

THE “4Cs” OF FASHION RETAIL TRANSFORMATION: HOW TO APPLY THEM TO YOUR ADVANTAGE

The impact of fashion’s retail transformation on business operational conditions—costs, quality control, competition, and customer demands—is forcing the industry to optimize its production processes with digitalization and automation and to enhance its sales experiences with omni-channel marketing.



Discover how fashion companies are managing the 4Cs of retail transformation to take advantage of new business opportunities and overcome risks. →

COSTS

Producing profitably—only what customers are willing to pay for—in either small or high-volume, to better manage operational costs and maintain margins.



02



CONTROL

Achieving perfect control and visibility over the product development and production workflow to optimize garment quality and durability.

COMPETITION

Offering the right product choice and availability, at the right price and on the right sales channels to meet consumer demand and cultivate brand loyalty.

03



04



CONSUMER

Providing a seamless sales experience to strengthen the consumer relationship with their brand and to improve customer satisfaction.

Download our e-guide to learn more about retail transformation, its challenges and how Lectra can help you achieve these opportunities.

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