

## Fashion boutique Jackie O. works more efficiently and prevents theft with a stylish camera system.

High quality and beautiful design at a competitive price make Axis and Jackie O. a good match.



**Organization:**

Jackie O.

**Location:**

Noordwijk, Netherlands

**Industry segment:**

Retail

**Application:**

Safety and security

**Axis partner:**

OD-IT

### Mission

The modern and highly popular fashion boutique Jackie O in Noordwijk attracts many visitors looking for exclusive fashion. Unfortunately, some of these visitors leave the store with clothes that they did not pay for. Theft can lead to unsafe situations in the store, while the owner of Jackie O actually would like to provide a safe working environment for his staff. For that reason, the store was looking for a stylish and powerful camera system, which provided an overview of everything happening in the store.

### Solution

Jackie O. opted for an AXIS Companion network video surveillance system, with eight cameras with zoom functionality. The cameras provide a comprehensive overview of the store as well as the Jackie Café. The owner can look at the crystal-clear images 24/7, in real time or at a later time – on-site, via his smartphone or at home on his PC.

### Result

The AXIS Companion system has proven its value many times over. The number of thefts has decreased, and multiple thefts have been solved based on the recorded images. In addition, the owner of the shop can work more efficiently, because he does not always need to be present to see what is happening in the store and café. The camera surveillance has also given the employees at Jackie O. a safe feeling when they are at work.

**“This camera system has made it possible for me to work more efficiently and we have already solved multiple thefts. This system has already paid for itself in a short time.”**

Jan de Boer, managing director/owner of Jackie O., Noordwijk.

Situated near the sea and the tulip fields in South Holland, Noordwijk is a much-frequented 7-star seaside town. The village with its nearly 26,000 residents is that popular because of its high-end hotels, including Grand Hotel Huis ter Duin and the Radisson Blu Palace Hotel. The presence of these top hospitality establishments attracts thousands of visitors to Noordwijk every year, and they usually have a slightly bigger spending budget than the average tourist. Partially because of this potential, in 2005 director/owner Jan de Boer launched Jackie O., an exclusive fashion boutique that sells clothes and shoes in the higher segment.

“We primarily have lots of French and Italian brands in our collection; there is a major demand for that in this region,” says De Boer. “The store was named after style icon Jackie Onassis. Style is an important feature in our store. That is why we constantly change the store layout, so our customers are always surprised each time they visit us. That could be due to a new collection, but also because of the works of art that we have on display in our store.”

### Jackie Café

When the building next to Jackie O. came on the market in 2014, De Boer did not hesitate for a second. “We bought the building and knocked out the wall in between. The redesign created a big store space where we merged a variety of styles and integrated it into something completely new. At the same time, we opened Jackie Café inside the store, with room for forty seats and a spacious bar. Our customers can admire their purchases while enjoying delicious food and beverages, but also look at the art that is on display. We work closely with an art gallery from Leiden, that regularly provides us with new artworks. Essentially, everything that you see here is for sale. Not just the clothes, but also the art and even the furniture.”

The floor managers at Jackie O. are constantly updating the layout of the store. In some cases, that does create blind spots in the store: angles in the store that are not clearly visible from the café or from the counter.

Since Jackie O. mainly has expensive clothes in their collection, and theft is a regular problem, De Boer decided to invest in a camera system that provided a 24/7 overview of his entire store. He wanted clear images during the day as well as night, and wanted to be able to view them in real time as well as accessing them later on. Of course the costs needed to be affordable, and the system needed to fit into the stylish interior of Jackie O. “I had seen a few stylish cameras at the beach club in Noordwijk. The installation technician of that system, OD-IT from Warmond, not only made me a good offer, but they were also capable of installing the entire eight-camera system in a highly professional and orderly manner within just one day,” De Boer says.

### Safety, theft and operational management

De Boer now has access to the live images from the store from a secure connection, anywhere and anytime – via his smartphone and on a big screen at home. The images of all eight cameras are all displayed in one screen in an overview, and can also be viewed individually on the full screen. De Boer uses these camera images for three equally important purposes: ensuring the safety of his staff, preventing theft and optimizing operational management.

“We do occasionally have customers who have bad intentions, get mad or even become aggressive. The presence of cameras in the store not only ensures that those things happen less frequently, but also provides a feeling of safety for my staff. For instance, they now know that we can always look at those images at a later time to see how a certain situation has evolved.” Every time items are stolen, De Boer also looks at the images to see what has happened. That has already led to a few – sometimes spectacular – exposures of shoplifters. The crystal-clear camera images are also shared with other store owners in the neighborhood, so they can keep an eye out for the perpetrators as well.



“When I am not in the store, I regularly check whether things are all right. I check the staffing situation, see if all is well at the café and if the store looks neat and tidy. My staff knows that I do that, and it gives them a feeling of commitment and safety. When the alarm goes off when nobody is present, I can quickly check whether I have to take action or if it is a false alarm. This camera system has made it possible for me to work more efficiently, and we have already solved multiple thefts. The system has already paid for itself in a short time,” according to De Boer.

**The solution in summary**  
8 x AXIS Companion EYE LV  
1 x AXIS Companion Recorder 4 TB

*Jackie O.*  
**OD-IT**

**AXIS**  
COMMUNICATIONS