



press release

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docdatacommerce win Justin Timberlake label *William Rast* to steer brand towards a Pan-European audience

Central London based docdatacommerce have recently added William Rast to their fast growing ecommerce portfolio. The US based clothing label - boasting Justin Timberlake as its founder – has chosen docdatacommerce to oversee its Pan-European ecommerce solution.

The project will combine store build, emarketing, promotional activity and social networking tie-ins, to put the already successful US clothing brand firmly within reach of the European market.

The new William Rast online store has its sights set on a summer 2009 launch whilst undertaking various multilingual marketing campaigns across Europe. By also providing the relevant payment solutions to suit each country the online store will be strongly focused on becoming regionally attractive and accessible to all countries in the European market.

Docdatacommerce kick start the project in March 2009 utilising the label's strong reputation in the fashion world and Justin Timberlake's highly marketable profile whilst building on docdata's depth of ecommerce experience.

To find out more please visit www.docdatacommerce.co.uk t.0207 580 2880

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