

WINNING AT THE SPEED OF FASHION



WHAT ARE FASHION BRANDS DOING TO WIN IN A FASTER, DIGITAL, OMNICHANNEL MARKETPLACE?



Being **RIGHT**

Bringing on-trend products to target customers



Being **FAST**

Delivering the product when it's needed, faster than peers



Being **EFFICIENT**

Creating lean, cost efficient, end-to-end operations

HOW ARE BRANDS RESPONDING TO MARKET PRESSURES?

empower brands to take the right risks with new products

balance the "art" of fashion, with the "science" of data-driven decision making

develop products faster and at the optimal cost through PLM

keep vendors accountable to performance and sustainability targets

INNOVATION



PLANNING

implement a calendar that enables planning lines around the consumer, closer to market

MERCHANDISING



DESIGN

invest in design capabilities as innovative as your products

DEVELOPMENT



COMMERCIALIZE

manage how you sample and test products to scale production quickly

SOURCING



WHY ARE BRANDS MAKING THESE INVESTMENTS?

REVENUE
↑ through trend-right, customer-centric assortments and innovations

COSTS
↓ through smarter product component sourcing and reuse

SPEED
↑ to market through smarter calendar and streamlined processes

LOYALTY
↑ of lifetime customers achieved by being right and being fast

QUESTIONS? CONTACT AN ACCENTURE FASHION INDUSTRY EXPERT



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