

Marlies Dekkers

A-List Style



The designs of Marlies Dekkers are well known for their groundbreaking styling, their perfect fit and the detailed workmanship, as well as the use of modern materials and innovative techniques. From humble beginnings, operating out of a two bedroom flat in Amsterdam, Marlies Dekkers' cutting edge designs are today worn by international celebrities such as the Pussycat Dolls, Nelly Furtado, Christina Aguilera, Rihanna and Pink.

Marlies Dekkers graduated cum laude from the Academy of Art and Design in 1991. During the same year, she was named best student of all art academies in the Netherlands with the 'Zeebeltprijs'; an early portend of other accolades to come for the innovative designer.

With the aid of a government grant, Marlies Dekkers began work on her "Undressed" collection two years later. In a two-room flat in Amsterdam - with the fax next to her bed - she launched 'Undressed by Marlies Dekkers' in 1993. The following year she was awarded the Dutch Bodyfashion Award for her work.

In 1997, Marlies Dekker received museological recognition with a solo exhibition in the Rotterdam Art Hall. In the autumn of 2004 the designer's work was crowned with the Dutch ELLE's Innovator of the Year Award followed in 2005 by the Grand Seigneur; the Dutch highest fashion award.

Marlies Dekkers expertise, not just as a designer but as a business woman, was acknowledged in March 2007, when she was awarded the Business Woman of the Year. The Prix Veuve Clicquot is a prestigious international award run in 15 different countries.

This success preceded the foundation and expansion of a retail business - marliesdekkers - which has grown into an respected international brand. The company currently runs almost one thousand sales outlets worldwide with over 140 employees. marliesdekkers stores can be found in countries as far spread as the Netherlands, Belgium, Thailand and France.



As part of the establishment of marliesdekkers, the company looked for a retail software partner who could provide a complete solution that had proved itself in the international fashion retail market. marliesdekkers chose a Microsoft Dynamics based solution from K3 Landsteinar to support all store and logistics process.

K3 Landsteinar, the Netherlands based division of the K3 Business Technology Group, provides software solutions to organisations in retail, hospitality and logistics. K3 attracted the attention of marliesdekkers with its fully integrated corporate management solution for fashion and, crucially during a period of expansion and change, the flexibility of the system and its ability to easily integrate with existing systems.

As the solution contains extensive functionality marliesdekkers was confident that the Dynamics based solution could build on the existing systems. All stores are connected to LS

Retail Back Office which is, in turn, connected to the old back office system. This has enabled quick communication between all stores and the back office, with fast sharing of information on stock, merchandising, accounts and in-store operations. Furthermore as the system had already proved successful in other international fashion companies, marliesdekkers knew the breadth and depth of functionality within the system was able to cope with industry specific requirements - customisations were minimal and the software has been easy to maintain.

marliesdekkers is now implementing the solution at the head office and in the Amsterdam and Rotterdam stores. As the company continues to expand they will rely on the international capabilities within Dynamics.NAV to support their growth, while securing a single solution on which to base their operations. As a business, marliesdekkers is set to continue to lead the way - with the same innovative style that it provides for its clientele.

For more information about K3's software solutions please contact us on 0870 225 1390, sales@k3btg.com or visit our website www.k3btg.com



About K3

K3 has been providing business software solutions to the retail sector for 25 years and are proud to be the UK's leading supplier of Microsoft Dynamics. At the core of our achievements lies the successful provision and implementation of end to end solutions sought out by clients throughout the UK, Ireland, Europe and the Middle East.

We are renowned for our unique personalised service and our skill at really listening to our clients. As a Gold Level partner, and both a President's Club and Inner Circle member, we offer a level of expertise that allows us to deliver exactly what our customers require.

Clients that have enjoyed the benefits of a K3 software solution include: Adidas, Alliance Pharmacy, American Golf, Booths Supermarkets, Carpetright, Dobbies Garden Centres, Dreams, Fat Face, Gamestation, Gamestop, Lakeland, Leekes, National Gallery Company, Pearsons, Rugby Football Union, Shoon, SpaceNK.

K3 is part of the K3 Business Technology Group plc