

# Levi's Footwear Selects Syndic8 For Their Digital Delivery of Product Content

*Levi's Footwear, a Division of Genesco Licensed Brands, has selected Syndic8 For Their Digital Delivery of Product Content*



BOSTON, MA, U.S.A, August 17, 2022

[/EINPresswire.com/](https://EINPresswire.com/) -- [Syndic8](https://www.syndic8.io/), an

industry leading business process management software company specializing in syndication of high variance product content has signed Levi's Footwear, a division of Genesco Licensed Brands, as its newest client. Levi's Footwear offers high quality products focused on casual shoes with looks that include sneakers, oxfords and lace-up boots. Levi's Footwear's integration of Syndic8's

plug and play, digital distribution platform will allow Levi's Footwear to syndicate their product data to their various retail partners and marketplaces destinations.

“

We are especially happy with Syndic8's specialization in products that require high-variant SKUs. ”

*Laura Van Sickle, Genesco Licensed Brands Director ECommerce*

“As we continue to evolve our portfolio of digital solutions, we need partners who go beyond innovation and reliability – we look for industry experts with depth of experience,” said Laura Van Sickle, Genesco Licensed Brands Director ECommerce. “We are especially happy with Syndic8's specialization in products that require high-variant SKUs.

With Syndic8 as a part of our digital strategy, we are confident that we can rapidly and accurately deploy our products across a variety of online retailer destinations.”

## About Syndic8

Syndic8 partners with leading brands, retailers, and marketplaces to increase the velocity and quality of data necessary to power digital sales. With a background in building financial trading applications, the founders of Syndic8 have built numerous large-scale, high-throughput applications designed to move data instantaneously between companies. Syndic8 brings this speed to a market where product, pricing, and inventory information typically take days or weeks to communicate – with Syndic8's collaborative platform, communication takes place instantaneously. For more information, please visit [Syndic8.io](https://www.syndic8.io).

## About Genesco Inc.

Genesco Inc., a Nashville-based specialty retailer and branded company, sells footwear and

accessories in more than 1,410 retail stores throughout the U.S., Canada, the United Kingdom and the Republic of Ireland, principally under the names Journeys, Journeys Kidz, Little Burgundy, Schuh, Schuh Kids, Johnston & Murphy, and on internet websites: [www.journeys.com](http://www.journeys.com), [www.journeyskidz.com](http://www.journeyskidz.com), [www.journeys.ca](http://www.journeys.ca), [www.littleburgundyshoes.com](http://www.littleburgundyshoes.com), [www.schuh.co.uk](http://www.schuh.co.uk), [www.schuh.ie](http://www.schuh.ie), [www.schuh.eu](http://www.schuh.eu), [www.johnstonmurphy.com](http://www.johnstonmurphy.com), [www.johnstonmurphy.ca](http://www.johnstonmurphy.ca), [www.nashvillewarehouse.com](http://www.nashvillewarehouse.com), and [www.dockersshoes.com](http://www.dockersshoes.com). In addition, Genesco sells footwear at wholesale under its Johnston & Murphy brand, the licensed Levi's brand, the licensed Dockers brand, the licensed Bass brand, and other brands. Genesco is committed to progress in its diversity, equity and inclusion efforts, and the company's environmental, social and governance stewardship. For more information on Genesco and its operating divisions, please visit [www.genesco.com](http://www.genesco.com).

Media Contact:

Joe DiNardo, Syndic8

Joseph DiNardo

Syndic8 DMS, LLC

+1 617-681-4072

[email us here](#)

Visit us on social media:

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/586527292>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.