

Silbon cuts wasted stock and unlocks hidden sales with smarter **store-to-store transfers**

Commercial impact

▲ **2.7%**

YoY sales
(units)

▼ **20.4%**

Avg. daily stock
held in stores

▲ **9.7%**

YoY sell-through
(sold vs. bought)

Operational efficiency

▼ **7.3%**

Warehouse
stockouts

▼ **10.5%**

Store
coverage

ROI

433x

On full suite,
generated by store
transfers

About Silbon

Spanish menswear brand, Silbon, represents the the modern man: One who takes care of himself inside and out, stays true to his style and adapts current trends to a taste for classic dressing around 3 design lines (sport casual, urban-preppy and business casual) and a tailoring line prized for the quality of its fabrics and patterns.

In 2018, Silbon introduced a Kids collection, followed by the launch of Silbon Woman in 2021, a line for women who value quality, style, and individuality and who see fashion as both art and culture. The brand family grew again in '24 with the Silbon Girl, built on the same pillars as Silbon Woman: design, quality, and trend-led appeal. A year later, Silbon expanded once again with Silbon Baby.

Established in 2009, Silbon has grown to 160+ points of sale nationally while also venturing into new geographies and laying the groundwork for further expansion. This impressive growth also means that efficient inventory management is a priority, as an expanding network puts pressure on how well stock moves around it.



The challenge

+ The store with nothing left to sell, and the warehouse holding what it couldn't use

Silbon runs a lean logistics setup: one central warehouse, with two virtual warehouses, serving approximately 160 points of sale including stand-alone stores, department store corners and shopping center locations.

That simplicity is an advantage, but **without a structured way to move stock between stores, it also meant that once inventory landed in a location, it tended to stay there, whether or not that was where the demand actually was.**

In menswear, that's a costly problem. Silbon's core customer is famously loyal: the kind of shopper who comes back for four of the same shirt in the same size, but just as quick to walk away if that size isn't on the shelf.

At the same time, carryover and continuity references make up a meaningful share of the catalog, and **the stock tied up in keeping all of it everywhere left less room to bring in new arrivals, both physically and financially.**

Some stores hit capacity while sitting on broken size runs; others had the space but not the product. **Rebalancing between them was entirely manual**, which meant it rarely happened fast enough to matter, especially at key partner locations where making room for newness is critical to the relationship.

As Silbon pushed toward their store growth and sales targets, the team knew that **unlocking the stock already sitting in the network was one of the fastest ways to protect margin and free up cash**, rather than just buying more of it.



The Store Transfers Story

+ From stuck stock to a self-funding solution

Silbon implemented an intelligent, in-season solution that included **First Allocation, Replenishment and Store Transfers** as a way to act on inventory imbalances automatically, instead of waiting for someone to notice them.

Specifically, the automated Store Transfers solution identifies, store by store and size by size, where stock is sitting idle and where it's actually needed and then recommends the move.

Instead of relying on manual judgement calls about which stores to check and when, the system continuously surfaces the transfers worth making, based on real sales and stock data rather than intuition.

"For years, stock that ended up in the wrong store just stayed there. Someone had to notice before anything moved. Nextail's Store Transfers module does that thinking automatically, matching what each store needs against what the network actually has. It's the one piece of the toolkit that's ended up paying for the rest of it many times over."

Pablo López CEO, Silbon

Silbon saw the effect of more efficient inventory movements within the very first season. As stock started moving to where it could actually sell instead of sitting still, **Silbon's stores carried 20.4% less average daily stock, while sales still grew 2.7% year over year in units**, proof that leaner didn't mean weaker.

Sell-through climbed 9.7% year over year, absolute stock-outs dropped 7.3% (less inventory stranded where it wasn't needed instead of replenishing where it was), and **average stock coverage fell 10.5%** — a network finally in balance, rather than swinging between overstocked and empty.

And then there's the number that made the case for itself: **Across the full technology managing First Allocation, Replenishment, and Store Transfers together, the value generated by Store Transfers alone was enough to return 433% ROI on the whole subscription.** The one piece Silbon adopted to solve a single, specific problem, stock stuck in the wrong place, ended up paying for the rest of the toolkit as well.



"What matters most is that we've reduced the stock sitting in our stores without it costing us in sales, and if anything, we're ahead of target. That tells me the system is making smarter, more precise decisions than we ever could store by store, and it's giving us the room to keep growing without inventory becoming the bottleneck."

Pablo López CEO, Silbon

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info@nextail.co