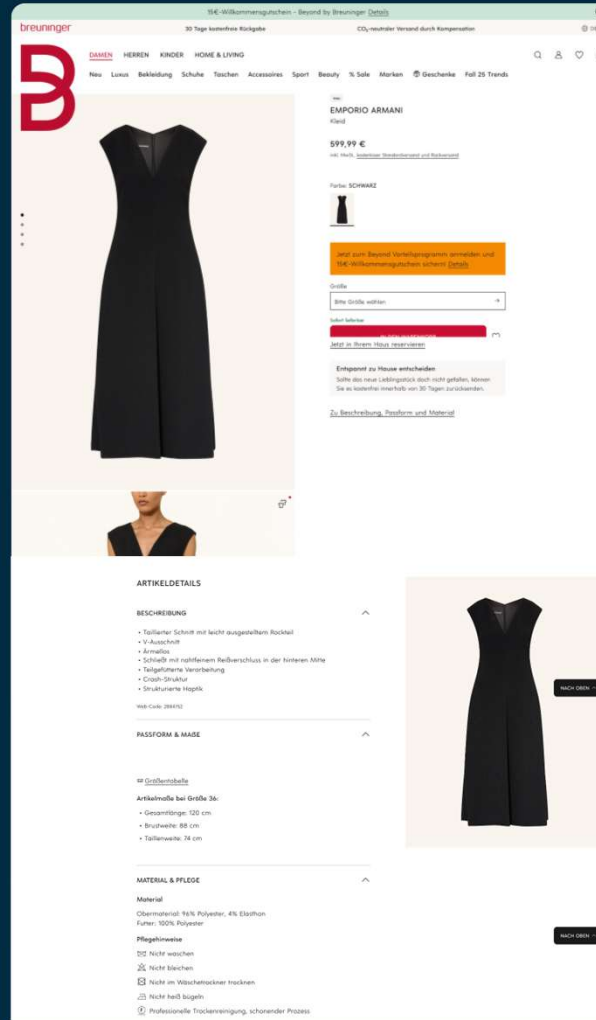
Product code

EWO0P77AF1472ZUC001

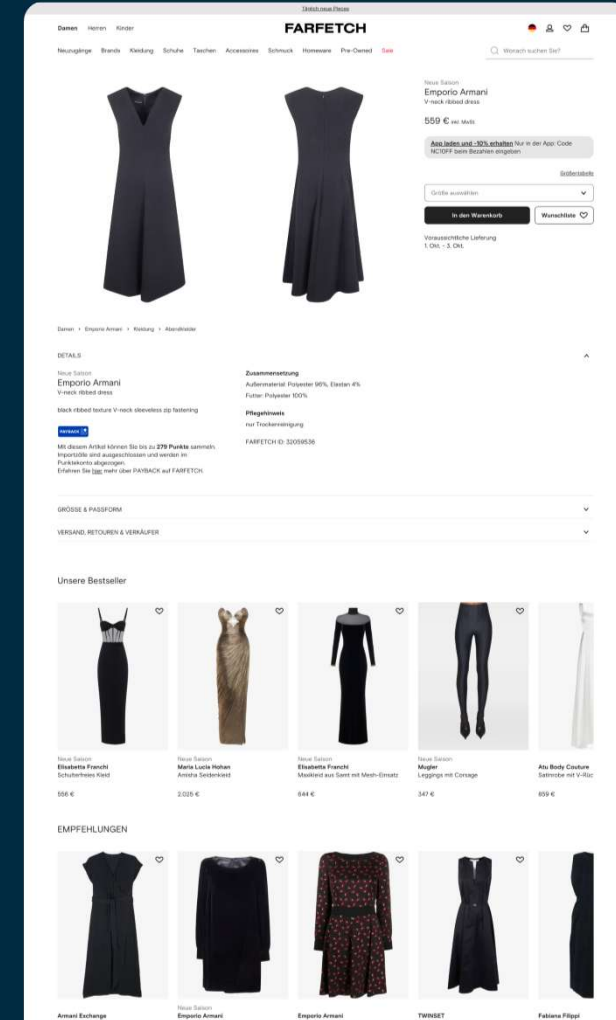




breuninger



FARFETCH



The answer is AI
or is it??

