



ALEXANDER
LAMONT



case study

Managing a Rapidly Growing Product Image Archive

Alexander Lamont, a luxury design brand, faced the challenge of managing a rapidly expanding image archive documenting every product from design to repair. Without a centralised system, files were scattered, workflows inefficient, and image retrieval difficult. They needed a scalable, secure way to organise, access, and share visual assets across departments.

A Scalable DAM for Smarter Media Management

LightRocket implemented a scalable DAM system that centralised Lamont's image archive, enabled smart tagging with product codes, and improved secure access across teams.

"The LightRocket DAM platform has become a very valuable part of our operations; a centralised online system that controls access, stores images safely and makes retrieval easy."

- Alexander Lamont

Key Outcomes

- **Centralised archive** of 100K+ product images
- **Quick file retrieval** using product codes
- **Streamlined workflows** across teams
- **Role-based permissions** and secure sharing
- **Scalable DAM** that grows with their needs