

# PERFECTLYBASICS

## PERSBERICHT

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### **Perfectly Basics goes for technical innovation and sustainability**

Behind the scenes at an online shop, the wish for constant innovation never fades. After all, online shops are the shops of the future and that future has arrived. Perfectly Basics (PB) is preparing with innovative, self-developed techniques and a collection that has a growing sustainable character.

With a whopping 2000m<sup>2</sup> of work, studio and storage space, all PB activities take place underneath one large roof in Haarlem - that of the headquarters. The ongoing autonomic growth – both internally and externally – pushes the necessity to take efficiency to a higher level, which has now resulted in the application of renewed technological developments. A smart, by PB self-developed, system instantly processes all model photography and using barcodes it automatically matches the 3000 photography images per shoot day with the right products. Cognitive Services by Microsoft Azure automatically recognizes the type of image as well as the model's face through Visual Intelligence, which enables automatic editing using Photoshop. Later this year, the online shop will also use V.I. to reduce repetitive activities for employees with 30%.

In PB's collection, there's also always space for renewal. Perfectly Basics' buyers are increasingly working according to the 80/20 principle that promotes a more durable wardrobe. More attention is put into curating a sustainable collection, that includes vegan leather bags and shoes and garments that are ethically sourced in Europe. Organic beauty products are also playing a greater role in the total collection. Online shopping with a 'greener' frame of mind, without compromising in luxury and style.

After doubling their results in 2018, the first half of 2019 shows a healthy 30% growth - partly due to smart and efficient automation. "We see new chances for the near future. We're staying focused on further automating our systems and renewing our collection, but a rebranding of the PB-brand is also top of mind. Our clientele has grown along with us since 2006 and vice versa", say owners Peter Blaas – van den Beemt and Birgit van den Beemt – Blaas. The couple still has plenty of dreams for the future. Lots of hours are momentarily being put into a renewed version of the current webshop and a second online shop, which will both run completely with a 'mobile first' mindset, supported by Progressive Web app and different V.I. applications.

### ***Over Perfectly Basics***

*Perfectly Basics is an international premium fashion webshop that has succeeded since 2006 by selling women's fashion, accessories and beauty. The extensive 100+ brand portfolio includes brands like Zadig & Voltaire, Vanessa Bruno, Filippa K, By Malene Birger, IRO and more.*

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### **For the editors - niet for publication**

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