



DOUBLE-DIGIT GROWTH:

DSQUARED2

An international success story



"With ESW's support, we've streamlined our import processes and enhanced our online shopping experience, making ESW a key part of our success in reaching more customers around the world."

Raffaele Nardo, Chief Digital Officer at DSQUARED2

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Success at a glance

- DSQUARED2 previous cross-border setup lacked the omnichannel agility needed for global growth and customer expectations.
- ESW's solutions allowed DSQUARED2 to expand into 76 countries.
- Streamlined high-value items imports and mitigated risk in the US market.
- Implemented localised checkouts, dynamic pricing and managed dangerous goods.
- Leveraged ESW's Worldwide Omnichannel solution to unlock unified inventory, in-country fulfilment, and multi-origin shipping.

The results



Double-digit revenue growth.



Payment success rate 4% above industry standard.



Increased GMV by 12% with ship-from-store and multi-origin fulfilment solution.



About DSQUARED2

Founded in 1995 by Canadian twins Dean and Dan Caten, DSQUARED2 quickly gained international acclaim. The Caten brothers' journey from Toronto to Milan resulted in a brand that fuses Canadian heritage with Italian tailoring. Known for their playful yet luxurious designs and their dynamic approach to fashion, DSQUARED2 has become a distinctive force in the global fashion industry.

The challenge

Even established brands face challenges in the dynamic world of global commerce. DSQUARED2's previous cross-border partner lacked the infrastructure to support a modern omnichannel experience and failed to deliver the growth metrics required to meet the demands of the brand's international fan base.

Key issues included an inadequate payment processing system, resulting in a payment success rate below industry standards, and operational inefficiencies in inventory distribution, shipping speeds, and customs regulations.

"We want to give our customers more from their digital experiences when shopping with us, matching as closely as possible the highly localised experience that they would be used to receiving in-store digitally, and that meant optimising every touchpoint in the online and post-purchase experience."

