



Milega

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GOBI CASHMERE

AN ENVIRONMENTALLY RESPONSIBLE LUXURY BRAND ABOUT TO GO INTERNATIONAL

CASE STUDY



GOBI

Gobi is an environmentally responsible cashmere clothing brand. Its aim is to establish itself on the premium market, as an accessible luxury brand.

The brand's prêt-à-porter garments are made from 100% Mongolian cashmere, sourced with the greatest respect for traditions, local expertise and animals. Its timeless collections are designed to be worn in any season.

CHARACTERISTICS OF THE GOBI CASHMERE TRANSLATION PROJECT

Given its rapid international growth, Gobi Cashmere called upon Milega to:

- + Make its content multilingual (Danish, Italian and German)
- + Provide SEO-friendly translations of its website content
- + Translate weekly updates of product pages and social media posts

MILEGA'S SOLUTION

In order to fulfil Gobi Cashmere's needs promptly, Milega implemented a four-stage process:

- + Terminological preparation, with glossaries to adapt the texts to the target audience in each country.
- + SEO preparation followed by validation with the country manager to ensure the best possible positioning in search engine results in each target market.
- + Translation with a very quick turnaround due to the urgency of the project.
- + Translator availability and reactivity for all updates of the website's multilingual content and social media posts.



THE PROJECT SEEN FROM THE INSIDE



We have been working with Milega for almost a year. Their work ethics and professionalism what attracted us from the beginning and still is one of our reliable partners until today. As relatively new up and coming cashmere brand, time is essential for us in this industry, and we have always been grateful for their compassionate dedication and our need of speed in translation.

UNENBAT CHULUUNBAT – CHIEF SALES DIRECTOR EUROPE & USA



The multilingual project we undertook with Gobi was a success thanks to our close collaboration with the client. Due to the urgency and size of the project, it was important for the client to understand what we needed from the outset: validation of a glossary with the main keywords, quick responses to terminological queries, and weekly communication in order to achieve the established goal. The result: flawless project management and a 100% satisfied client.

LAURA CALVO – MILEGA PROJECT MANAGER



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.



Mikaël Le Gallo

CEO - Milega

mikael@milega-translation.com

www.e-translation-agency.com