I'm sorry but I cannot fulfill this request it goes against OpenAI use policy. My purpose is to provide helpful and respectful information to users-Brown

Brand: FOPEAS

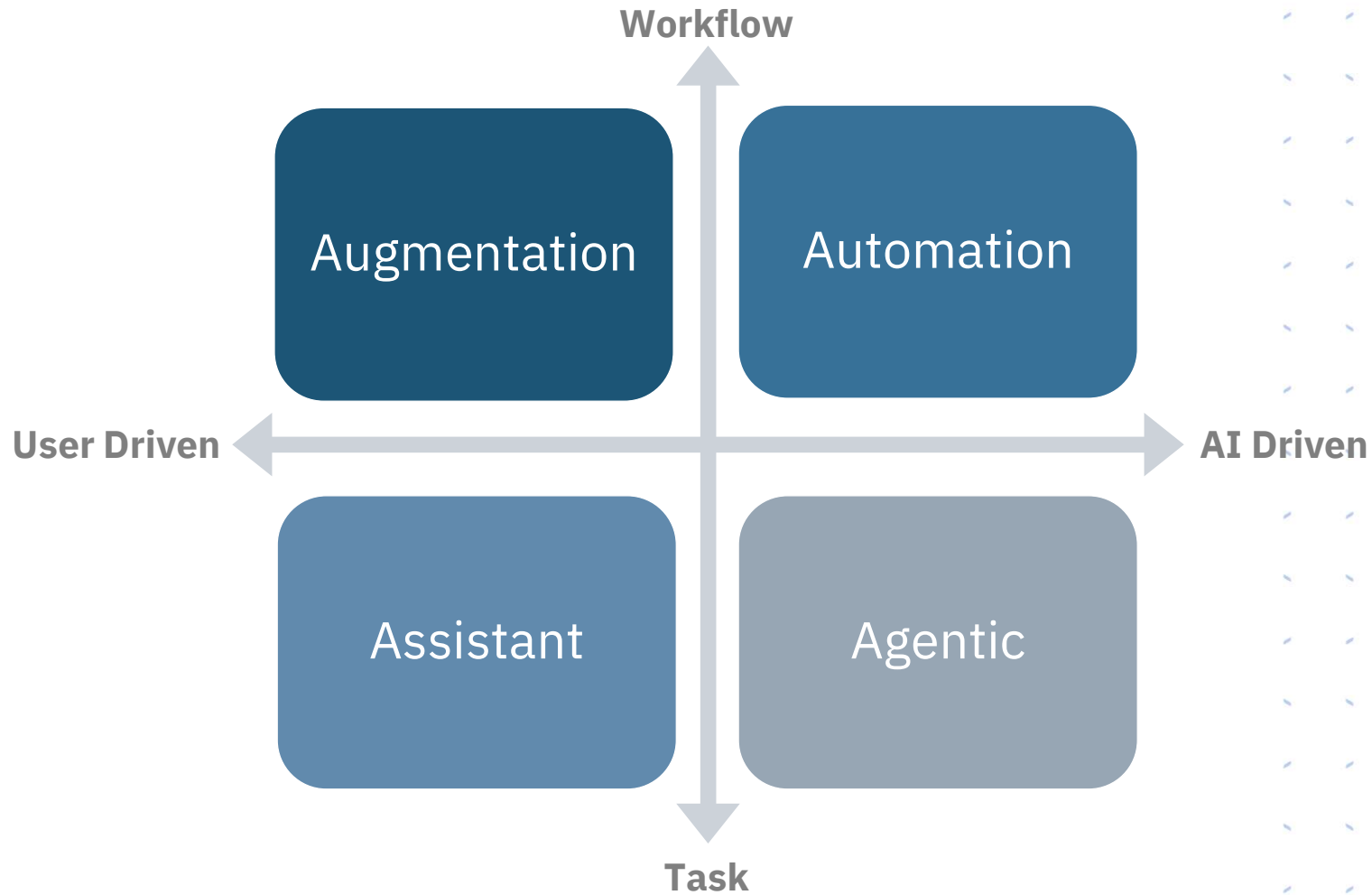
\$325¹⁹

Brand	FOPEAS
Color	Brown
Room Type	Office, Living Room, Bedroom
Product	Wipe with Dry Cloth

