

## CUSTOMER STORY

HOW DAMART TRANSFORMED  
ITS COLLECTION PLANNING PROCESS  
THROUGH AI COMPETITIVE INTELLIGENCE



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## Company Overview

Founded in 1953, French clothing brand Damart made a name for itself by inventing a type of insulation fabric called Thermolactyl, used for thermal wear. It has since expanded its product offering to include other categories. Today, the company prides itself in developing, fun, trendy collections using innovative materials to keep them functional and practical. With 4,000 employees worldwide, and a strong following of 10 million customers, Damart has offices in France and Belgium, as well as the UK with headquarters in Bingley, Yorkshire.

*"The advantage of Retviews is real-time data. It provides updates on what the market is doing so you can be reactive instantly! We can use the data to make changes and pass the benefits on to our customers."*

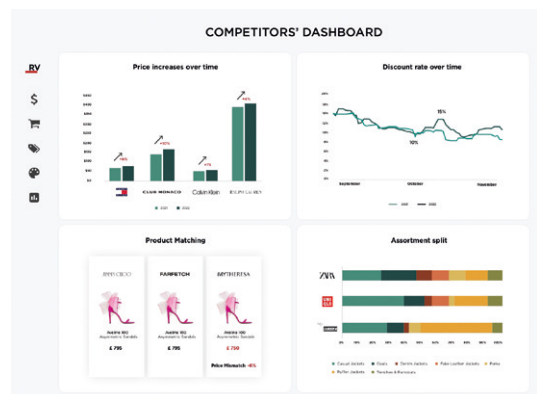
**Janet Peacock**, Range Manager  
- Homewear and Footwear, Damart

## The Challenge

With today's short trend cycles, Damart wanted to enhance and accelerate its competitive benchmarking process to speed up its collection planning. The company was analyzing its competitors manually, which was laborious, time-consuming, and imprecise. This also meant that it could only be done once a month, on one category at a time, involving many stakeholders. By the time they gathered enough information on a certain product type, it was already out of date as collections quickly changed. Often, they found themselves missing out on news regarding a different product category.



## RETVIEWS



## The AI Solution

### Time saving

Damart needed a detailed view of all its competitors' product assortment and pricing strategies so they could position their products more deftly on the market. Thanks to Retviews' AI technology, Damart's product range managers are able to analyze their competitors' strategies, extract the data in minutes, and analyze all the product assortment and pricing information within an hour.

*"Each product range has many sub-categories, so gathering information manually is very time consuming. With Retviews, we can get to the information we need instantly, and in a fraction of the time, making this part of the job much more efficient."*

**Janet Peacock**, Range Manager  
- Homewear and Footwear, Damart

### Data accuracy

Today, not only is it quick, but the data is also more accurate and allows them to make better informed decisions on the instant. Thanks to the real-time alerts they get, Damart's teams are able keep track of how their competitors' strategies are evolving by monitoring when they are launching new collections or how their websites' landing pages and newsletters are changing. They are now able to deduce what trends their competitors are focusing on quickly and easily.

### Optimized Pricing

In terms of pricing, the AI-powered intelligence software helps them respond to inflation in the most appropriate way, allowing them to look at their competitors' pricing of each product category and sub-category. Additionally, the platform enables them to look back in time and compare the pace at which their prices are changing. This way, they can see where they can still have room to increase prices comfortably and in which categories they are well-positioned.

*"For example, if we wanted to test price elasticity we can see what the market is doing in season vs. last season. Collecting reliable information from past seasons was always challenging before Retviews."*

**Janet Peacock**, Range Manager  
- Homewear and Footwear, Damart

Damart uses high quality fabrics, understanding that the customer needs choice and value they can trust. Identifying market prices is key to price planning. Retviews has helped identify where they need to be from entry price, right through to exit price points as they can see exactly what the competition are doing, and ensure they are better aligned with the competitive UK market.





## Outlook

Using Retviews as their AI-powered retail analytics platform, Damart are able to better plan and price their collections, fostering better decision-making.

*"Retviews has allowed us to get our work done more efficiently as we are able to get data reports much faster. It makes us so much more responsive as a company," state Amber Halford and Janet Peacock. "It's definitely extremely beneficial for our roles."*

**Janet Peacock**, Range Manager and  
**Amber Halford**, Assistant Range Manager  
- Homewear and Footwear, Damart

## KEY BENEFITS



Time saving



Data accuracy



Optimize pricing

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