Raffaele Nardo, Chief Digital Officer at DSQUARED2

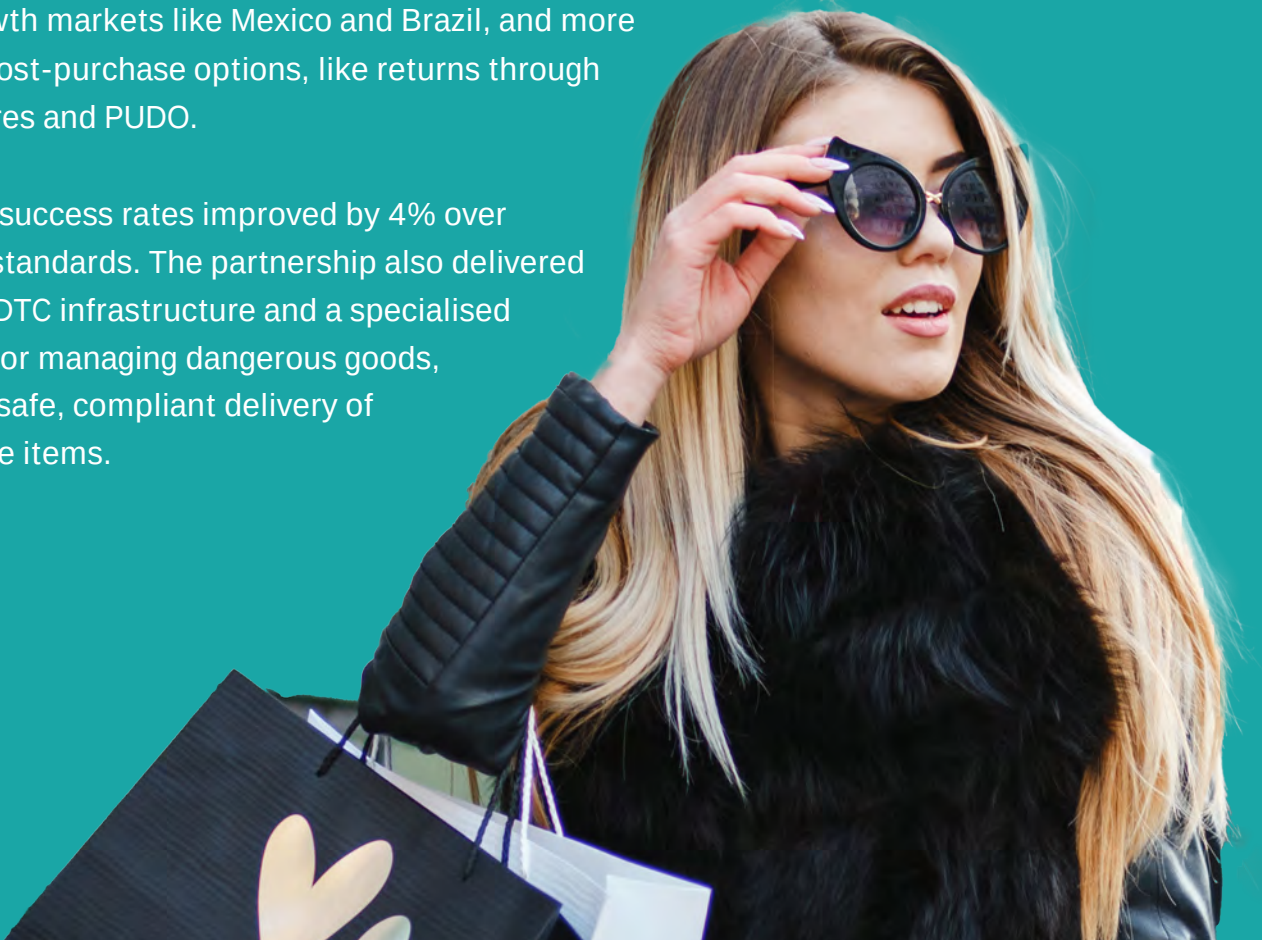
The solution

To overcome its ecommerce challenges, DSQUARED2 partnered with ESW, leveraging our Worldwide Omnichannel solution - an enterprise fulfilment platform combining unified inventory, intelligent order orchestration, and localised operations. Despite tight timelines and integration complexities, ESW enabled DSQUARED2 to expand into 76 countries and efficiently manage domestic ecommerce in Italy - all through a single platform. A key driver was ESW's Importer of Record (IOR) services in the US, which streamlined high-value imports and reduced compliance risk.

By activating Ship-from-Store and multi-origin fulfilment, DSQUARED2 achieved a 12% GMV increase in the first four months. These capabilities will soon extend across Europe and other key markets. As part of the Worldwide Omnichannel strategy, DSQUARED2 unified inventory across owned and partner locations, including retail stores, to enable faster delivery and reduce missed sales. Combined with localised checkouts, dynamic pricing, and advanced fraud prevention, this has built a scalable infrastructure for long-term growth.

Looking ahead, ESW and DSQUARED2 will continue to scale by expanding into new markets, deepening omnichannel connections, and enhancing speed, convenience, and localisation. New initiatives include hyperlocal marketing strategies, entry into high-growth markets like Mexico and Brazil, and more flexible post-purchase options, like returns through retail stores and PUDO.

Payment success rates improved by 4% over industry standards. The partnership also delivered a robust DTC infrastructure and a specialised solution for managing dangerous goods, ensuring safe, compliant delivery of high-value items.



The results



Nearly 20,000 shoppers from 76 countries have placed orders through ESW's platform within the first four months since launch.



Achieved double-digit revenue growth compared to the previous partner.



Payment success rate is **4% higher** than industry standards and significantly improved from pre-ESW figures.



Conversion rates saw an uplift of **8 percentage points** over the course of one year.



The Ship-from-Store and multi-origin fulfilment initiative resulted in a **12% GMV increase** across DSQUARED2's entire online business within the first four months.



Customer satisfaction ratings increased from **1.5 to 4** on Trustpilot.

"Partnering with ESW has been a game-changer for DSQUARED2. Their expertise in luxury ecommerce has helped us expand globally and improve our operations."

Raffaele Nardo, Chief Digital Officer at DSQUARED2



Want to talk about global expansion?

ESW makes worldwide ecommerce powerful and simple. We offer the world's best-loved brands solutions that reduce cross-border complexity and create moments that matter between them and their shoppers. We focus on localising the online shopping experience to increase conversions and loyalty while also taking on the complications of doing business in international markets. We do it through frictionless checkouts, fast, reliable shipping and returns and by reducing compliance and regulatory risk. All while coming alongside our clients with market insights and strategies designed for long-term growth and profitability.

With offices in New York, Dublin, Madrid and Singapore, ESW helps the world's premier and most ambitious brands achieve growth and profitability in more than 200 global markets. That's Worldwide ecommerce. Made powerful, made simple.

CONTACT US AT

growmybrand@esw.com

VISIT

[ESW.com](https://www.ESW.com)