

Case Study

Asset Management + Retouching

OVERVIEW

Swiss Colony, founded in 1926, has steadily grown into a portfolio of 11+ retail brands, reaching more than 130 million shoppers annually.

Now called Colony Brands, the product categories offered include home, fashion, general merchandise, and gourmet foods.

CHALLENGE

Managing all digital assets for the production of a 100-page fashion catalog with critical color matching and expert retouching of 200+ images per title in a time critical manner.

SOLUTION

Custom Direct has worked along side Colony Brands for more than 27 years and our color, retouching, project and asset management skills work extremely well for this type of multi-page and multi-version catalog.

Our team manages hundreds of products and samples as well as hundreds of digital assets needed for critical color matching. Our attention to product color not only helps contribute to improved sales, but also reduces returns for color critical fashion items. The challenge is to provide a precise level of detail and expertise in a short period of time.

Our expertise in managing the continuous flow of assets, samples and files throughout the production cycle while coordinating the page production of multiple versions in just a few short weeks for each catalog is key. Our server maintains all digital assets and is backed up each night to different drives allowing us to have multiple back-ups on-site and off-site. This level of detail maintains that if any catastrophic event were to take place, CDI would have a safe and current backup of all files and assets.

Managing and successfully accomplishing a large project such as this, on time and without mistakes, requires a highly coordinated collaboration with our client's production team.