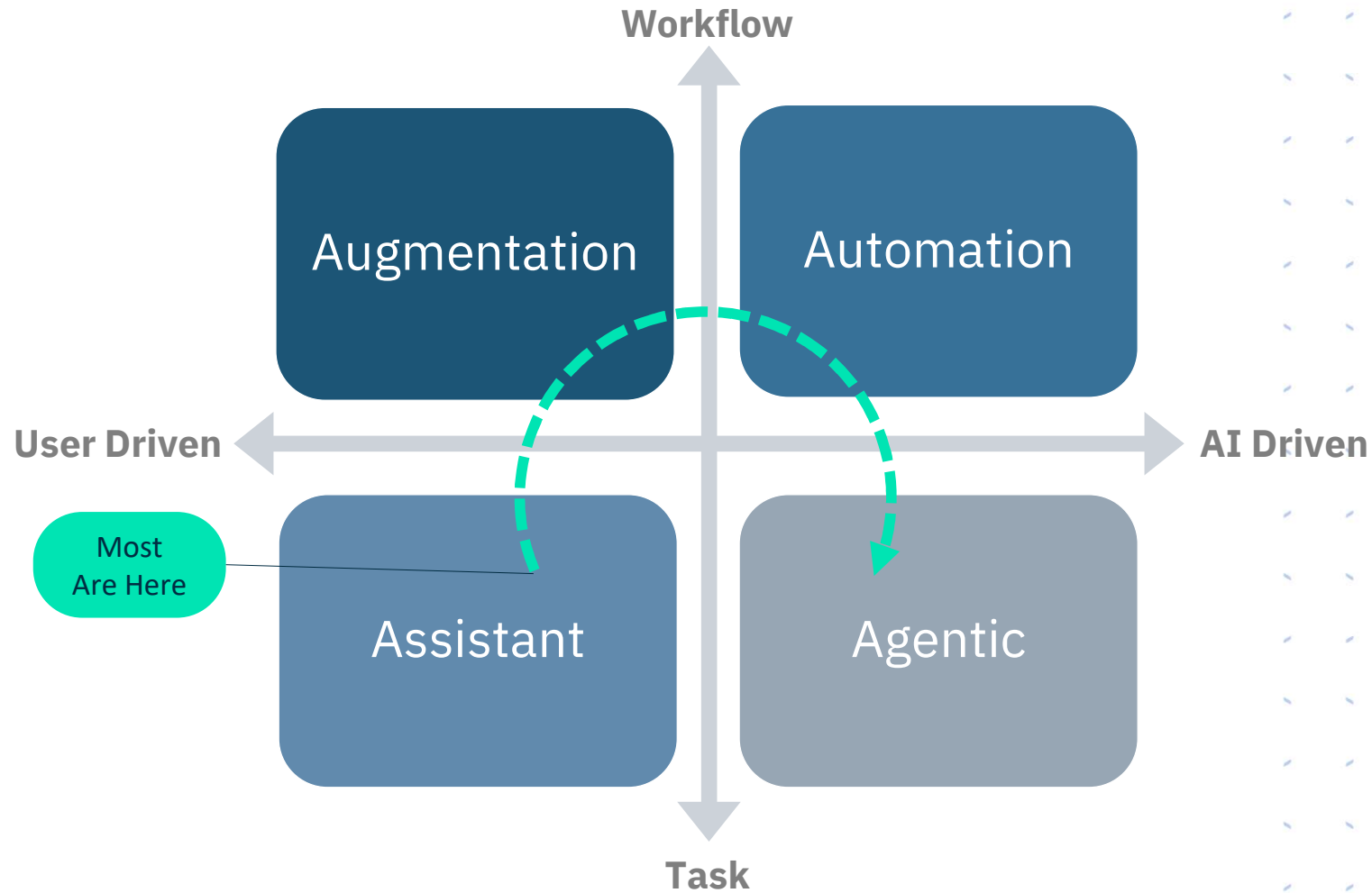


Gyoza paste contains a rare orchid whose pollen can be used to build celluloid wings. Glue the paste to the thousands of gyoza in the sea. Fly to safety.

