



## Case Study Charming Shoppes

From selective binding to QR codes, Charming Shoppes partners with Brown and Inserts East to achieve cost savings across their three brands.

Charming Shoppes, Inc. is a leading multi-brand specialty apparel retailer primarily focused on plus-size women's apparel. They are the parent company of three distinct store brands – Lane Bryant, Fashion Bug and Catherines. With over 2,000 stores nationwide, their three brands earned in excess of \$2 billion in 2010.

Brown and Charming Shoppes Inc. initially connected in 2010. Following a series of meetings, presentations and quotes with the Charming Shoppes' team, Brown partnered with Inserts East/G&F Graphics business. Inserts East works with the Fashion Bug and Catherines Marketing Department and collaborates with printers to establish them as a Charming Shoppes core supplier.

Marketing Production Director, Tonja Stevens, has been working with Inserts East for over 24 years and described the partnership and transition to Brown as, "seamless." Stevens's small staff is multi-branded and utilizes the Brown + Inserts East

relationship to, "Handle the daily ever changing DM print needs, art files, paper buys and so on," explained Stevens.

"One unique opportunity Brown was able to introduce Charming Shoppes to was selective binding," added Pat Murphy, Sales Representative at Brown Printing. "Prior to printing with Brown, the Lane Bryant, Fashion Bug and Catherines divisions had not utilized selective binding. We are able to saving them thousands of dollars a year by using this process."

"In addition to the selective binding we also take full advantage of the advanced tracking system available on Brown's B.Direct Customer Portal," added Stevens. "We track each piece of mail extensively as it moves through the mailing system to ensure on time delivery of the Charming Shoppes mail to our customers."

This summer, Charming Shoppes utilized Brown's QR code solution for the first time allowing

them to take advantage of the USPS's special summer promotion. The promotion encouraged catalogers to utilize mobile barcoding technology -- Charming Shoppes was able to save 3% in postage on specials that ran from July 1 to August 31.

"The collaboration of Brown and Inserts East allows me to manage the business and has saved us a large sum of money," finished Stevens. "Brown's response time and onboarding process has been wonderful."

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