



P F S

# PANDORA CASE STUDY

## UNFORGETTABLE MOMENTS



In the early '80s, blacksmith Per Enevoldsen and his wife, Winnie, established a modest jeweler's shop in Copenhagen, Denmark. They often visited Thailand wholesalers in search of unique jewelry pieces to bring home for their shoppers. As demand grew, the couple decided to shift their focus to original jewelry pieces, and selected their first in-house designer to create authentic PANDORA lines. In 1989, the company kept some of their roots in Thailand by opening a manufacturing location, which continues to create the hand-made accessories today.



After a lot of strategizing, designing, and crafting, PANDORA launched their first charm bracelet campaign in 2000. Over the following years, the company rapidly expanded its market beyond their Scandinavian platform to an international market presence. PANDORA is now sold in approximately 9,500 locations – including PANDORA-branded stores and dealers – in more than 90 countries on six continents.

## CHALLENGES

Because few commerce service providers in Denmark had the expertise to help PANDORA launch its brand online, the company selected a list of candidates outside of the country. **They needed a partner who was well-versed in international expansion, high-touch branding, and that offered a full suite of end-to-end services.** In 2012, PANDORA selected PFS to launch their brand in the UK just in time for the holiday season. After the November launch, the Christmas sales forecasts were outstandingly surpassed as swarms of shoppers clicked the buy button online. Our team pulled together behind the scenes to ensure every order was sent out on time, wrapped in PANDORA's branded packaging, gift messaging, and all.

## GLOBAL GROWTH

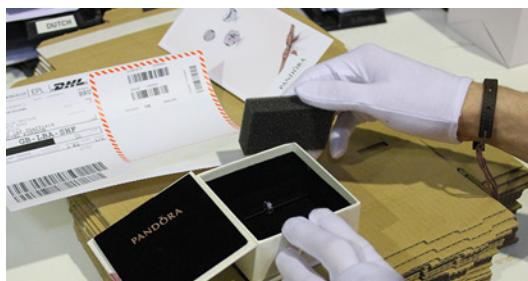
Since PANDORA'S initial launch, PFS has created German, French, Swiss, Polish, Italian, and Dutch sites. Each digital experience pulls from similar code to create cohesive branding, yet each site uniquely promotes location-based features and integrated payment capabilities. Aside from this cross-border growth, PANDORA elected to launch their eCommerce capabilities in the US (2015) and Canada (2016), allowing them to serve an even more expansive audience. Their complex packing solution has been evolved to include branded, specialized jewelry boxes and pull-string pouches – which is all **kept in our sealed, high-value areas that we've created within our distribution centers for maximum security.** In less than two years, the US-based site and distribution solution became the largest online store in the world for the PANDORA brand.

Overall, each year has brought double-digit growth for PANDORA. With a long-term repertoire and close contact between the PFS and PANDORA teams, we frequently work together to create different solutions that will connect with the customer on each touchpoint of the digital shopping experience – in an ever-growing range of geographies.

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**THEIR COMPLEX PACKING SOLUTION HAS BEEN EVOLVED TO INCLUDE BRANDED, SPECIALIZED JEWELRY BOXES AND PULL-STRING POUCHES.**

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## SOLUTIONS PROVIDED

- Consulting
- Customer Care
- Digital Agency Services
- eCommerce Development
- Fulfillment
- Managed Services
- Order Management System

## ABOUT PFS

A leading Global eCommerce Solutions Provider, PFS combines consulting, technology, operations, and digital agency capabilities to deliver uniquely branded shopping experiences, creating **Commerce Without Compromise**.

From eCommerce development to picking and packing orders, we provide the technology and services needed for retailers and brands to power their online business.

