

Miroglio Fashion



CUSTOMER STORY

LECTRA®

MIROGLIO FASHION HAS REVOLUTIONIZED ITS DATA QUALITY AND STRATEGY THANKS TO **RETIEWS BY LECTRA**



Miroglio
Fashion

Lectra solution
RETIEWS

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Christian D'Antoni

Global Head of Merchandising Planning and Control

The Challenge

Miroglio Fashion is an international Italian company which owns **900 single-brand stores**, and is present in more than **1900 multi-brand stores**, as well as 4 e-commerce platforms. Due to its global exposure, it was challenging for the Italian Group to monitor and rightly position its brands on all its different markets and marketplaces.

Benchmarking was time-consuming, burdensome, and not affordable as it was managed manually by Miroglio's staff.

The results

Retviews allowed Miroglio Fashion to monitor its brands worldwide and get the right positioning for its brands everywhere around the world.

The AI-powered Digital cloud-based platform has allowed Miroglio Fashion to **get the right market fit and save time over manual benchmarking**.

01

SAVE TIME

Through Retviews' automated and periodic dashboard

Before Retviews, benchmarking and reporting were done manually, which required a lot of time as Miroglio Fashion had to rework the data after collecting it.

Today, thanks to Retviews, the Italian brand uses the platform to monitor its level of markdown during Sales and compare it to its direct competitors, all in one click, with the **data automatically generated by the platform**. No more time spent on redoing the same analysis over and over.

"With Retviews, we have the opportunity to monitor our market and our competition on a weekly basis."

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Global Head of Merchandising Planning and Control



02

SPOT DIRECTLY

Out-of-stock situations to avoid selling opportunity losses

Retviews now allows Miroglio Fashion to **track its competitors' out-of-stock levels**, something that had been impossible to do before. Miroglio Fashion can now track these levels on a weekly, even daily basis, through Retviews' automated dashboard. Moreover, Miroglio Fashion can even compare its levels to its competitors' and optimize its replenishment.

03

CROSS FUNCTIONAL PLATFORM

While initially used for merchandisers...

Many departments at Miroglio Fashion expressed their interest in using the Retviews platform. Initially used for merchandisers, other departments such as **omnichannel, e-commerce, supply chain, product management, purchasing, sales & retail**, are now using Retviews' Competitive Intelligence.

04

MONITOR YOUR INDUSTRY

From competitors' collections to discount strategies to price positioning

With Retviews, Miroglio Fashion can now monitor competitors' new ins with the help of weekly automated reports.

Furthermore, Miroglio Fashion is now able to analyze its competitors' data. They are able to **monitor their assortment structure, their price positioning, size's availability and plan their seasons accordingly**. Thanks to Retviews, competitors' discount strategy holds no secrets anymore.

"Retviews has been a great chance and an opportunity for improvement at Miroglio Fashion in terms of data quality and a valuable tool for our business strategy enhancement."

Christian D'Antoni

Global Head of Merchandising Planning and Control





ABOUT RETIEWS

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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