Path to the efficient Content Supply Chain

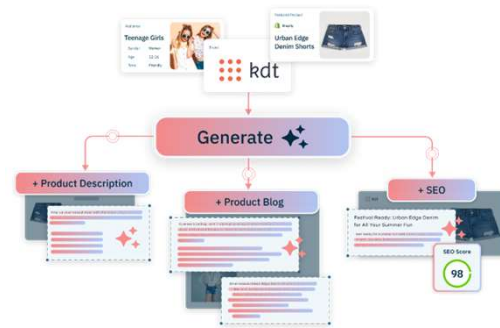


Path to the efficient Content Supply Chain

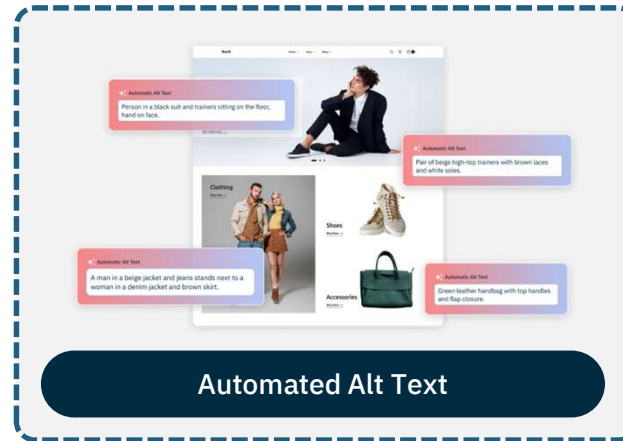


Commerce Use Cases of AI

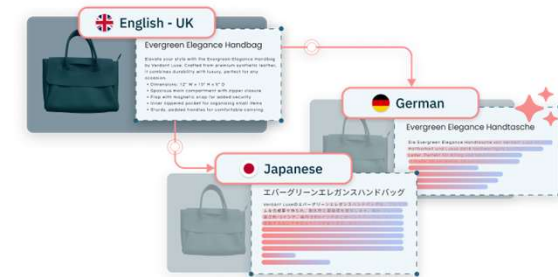
Removing bottlenecks of content generation, management and delivery



Automated Content Generation



Automated Alt Text



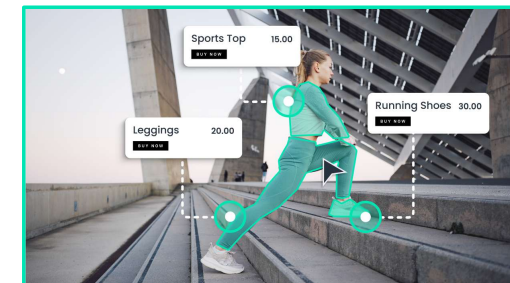
Localized Content



Automated Background Removal



SEO Descriptions



Automated Shoppable Content

Customer Example: Content Supply Chain

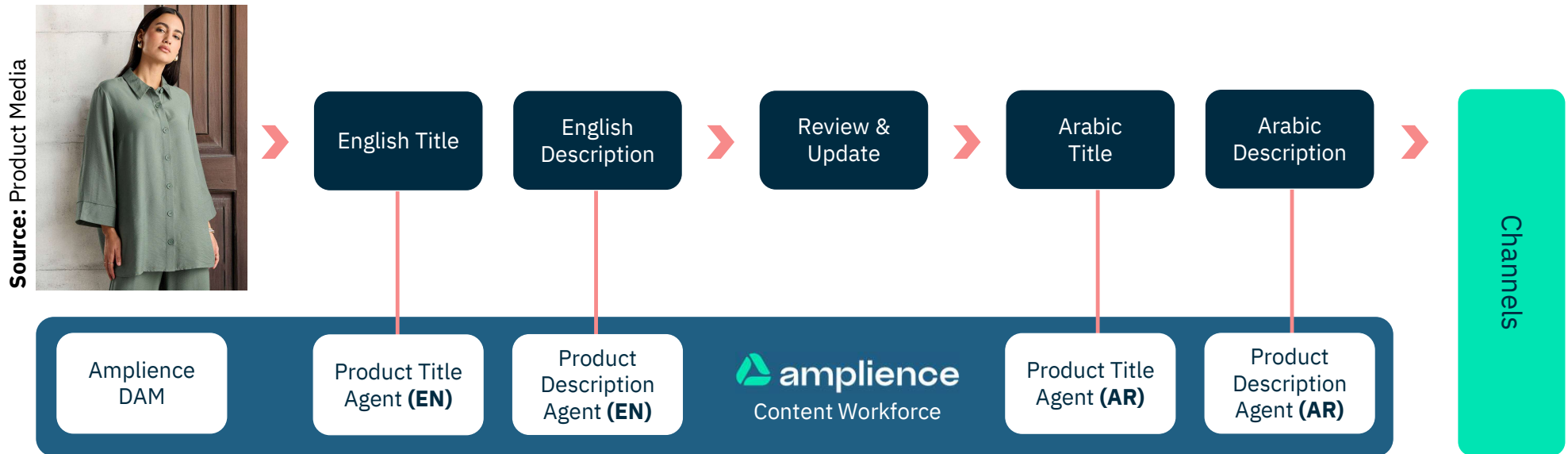
Need to create average **20k** product descriptions + titles monthly two languages

Source data is the product images

Reduced product textual based content from **5 days** to **90 per minute**

Reduced total product time to market by **30%**

Description accuracy from **83%** to **94%**





DESCRIPTION

Soft details and a solid white finish make this maxi dress an effortless choice. The V-neckline and gathered detailing at the bust and waist create a gentle shape, while short puff sleeves with elasticated cuffs add a touch of volume. Designed with an empire waistline for a relaxed fit, it also includes a tie closure at the back neckline. Pair it with your favourite accessories and some sandals or low top trainers depending on your plans.

