



# Business, Story

WITH A LITTLE HELP FROM INGENICO

STUDIO ANNELOES  
Every Body Happy

Case Study / Studio Anneloes

## A limited edition conversion boost

2006

Anneloes van der Heijden founded the Dutch womenswear brand

2008

Anneloes' husband, Jan-Willem van Loon, joined to lead on sustainability and drive the company's rapid growth

2019

The Studio Anneloes online store launched and Ingenico was brought in

2020

It became the first fashion brand to display the footprint of each garment via QR Codes

### Reducing high return rates

Most designers offer two collections a year, but Anneloes launches multiple short-term lines with new pieces each week. This brand focuses on sustainable, breathable fabric and versatile designs.

These pieces were sold separately through a branded website until 2019 when the online store, studioanneloes.nl, launched. When the website was launched it faced a few issues with selling to Dutch consumers outside of the region and higher returns stemming from an alternative payments system. This led to the fashion house opting to find a new online payments provider - one which could help increase customer and product retention.



The integration of new payment methods has increased the number of international orders by 75%

### 3 key requirements for Studio Anneloes



#### Replace the existing payments technology

An intuitive interface which could replace the old system and guarantee the most fluid customer payment experience.



#### A range of payment methods, under one contract

Equip the checkout with a range of payment methods to suit every customer, without the fuss of multiple providers.



#### A trustworthy partner

A real business partner who could give advice when needed and integrate with its technical platform.

Ingenico has been efficient in helping us solve our payments issues, significantly decrease returns, and build a seamless customer experience – it is a true partner and a safe pair of hands.

“As one of the most popular PSPs in the Netherlands, and with its global network, the team at Ingenico has not only provided a platform that works for our customers, but one that will grow with us as we look to expand our reach.”

**Anneloes Van der Heijden,**  
Founder, Studio Anneloes

## Solution Benefits

- 1 More conversions and international orders**  
Revamping the payments system encouraged a 0.5% improvement in conversion rates, 75% more international orders, and 10% fewer returns.
- 2 Flexible and secure integration options**  
Payment pages on the monitored Ingenico's online platform have been integrated into the website for a smooth checkout.
- 3 Improved experiences all-around**  
Shopper satisfaction has increased, and Studio Anneloes is closely supported with a dedicated account manager.

## Sustainable fashion

Studio Anneloes' high-quality garments come with a sustainability promise: every piece is sourced close to home and its label now features a QR code, allowing customers to track its energy consumption and environmental footprint.



## About Studio Anneloes

Studio Anneloes started with a simple vision, to create fresh fashion items that suit the Dutch woman, both in looks and in function. Where most fashion outlets produce two collections per year, Studio Anneloes drops around 16. This allows it to captivate consumers with a whole new collection of durable, easy to care for, and fashionable garments every three weeks.

With its payments processes firmly in Ingenico's capable hands, the company can now focus on its upcoming sustainability project and plans to launch a men's line in the near future.

[www.studioanneloes.nl](http://www.studioanneloes.nl)



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