



UNDERSTAND

TRANSLATE

DELIVER

LINGUANET CASE STUDY

Copywriting for Textile and Fashion Companies

Helping a Styling Agency to raise public awareness for the vision and products of fashion manufacturers in the footwear, sportswear and accessories industry

THE PROBLEM

The customer, a Styling Agency in Germany, needed a translated text that was to be read “as if it had been authored in the foreign language”.

Authoring of text for advertisement, product information, articles or press releases is a complex process involving authors, reviewers, subject experts, and sometimes even the corporate legal department. The text is edited several times until it matches exactly the intended focus and objective. It is not a functional, technical description, but rather addresses the emotional sphere of the fashionable and hip customer.

A simple translation could not meet these objectives.

THE SOLUTION

Over the last 20 years, LinguaNet has established a strong network of experts with exceptional writing skills. This made it possible to select a team of translators and editors with the right knowledge and writing experience on very short notice. In addition, a process was created that included not only the right expert, but implemented briefings, style guides and continuous feedback.

The team created foreign language versions of high-quality text for end customers like *CAT Footwear*, *Le Coq Sportif* or *Ben Sherman Collection*.

Special attention was given to the core messages and taglines. As an example, the original English headline “iTechnology™ Continues to Revolutionize the Footwear Industry” was transformed to a crisp “iTechnology™ stellt die Footwear-Branche auf den Kopf” in German.

The team-building process (involving briefings and debriefings) ensured that first-class foreign-language versions for press releases can now be produced with an established team as quickly as overnight.

THE USER BENEFITS

- Copy that does not need to be reworked
- Consistent messages in many languages
- Quick turnaround also without heads-up



For more information, please contact :
Innovation.Dialog@Linguanet.net
+49 89 43 98 76 88 (Germany)
+33 1 40 20 00 20 (France)

www.linguanet.net

LinguaNet
**EXPRESSING
YOU**