

# Nextail announces strategic partnership with DaringCo

Partnership gives retailers in France direct access to best-in-class retail merchandising solutions that deliver quick ROI and operational flexibility

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**MADRID** – [Nextail](#), the leading provider of AI retail merchandising solutions today announces a new partnership agreement with [DaringCo](#), a French ecosystem of 300+ independent experts and consultants for Commerce and Retail specializing in project management and operational consulting.

DaringCo supports major customers in a number of industries within the French market, including fashion & luxury, beauty, FMCG, as they carry out organization transformation and strategic projects. The partnership with Nextail will allow DaringCo to add best-in-class retail merchandising solutions to the portfolio of technology available to their customers. Nextail, in turn, will be able to count on the expertise of DaringCo to deliver such solutions to more retailers across the French market who are looking to radically transform their core merchandising operations.

**Virginia Fernández, Head of Partnerships at Nextail**, said, “We are delighted to partner with DaringCo, as their retail expertise perfectly compliments the offering of Nextail retail merchandising solutions. We look forward to working with DaringCo to provide more retailers with solutions that achieve a quick ROI, a competitive advantage, and the operational flexibility they need to succeed in an uncertain future.”

“We are always looking for new solutions for our retail and luxury customers. Nextail, with its retail merchandising solution, brings an innovative approach that revolutionizes the end-to-end merchandising process, for internal teams but also at the end to allow end customers to benefit from the most accurate offer in stores. Our partnership reflects our desire to put forward solutions that save time and improve profitability for our customers,” said **Francois Morice, General Director at DaringCo**.

## About Nextail

Nextail is a retail merchandising platform that empowers retailers to sell more with less stock through hyper-local demand forecasting and agile automation. By increasing stock efficiencies across channels, retailers can automate the science of retail and dedicate more time to creative and strategic work.

Customers typically see sales increases up to 10%, 30% lower coverage levels, and 60% fewer stockouts in addition to being able to increase the sustainability of their operations by reducing leftovers and overproduction. Nextail works with more than 60 global brands, including River Island, Flying Tiger, Pepe Jeans, and Grupo Suarez. For more, visit [nextail.co](http://nextail.co)

### **About DaringCo**

DaringCo selects and brings together a network of independent experts specializing in Commerce and Retail in order to offer the profiles best suited to the needs of our clients for interim management, project management or operational consulting assignments.