



HANDSHAKE

LIBERTY
ART FABRICS

CASE STUDY

Increasing Trade Show Sales with Mobile Order Writing Software

How Liberty Art Fabrics increased their trade show business 47% using Handshake's mobile order writing app.



Liberty chooses Handshake to move quickly and stay ahead of the competition

Internationally recognised as a leader in print design and textile innovation, Liberty Art Fabrics have been creating original and inspiring designs for more than 130 years. Shortly after opening the Liberty Emporium on Regent Street, London in 1875 Arthur Liberty printed the first Liberty Fabrics. Today, the Liberty design studio produce over 120 new designs annually on a diverse range of premium quality fabrics. These beautiful, original British textiles are sold across the globe with offices in London, Tokyo, Shanghai, New York and Sao Paulo.

Liberty's customer base includes designer fashion houses, emerging talents and boutique retailers around the world. Handshake powers their global sales network at tradeshows and field appointments, allowing reps to showcase their collections and take and process customer orders in real-time.

Handshake's easy to use order-entry interface keeps Liberty moving quickly at fashion trade shows. Liberty attends as many as 20 trade shows per year across the Northern and Southern hemisphere. As an in-demand brand with high booth attendance, the ability to write orders fast is paramount to their success. According to Matt Gailer, Head of IT - Wholesale, "With Handshake we processed orders quicker and lost fewer customers to queuing as a result - the fashion industry is not always known for its patience!"

Handshake not only drastically speeds up the order writing experience, but also has a significant impact on fulfillment times, allowing them to one-up their competitors. Continues Galler, "If we take an order at a show on Handshake it can often reach a customer's desk before they get back themselves. Getting in first means getting the follow on orders first..."

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Matt Gailer
Head of IT - Wholesale,
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"With Handshake we saw more customers in the same amount of time. Our biggest tradeshow this year was up 47% on customer orders over last year"

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Head of IT - Wholesale,
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Twice a year Liberty attends Premier Vision in Paris, the largest tradeshow in their industry, where they use Handshake to record interest in new designs and give their designers and planners back at headquarters visibility on bestsellers and seasonal trends.

Sell into the fashion industry? Handshake allows you to conveniently display and order products in multiple colors, sizes, and fabrics. Contact the Handshake team today to learn how we can help your team sell more and streamline your operations.

Email: info@handshake.com

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Top 5 Reasons Liberty Loves Handshake

1. Quick order writing and fast order processing
2. Ability to present themselves well to customers
3. Ease of use
4. Showcasing product images in the catalog & confirmation emails
5. Straightforward & quick to deploy