

Global Luxury Fashion Retailer Lane Crawford Joins a Growing List of Retailers to Choose InterTrade's Product Catalogue Solution

Laval, Canada, February 9, 2017 – InterTrade Systems Inc., an industry leader in supply chain collaboration providing both EDI B2B Network (VAN) and catalogue solutions, announced today that it has welcomed Lane Crawford (lanecrawford.com), a Hong Kong based luxury retailer, as a client. Lane Crawford and its sister company Pedder Group have chosen InterTrade as their exclusive product catalogue solution provider for enhanced supply chain collaboration with their trading partners.

ecCatalogue, InterTrade's product catalogue solution, will allow Lane Crawford to seamlessly manage in a single location, the otherwise time-consuming collection of detailed product information from all of its suppliers. Critical product data from suppliers includes GTIN/UPC codes, descriptions and dimensions, as well as rich content like product images.

Through InterTrade's ecCatalogue, Lane Crawford looks to unlock new efficiencies in its overall procurement and increase its speed to market. "Our product data synchronization solution plays an important role for fashion retailers like Lane Crawford", said Andreeanne Simon, InterTrade's General Manager. "With fashion trends and consumer tastes changing so frequently, the need to reduce their go-to-market cycle is accentuated even more, while the publication of rich product descriptions has become critical for online sales."

"We are excited to welcome such an established and highly-regarded luxury department store and look forward to working with the Lane Crawford team and their vendors", adds Tony D'Angelo, InterTrade's Sales & Marketing Vice President. "Our solutions will help streamline their supply chain operations and bring new efficiencies to their B2B trading partner relationships."

"We are very pleased to be working with our brand partners and InterTrade on this new phase of data and supply chain management for Lane Crawford. The implementation of ecCatalogue will allow us to share information across all channels with increased accuracy and efficiency, translating to a better experience for both our vendors and customers," said Aamir Sakhia, Vice President - Commercial, Lane Crawford.

About InterTrade Systems

Since its creation in 1996, [InterTrade Systems](http://www.intertrade.com) has established itself as a partner of choice for companies, large and small, seeking to address their supply chain challenges and associated EDI needs. As a Tier-1 EDI VAN and Catalogue solutions provider, InterTrade is recognized for its strong expertise in [EDI networking solutions](#) as well as its [product data synchronization \(catalogues\)](#) offering. Its experienced team caters to thousands of clients, with top marquee international companies. InterTrade became an even stronger player in the market in 2010 by joining [Mediagrif Interactive Technologies Inc.](#) (TSX: MDF). Find more information about InterTrade at www.intertrade.com or by calling 1-800-873-7803.

LinkedIn profile: <http://www.linkedin.com/company/15970>

Twitter profile: @InterTradeSys

About Lane Crawford

Founded in 1850, [Lane Crawford](#) is an iconic, luxury department store driving a "connected commerce" strategy focused on creating a seamless shopping experience across its physical stores in Greater China and its global online store. With more than 600,000 square feet of retail space, Lane Crawford has 10 points of sale, across Hong Kong, Beijing, Shanghai and Chengdu. With an online store, purpose built for China while also shipping globally, Lane Crawford is China's first luxury omni-channel fashion retailer. Lane Crawford is a part of The Lane Crawford Joyce Group, Asia's premier fashion retail and brand management group, which includes cutting edge fashion boutique Joyce, fashion footwear, handbags and accessories specialist Pedder Group and retail, brand management and distribution company ImagineX.

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