



Milega
Internationalize your e-commerce

VANESSA WU

A DESIGNER BRAND LOOKING **TO CONQUER** **THE INTERNATIONAL MARKET**

CASE STUDY





Vanessa Wu is a women's shoe designer.

Created in 2011, the brand's ambition has always been to offer its customers unique creations, without compromising on comfort. Its products are aimed at active women with busy lives.

The designer has designed innovative solutions to put technology and craftsmanship at the service of women and not the other way around.



THE TRANSLATION CHALLENGES FACED BY VANESSA WU

In the era of brand internationalisation, Vanessa Wu was looking for a reliable translation partner capable of translating the brand ethos within other target markets.

Indeed, the main issue was not to «betray» the content already created in French. Reactivity was also necessary to respond to urgent translations for editorials or new products in a timely manner.

THE SOLUTION PROVIDED BY MILEGA

Milega provided a native translator, qualified in translation, and **specialised in fashion**. This ensured a smooth translation adapted to an English-speaking public.

At the start of the project, Milega also created **specific glossaries** for Vanessa Wu. Terminological choices were defined between American English and British English in order to adapt to the target audience. There was regular back and forth communication about specific choices to ensure that the terms used were appropriate. For example, Vanessa Wu chose to use the term «shopper bag» rather than «tote bag» for shopping bags and for «satchel» type products, they preferred to use the term «camera bag» rather than «satchel».

TESTIMONIES BY PROJECT COLLABORATORS



This project requires great terminological precision. Indeed, Vanessa Wu has particular and specific wording. The chosen English alternates between American and British English depending on the terms and SEO relevance

LAURA CALVO – MILEGA PROJECT MANAGER



We work with Milega and are very satisfied with their services.

We were looking for an agency specialising in fashion to translate the editorials of our online magazine.

After interviewing several agencies, Vanessa, the creator, who currently resides in the United States, agreed that Milega offered the most flowing translations for a native English-speaking audience.

Exchanges with Laura are always quick and efficient

GWENDOLINE QUINTARD, DIGITAL AND E-COMMERCE DIRECTOR

HOW TO TRANSCRIBE YOUR BRAND IMAGE INTERNATIONALLY

Building a brand image takes a lot of time and effort. The internationalisation phase is delicate, because the main challenge is to remain faithful to your image, while reaching your target markets in other countries.

To do this:

- + Choose a translation partner who has **experience in the brand internationalisation process** and who understands your challenges.
- + Call on **qualified and native** translators that are specialised in your sector of activity.
- + Opt for a partner **capable of adapting to the diversity of your materials to be translated** (websites, product sheets etc.). This will save you time.

Do you have an internationalisation project?

Call upon the specialised translators at Milega.

ABOUT US



Milega is the leading agency for digital content and website translation. Our aim? Responding to your needs and offering you effective solutions. With more than 10 years' experience in the translation sector, 400 translated merchant sites and satisfied customers under its belt, and experience in 45 languages, Milega relies on its proven expertise and professionalism. Our strength? Being able to combine the advantages of traditional translation methods with those using advanced technology. This enables us to support you and help you respond effectively to the growth in online product sales.



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