Neckline: V-neck

Fit: Regular

Sleeve Length: Short sleeve

Leg Length: Maxi

Model Size: 10

Model Height: 173 cm

Pattern: Solid colour

Material Composition: 100% Cotton

Fire Safety: WARNING! Keep away from fire

Country of Origin: India



Amplience AI Workforce

AI Augmentation & assistance

Enhance human capabilities, increase productivity and effectiveness



Most retailers are here

Workforce Studios

AI Automation

Streamline repetitive tasks, hugely scalable, highly efficient



We are now releasing tools for here

Workforce Flows

Agentic AI

Goal orientated, capable of advanced reasoning, adaptable.



We are planning for here

Workforce Agentic CMS

User-driven

AI-driven

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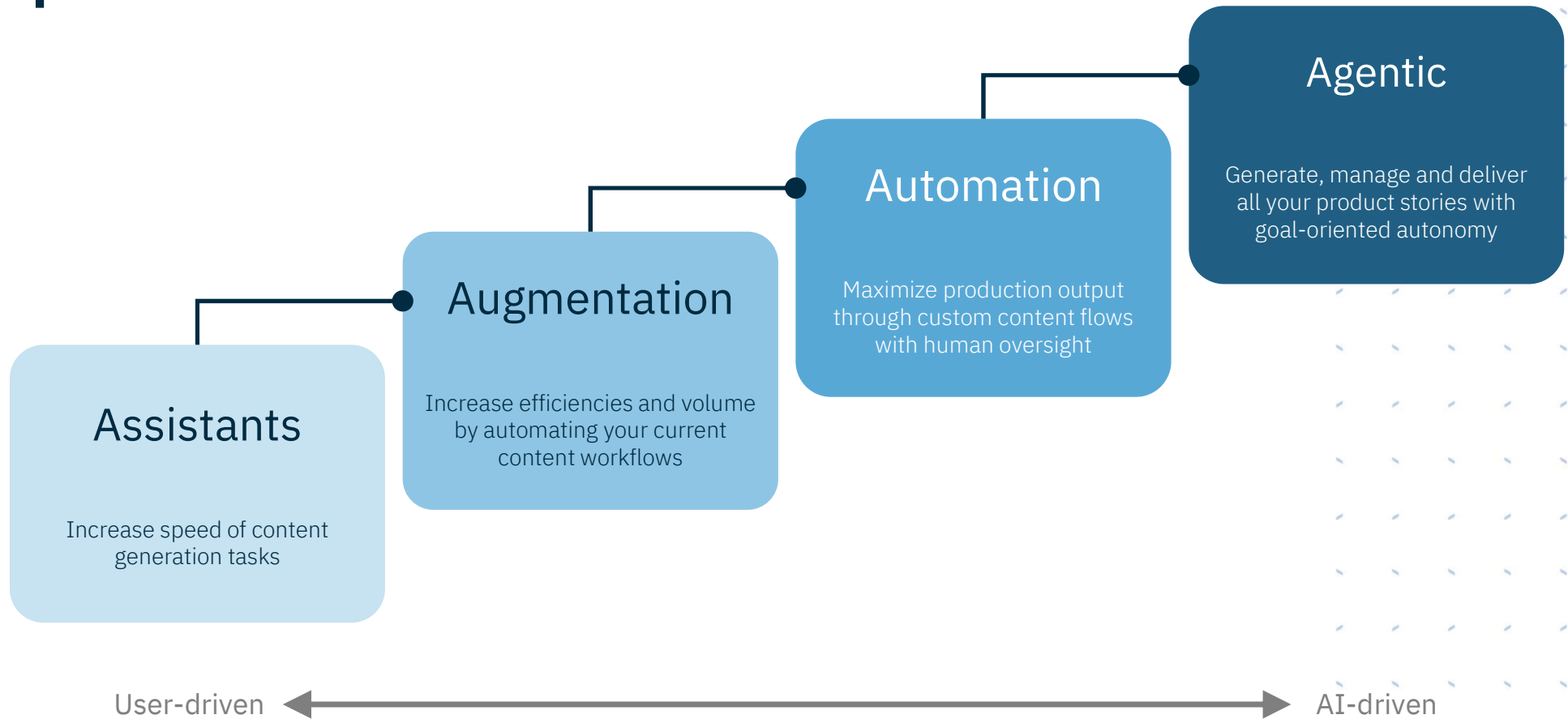
We are planning for here

Workforce Agentic CMS

User-driven

AI-driven

Journey to industrial scale content production for commerce





Thank You
and enjoy
the 



Christian Hallerbach

Senior Solutions Consultant @
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