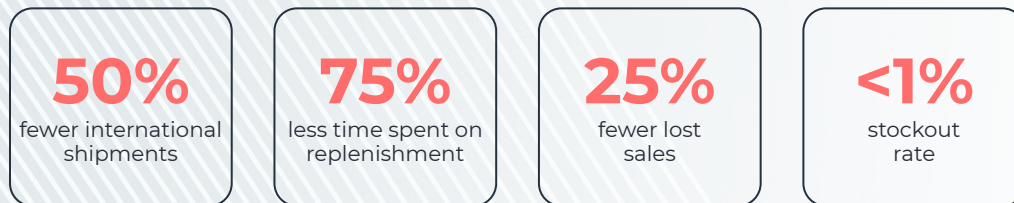


Hackett London

Improves merchandising efficiency for immediate bottom-line impact

Impact at a glance



A Chelsea boutique turned global, omnichannel brand

Inspired by the quintessential British attire of the early 20th century gentleman, **Jeremy Hackett** opened his first store on Kings Road in Chelsea in 1983.

Almost 40 years later, today Hackett London forms part of the global fashion group AWWG and has over 160 stores in more than 30 countries. The premium multi-channel brand sits at the forefront of traditionally-inspired menswear.

Hackett London began exploring solutions to transform merchandising processes which were still being done manually, especially those related to replenishments.

Old approaches created tedious, time-consuming tasks that were inefficient and often susceptible to human error.

At the same time, the brand was also looking for a solution to help them increase full-price sell-through and reduce in-store coverage levels.



Double-digit growth after just 2 months

The Hackett London and Nextail partnership is about reaping the benefits of increased efficiencies enabled by data-driven AI automation.

- + Shortly after the Replenishment solution go-live, Hackett London's pre-collection and main collection saw **improved sell-through rates with lower stock cover**.
- + Stores replenished by Nextail had greater product availability and **reduced lost sales by 25%**. From an ecommerce standpoint, sell-through increased while coverage decreased significantly and **stockouts remained below 1%**.
- + AI automation enabled immediate time savings. Nextail **reduced the time** teams needed to prepare and review replenishment orders by **75%**.

 www.nextail.co

 info@nextail.co

nextail

Benefits Spotlight



Business Intelligence: Eyes on the prize for top products.

Nextail Business Intelligence delivers daily insights that go beyond mere reporting. One that Hackett London relies on regularly is the "Top Products" report - a daily list of the **10 best selling products** showing availability by location, units sold, remaining stock coverage and more.



Demand Forecasting: Fewer journeys, reduced cost, lower impact.

With a main warehouse located in Barcelona, Hackett London relies on weekly international shipments. Empowered by a strong demand forecast, optimized replenishment and store transfer simulations, Nextail has enabled a **50% reduction in weekly shipments** from Barcelona to the UK.



Replenishment: More clarity, fewer assumptions.

Thanks to always-fresh data, Hackett London buys and allocates with clarity as assumptions about product performance are constantly and automatically confirmed or debunked. And with **75% less time spent on manual tasks**, teams can focus on responding to demand changes.

"At first, some stores were skeptical as they might sell a product and not get replenished by Nextail even though there was warehouse stock.

Once we explained the replenishment logic takes multiple factors into account, they started to understand and see the results. Stores were getting greater depth in the things that were selling, particularly best sellers. As a result, stores were able to generate more revenue, improve sell-through and achieve better margins by selling greater amounts at full price."

Daniel Jenkins
MERCHANDISE MANAGER, D2C & ECOMMERCE