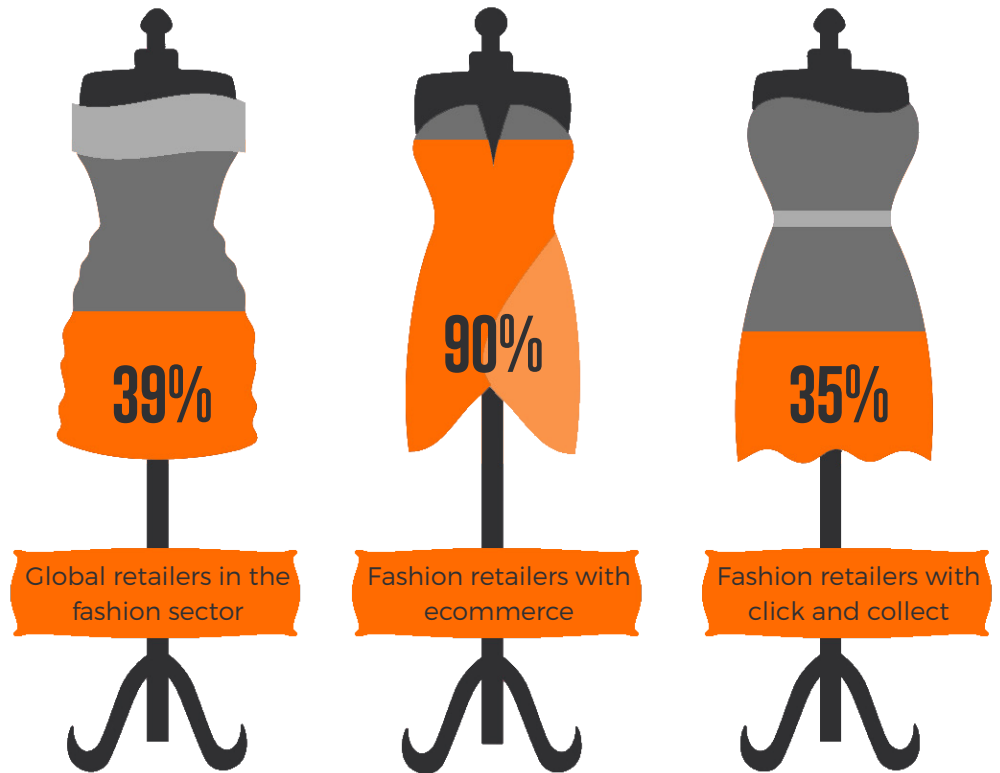


## Where Does Fashion Stand In Omnichannel?

Fashion has taken the retail world by storm. OrderDynamics’ Omni-1000 Research using a random walk method found that 39% of retailers investigated focused on fashion globally.<sup>1</sup> Fashion, with its appeal to millennials, is a huge influencer on retail overall. This is a direct result of the popularity of fast fashion, and new age of affordable luxury. Innovative ideas like clothing rentals and consignment shopping have led to a resurgence of the prominence of fashion as a retail segment. Thus far, fashion defies the often exaggerated claims of a retail apocalypse, by growing at a rate of 5.5% annually.<sup>2</sup> This isn’t a coincidence. With millennials now dominating retail purchasing, fashion has become more than just shopping. Fashion retail must, and often does, now reflect their dominant customer segment. This means often making clothes accessible, eco-friendly, gender diverse, and meaningful. Fashion is now more than something to wear, it is an expression of a customer’s inner self: a statement. A fashion retailer must reflect, imitate and become their most important customer sector: a millennial. So the question arises: Does an Order Management System actually help retailers in fashion, specifically?



## Make Fashion Shopping An Experience

### Online Shopping:

Online Shopping: It is shocking that to this date, 10 percent of fashion retailers still do not have ecommerce enabled.<sup>1</sup> This, after knowing that 70% of shoppers on the internet buy clothing and footwear - making items in the fashion sector among the most purchased online.<sup>3</sup> Due to the popularity of fast fashion, fashion retailers can probably provide for a higher rewards of millennial spending. Here, Order Management Systems directly tie into ecommerce systems to make the fashion retailers’ jobs easier. For example, order routing takes away the need for sales associates to manually source items from other locations. It also gives the retailer the ability to ensure order are either fulfilled from stores, or as fast as possible, or from the least cost source (often closest to the customer).

### In-Store Pickup (Click & Collect):

After offering the basic ecommerce abilities, provide fashion customers with the option to collect their clothes via in-store pickup. Millennials like options and convenience. This means they often don’t want to wait ages for an order to be delivered, when they can just buy it online and go to a store location near them to pick it up. Unfortunately, the Omni-1000 global found that only 34.7% of fashion retailers are offering this service.<sup>1</sup> This is a shocking finding, given that 50% of millennials prefer to shop in-store.<sup>4</sup> OrderDynamics can make this ideal service a reality for retailers looking to cash in on convenience providings to millennials, and all generations, really. Fashion retailers also need an app that offers a reward program or discounts, in-store pickup, and makes convenience and experience their priorities. Millennials value experience over tangible objects.



## What Else Do We Have Up Our Fashionable Sleeves?

### Inventory Visibility

63% of customers who experience an out-of-stock item do not bother purchasing it, or, even worse, buy that item from a competitor.<sup>5</sup> More specifically, 58% of fashion customers say 'out-of-stock' is their biggest shopping turn-off.<sup>6</sup> This is huge. Inventory restock and visibility is crucial to prevent negative experiences. Up-to-date inventory visibility makes inventory management more efficient: retailers would ideally have new inventory shipped in before old inventory completely depletes. More so, the OrderDynamics OMS can make it so real-time and detailed inventory counts are provided to customers by store. This means that a fashion customer can see if that Gucci purse is offered at their retailer of choice, and how many are available online and at their nearest store location.

### Returns

The most crucial fact for a fashion retailer to understand is that the end is truly the beginning, in retail. Returns, although regarded as the last straw of retail purchases, is actually one of the first things fashion customers look at before deciding on a purchase. 82% of shoppers check the returns policy before completing a purchase.<sup>7</sup> Especially with luxury fashion goods, customers are wary that they're getting their money's worth, and that they truly like the item they are purchasing. Ironically, the bottom line is that the better and easier your returns policy, the better your customer experience. Today's millennials expressly look through your returns policies before buying. A good returns policy and process will help you profit on returns. Look for OMS technology that gives you robust returns functionality, with an easy in-store app. It will pay dividends in more ways than one.



*Note: This process can take as little as two weeks with OrderDynamics' OMS.*

### Business Rules Flexibility

Inventory is a complicated subject in fashion, and also a big reason why your customer may switch to your competitors. Fast fashion, a trend started by brands like Zara, consists of finding out what's on runways, producing it before the season even starts, and immediately starting the selling process. It takes as little as two weeks for a new collection to come out! The decreasing popularity of a certain designs is what triggers the design of new items, and the process starts from the beginning. Due to the fast turn around, you need an OMS that can offer quick, flexible and easy business rule changes. You need the ability to choose whether you want products shipped from a distribution center (if you even think you need a DC at all), for the beginning of the fast fashion cycle, or if you want it shipped from your stores to deplete inventory of items you to deplete quickly. It also applies to seasonal garments, like coats for winter and swim wear for summer. The turnaround during a season change needs to be swift and easy. If your systems need a coder to get this done, you're just not getting the support you need.

### Contact Us:

Connect with OrderDynamics to discuss how to get started with Order Consolidation!

**Info@OrderDynamics.com**



**SOURCES**

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