

# GEMO



CUSTOMER STORY

# LĒCTRA

GEMO, part of Eram group, is a French family-focused brand aiming to provide customers with accessible fashion and to dress the whole family at affordable prices. With over 400 stores in France and expanding internationally, GEMO is optimizing its competitive analysis, by harnessing the power of AI with Retviews.

*"Retviews is a huge time saver in our decision making."*

**Sophie Apollis**  
GEMO, Collection Director

## The Challenge

GEMO previously benchmarked its offer against competitors manually. The task consisted of sending one person to a competitor's store, who then spent significant amounts of time collecting insights on competitors' assortment, discount, and pricing structures.

Not only was the task time-consuming, but the data collected from manual store visits was unrepresentative of competitors' collections. Unaware of each specific store's size, observing a single location did not showcase the brand's full price range or the collection in its entirety.

## RETIEWS

GEMO decided to leverage the power of AI with Lectra's automated competitive intelligence platform for fashion, Retviews. Thanks to Retviews, **GEMO saves a significant amount of time on decision making**, and can **access real-time data** on competitors' strategies **anytime, anywhere**.





## Saving Time on Decision Making

With Retviews, GEMO easily monitors which competitors have changed prices, in which categories and which price segments exhibited the biggest changes. **Tracking changes in real-time and being able to analyze the state of prices through time** allows GEMO's product managers to get the right pricing strategy for their own product.

*"With Retviews, we no longer need to send people in stores to benchmark manually, now each product manager can monitor competitors' strategies in a few clicks."*

**Sophie Apollis**  
GEMO, Collection Director

## A 360° Tailor-Made Platform

GEMO's teams have access to competitors' data anytime, anywhere, thanks to **Retviews' flexibility**. In addition to **24/7 access**, GEMO receives **extensive support, and a tailor-made experience** thanks to Retviews' regular follow-ups with a dedicated client team.

Retviews has also helped **improve collaboration within GEMO's teams**, as over 40 users from different departments are exchanging best practices to work better together and optimize processes.

*"Retviews is an accessible, flexible and user-friendly tool that gives us a view on the entirety of the product lifecycle."*

**Sophie Apollis**  
GEMO, Collection Director

## Spotting Market Trends and Arrivals

As trends are changing faster than ever, GEMO's stylists use Retviews to get an **in-depth look at all the new styles, shapes and patterns in competitors' collections** and see if they missed out on any trends.

GEMO's product managers are also benchmarking their offer to their competitors in each product category and **monitoring if they stand out from the competition, or if their offer corresponds to market trends**, depending on the strategy in place.



*"Thanks to Retviews, we can track when new items are added to competitors' collections. We noticed that a competitor added footwear earlier than we did, indicating fewer supply chain disruptions."*

**Sophie Apollis**  
GEMO, Collection Director

## ABOUT RETVIEWS

With Retviews, you can quickly and easily gain visibility into your competitors' assortment, pricing, and discounts - meaning you can make your lines more profitable. Powered by accurate, real-time data, our cloud-based platform can optimize your collection development and global go-to-market strategy. With just one click, you can access valuable insights about your own and your competitors' businesses, all via a customized dashboard. Save time and be confident in your decisions with our solution powered by AI. Take advantage of your competitors' data. **Hit the market on time, on trend and on cost.**

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