

# Style Union scales core operations with Nextail ahead of lightning-speed growth

**Impact at a glance:** Best-in-class since the very beginning

**4**

inventory turnover ratio

**~30%**

fewer items held at stores vs. peers

**2%**

store out-of-stock rate

**5.5K+**

additional units sold 4 months after Store Transfer go-live

**Style Union**, launched in 2022 by Nexon Omniverse, parent company of ethnic-wear brand **Ethnicity**, focuses on providing trendy styles for men, women, and children across India. With aggressive growth plans, Style Union opened 40 stores within its first year and plans to open 200+ stores by 2025.

## Why Nextail?

**Connecting HQ and store merchandising decisions to meet demand and fuel growth**

Style Union knew that their aggressive growth plans would require a reliable tech partner from the very start who would help them reach two crucial objectives:

- To rapidly expand the physical store network while ensuring scalable and connected operations.
- To implement robust forecasting, allocation and replenishment for appropriate stock levels for meeting customer demand and maximizing full-price stores while maintaining an appealing store atmosphere.

Style Union chose Nextail as their key growth partner, enabling them to take a centrally-led and automated approach to core merchandising decisions and leveraging Nextail's strong replenishment capabilities and domain expertise in fashion and collection-based retail.

"Nextail plays a role in scaling the work our teams carry out for fulfilling daily store requirements. And even as we continue opening more stores in the future, Nextail will allow us to scale our central operations without necessarily having to raise headcount or sacrifice levels of detail or time."

**Sankat Mochan**

Chief Supply Chain Officer at Nexon Omniverse

**nextail**



## Impact

### + Style Union gets stock levels right for better margins & shopping experiences

The data-driven team behind Style Union, made up of seasoned retail professionals, fully embraced change and was enthusiastic about implementing Nextail, making for a quick time-to-impact. In fact, after just a little over one month of initiating training, Style Union started reaping the benefits of the Nextail Replenishment solution. And just 4 months after Store Transfer go-live, the company was able to generate an **immediate cash influx of approximately €46k** (₹4.1M+) through the sale of 5.5k additional units at full-price.

A bottom-up approach and the AI automation of merchandising processes enabled Style Union to drive more sales with less stock, reaching an **inventory turnover rate of 4** which is **2x faster** than the industry standard. Style Union is also holding up to **30% less stock in stores** as compared with peers while generating similar or higher profits. This is thanks to the fact that Style Union is able to achieve **healthy coverage levels of 13 weeks** while maintaining **out-of-stock rates at minimum of 2%**.

"From the beginning, one of our priorities was to keep our stores looking fresh through a strong replenishment engine, which Nextail naturally offers. Our inventory in stores is optimized - it's not too high, it's not too low, and we don't have to have stacks of inventory sitting around stores. And that's why the look of our stores differ - they're more inviting. And even with less inventory than our competitors, we're still making the same sales. That's how we built Style Union, and that's how we want to keep it."

**Alok Dharadhar**

Head of Nexon Omniverse & Nextail Project Manager

### + Cross-company engagement increases collaboration & visibility of impact from shop floor to HQ

Insights and decision-making flows across the organization by way of Nextail, giving all teams the opportunity to understand performance and identify

opportunities to improve sales. At HQ, retail teams have access to intuitive dashboards and smart reports that are updated with the freshest SKU / point of sale data to enable quick decision making. In fact, **Nextail Business Intelligence is accessed more than 330 times per month per store and HQ user.**

Store staff on the other hand also have key metrics at their fingertips through the Nextail App in order to improve store sales by better understanding rate of sale, inventory levels, what's on order, and by making it easier to communicate with teams at HQ to influence future decision-making that affects store sales. **The Nextail App is accessed more than 30 times per store each day.**

"There's a bit of an addictive and gamified quality to using the Nextail App. Every morning, store staff are eager to open up their dashboards to see how their products are performing and all the factors that might be affecting it - it's all there."

**Sankat Mochan**

Chief Supply Chain Officer at Nexon Omniverse

### + Digitization & automation of daily merchandising processes to scale operations without raising headcount

By taking a centrally-led and automated approach to merchandising decisions, Style Union can scale their store network without falling short of staff to carry out core merchandising tasks as the network grows month by month, and who are now freed of manual work.

"In the past, you'd have to prepare and try to process all of the data on products and variables yourself, but with Nextail, the execution is very robust and the outcome is beautiful and even feels satisfying. And that's a common sentiment across our different teams since all of this information is available to our different stakeholders - from management, designers, merchandisers, buyers, all the way to store staff."

**Alok Dharadhar**

Head of Nexon Omniverse & Nextail Project Manager