

Gina Tricot

Gina Tricot makes gains on sustainability through merchandising innovation and efficiency

Impact at a glance:

▼ **9%**

reduction in store coverage

9.6pp

sell-through increase

▼ **13%**

fewer store stockouts

Who is Gina Tricot?

Established in 1997, Gina Tricot is a Swedish brand selling the latest in womenswear in over 30 countries and through approximately 150 stores across Sweden, Norway, Finland, and Denmark as well as e-commerce across Europe.

The forward-thinking international fashion brand is always looking to evolve and is dedicated to seeking out sustainable solutions, creative working ideas, and unique collaboration opportunities to deliver on its promise to “make women smile”.

nextail



ginatricot

Why Nextail?

+ The fashion know-how for embedding efficiencies and sustainability into merchandising operations

Gina Tricot sought a partner that would help them to alleviate specific challenges they were facing related to core merchandising operations.

Specifically, they were looking to:

- Allocate and **replenish more strategically** by way of intelligent, data-driven demand forecasting
- **Improve sell-through** to reduce overproduction, end-of-season waste, and missed sales opportunities
- Increase the efficiency of teams and **reduce time spent** on manual tasks

Gina Tricot chose Nextail as the partner that would help build agility and sustainability into the business due to the strength of its merchandise planning solutions as well as the Nextail team's deep domain expertise in fashion and change management.

"Nextail emerged as the ideal partner for Gina Tricot as their merchandising planning platform not only enables us to work more efficiently but also contributes to our sustainability commitments. By leveraging data-driven insights and the team's deep fashion and retail expertise, we are learning to produce less while also creating truly customer-driven assortments. We experienced a sense of trust and commitment with Nextail, solidifying our belief that they are the best partner to help us achieve our goals."

Ted Boman CEO of Gina Tricot

Impact

+ Higher revenue and less waste through more intelligent allocation and replenishment

Before working with Nextail, Gina Tricot teams had to rely heavily on a combination of historical product performance data and gut feeling to guide their product allocation processes. Without visibility into real, ongoing demand, this often led to the overallocation of product to stores and therefore draining warehouses of stock that would otherwise remain available for future replenishment.

Nextail has given Gina Tricot the ability to allocate smaller amounts of product to stores and then replenish based on early performance indicators and real consumption in stores. This means that even if demand has changed since orders were placed, Gina Tricot can take action based on new demand conditions.

Additionally, instead of replenishing all stores every day, Gina Tricot is now able to replenish tactically to the stores with the highest full-price demand for each item, increasing profitability.

As a result, Gina Tricot has been able to sell more inventory while actually carrying less stock in stores while also ensuring it does not accumulate in warehouses. This has been demonstrated by a **9% reduction in weeks of coverage and a 9.6pp increase in full-price sell-through**.

"With the right products at the right places and right times, Nextail is empowering us to carry less inventory in stores which means we don't need to overcompensate by producing more product than necessary. That's the difference between letting AI and data guide our allocation and replenishment instead of gut feeling."

Erica Lindlöf Purchase Controlling & Allocation Manager, Gina Tricot

Impact

+ Fewer stockouts and missed sales opportunities

Intelligent and automated replenishment, in combination with inventory rebalancing later in the season has also had a positive impact on product availability for Gina Tricot customers as well as on business results. Since working with Nextail, Gina Tricot has seen **13.3% fewer store stockouts** and therefore **has reduced missed sales opportunities by 9.7 pp**, with the added benefit of reduced leftover stock at the end of the season.

"In addition to the positive business results we have achieved Nextail has been instrumental in transforming our mindset as a company. Today, as a data-driven organization, we possess a deeper understanding of our customers and how Gina Tricot can continually evolve to deliver on our promise of 'making women smile' as we advance on our growth goals."

Thomas Andreen Chief Digital Officer, Gina Tricot

+ Increased efficiencies & automation for time savings and ROI

Gina Tricot teams have also benefited directly from the efficiencies and automation that now guide their core merchandise planning. The Gina Tricot allocation team has been able to **cut the time spent on replenishment by 50%**, enabling them to dedicate themselves to **more value-added tasks** such as helping the company on its mission to identify sustainable solutions and create innovative avenues to delight their customers, with an estimated **ROI of 38x**.



"Successful technical implementation is a small part of becoming a data-driven organization. We're delighted to work with a team at Nextail that genuinely values the success of our project and business. Nextail has helped us overcome both the tangible and intangible challenges of the change management process and we look forward to seeing how this transformation will shape our future merchandising strategies."

Ted Boman Chief Executive Officer, Gina Tricot

Want to learn how you can transform your core merchandise planning processes with Nextail? Get in touch.



www.nextail.co



info@nextail.co