



CASE STUDY

A Passion for Fashion with an Eye on Europe

How Kazar Group, a Polish fashion brand, expands to new markets with the DeepL API

Key takeaways

- **Kazar**, a premium fashion brand headquartered in Poland, uses the **DeepL API** to translate thousands of SKUs in its product feed into German, Italian, Spanish, French and Dutch.
- With the DeepL API, Kazar has launched in new online marketplaces throughout Europe and greatly increased its order volume.
- After an evaluation by professional translators, Kazar chose DeepL due to its superior translation quality.

Kazar has, in their own words, a passion for fashion. The Polish luxury retailer has a domestic reputation for quality, creativity, and trendsetting. Founded in 1990, Kazar offers premium luxury items from shoes and handbags to leather goods and home fragrances. With two brands—Kazar and newly minted Kazar Studio—they have diversified their offerings to appeal to younger customers looking for trendy, high-quality pieces. Kazar now has over 600 employees in Poland and Hungary, who operate online sales and brick-and-mortar locations.

The Kazar logo is the word "kazar" in a lowercase, black, sans-serif font. To its right is a large, stylized orange hexagon graphic that overlaps the dark blue background of the top section of the page.

kazar

Industry

E-commerce

Key Markets

Europe

Key Languages

Polish, German, Italian, Spanish, French, Dutch

DeepL Products

API

Have questions? Reach out to us at sales@deepl.com

Kazar is taking Europe by storm with the latest looks and an eye for style—and the help of the [DeepL API](#).

Expanding to new online marketplaces with DeepL

In recent years, Kazar has had its eye on entering new European markets by partnering with well-established e-commerce marketplaces and has already expanded to 19 countries throughout Europe. They have ambitious goals for 2022: expand to Greece, Bulgaria, the United Kingdom, and all countries in the Balkan region.

To continue their marketplace expansion, Kazar recognized the need for a robust translation API to localize their product feed, which contains thousands of SKUs, and then connect the feed to marketplaces in target countries.

So they began the testing phase—choosing excerpts in Spanish, Italian, French, German, and Dutch to translate with the DeepL API, and then having native speakers from translation agencies review the outcomes.



The results were clear: the agencies spoke most highly of DeepL's quality. Kazar was sold.

"Quality is the obvious factor for us and our customers, which is why we decided to use DeepL. And the pricing model lets us scale our business with a high return on investment," says Radomir Kiepas, Kazar's B2B Development Partner and Marketplace Project Leader.

The API integration fits seamlessly into their existing systems, and Radomir has seen immediate brand awareness and revenue results.



The DeepL API is what has allowed us to launch in new marketplaces in countries such as Germany, Italy, Spain, France, and the Netherlands. DeepL has helped us to increase our order volume in Europe significantly.

Kazar recommends DeepL

Kazar was admittedly nervous about the use of machine translation. Past translation experiences made them weary of integrating a new tool, only to require hours of manual checks.

DeepL's quality put those fears to rest. What would Radomir say to companies considering a machine translation integration?

"Trust that the DeepL API is at the highest level. I would say, don't be afraid and just try it!"

Get in touch

If your team is looking for top-quality machine translation that'll help you cut back on operating costs and grow your business.

[Contact us to learn more](#)