Bershka offers customization of products through Custom Lab

By Rocío Alonso Lopez  -  12 March 2022

The Inditex-owned brand is committed in inviting its customers to participate in its creation process. Bershka will launch its Custom Lab project this Friday (March 11) on the brand’s app. This will allow clients to customize their garments or accessories with different prints and embroideries of their choice.
Clients will be able to choose how to accent their garments such as embroidering their initials, zodiac sign, or other small designs. Thanks to the company’s licenses, consumers will also be able to embroider their items with emojis. Custom Lab plans on continuing to develop partnerships to offer new styles in the future.

This initiative will operate in parallel with the company’s Denim Lab project, which specializes in customizing denim garments with different patterns and prints.

Through this new project, the young fashion brand aims to target the young Generation Z as it has already done through a collaboration with the video game League of Legends, a Valentine’s Day campaign with drag queen Juno Birch, the launch of a Doraemon capsule, and an NBA-inspired collection.

Founded in 1998, Bershka has 172 points of sale in Spain. It forms part of the Inditex group’s brand portfolio together with Zara, Massimo Dutti, Pull&Bear, Stradivarius, Oysho, Zara Home, and Uterqüe. In the first nine months of the 2021 fiscal year, between February and October, the conglomerate achieved sales of 19.325 billion euros, an increase of 37% compared to the same period in the previous year.

By Rocío Alonso Lopez
Translated by Roberta Herrera

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