city chic collective

LEADING A WORLD OF CURVES
CITY CHIC IS A PREMIUM AUSTRALIAN BRAND DEDICATED TO LEADING A WORLD OF CURVES THROUGH FEARLESS FASHION

With over 200 global locations, City Chic has become an internationally-recognised brand committed to leading a world of curves.

• 110 Stores Australia and New Zealand.

• 3 online businesses – City Chic (Au/NZ), Avenue (US) and Hips and Curves (US)

• Partnerships with Macy’s, Nordstrom’s and Bloomingdales in the US, Asos in the UK and Zalando in Germany.

• Warehousing locations in Australia, New Zealand and the US.
RFID Journey for City Chic - Tagging

• Began tagging for Macy’s March 2018 due to Macy’s contractual requirements.

• Decision made to go 100% RFID source tagging.

• July 2018 RFID tagging on all product commences.

• All new orders are RFID tagged at suppliers expense.

• Approx 5 million garments have been RFID tagged.

• Approx 80-90% of garments at store are currently RFID tagged.

• All fashion items are RFID tagged at stores, continuity buys are yet to see 100%

• All RFID Data managed by RAMP using GS1 standards. (SGTIN).
Tagging – how it works

• CC place orders on 11 different manufactures in China

• Ramps loca.fi software automatically obtains any new sku details via integration.

• Manufacturers each have an account set up with Ramp’s label partner in China.

• Label partner obtains relevant data from loca.fi website and prints and encodes sticky labels and issues to manufacturer.

• Manufacturer applies labels to product prior to shipping
Tagging
Inventory Accuracy

• 2016 SFG inventory accuracy project highlighted the lack of accuracy in City Chic stock at stores.

• Project highlighted the need for more frequent stocktakes than just a single annual stocktake.

• Increase in replenishment meant data had to be correct to be effective.

• Data accuracy was costing City Chic stores and online sales.

• Online store stock visibility is crucial for City Chic as they move towards endless aisle.

• Manual stocktaking time consuming and expensive.
Stage 1

Aim: - Perform more frequent and accurate RFID stocktakes at stores, re-aligning inventory more often.

- Conducted many trial and full stocktakes over the past 3 months with promising results, and full stocktake times down to 15-20 min per store and data in line with full UPC scan stocktake.

- The data highlighted the need to expedite the removal/re-tagging of non-tagged aged product from stores (Approx 20% of store stock), also foil tag issue identified.

- Decision to remove non tagged items and send to clearance stores made.

- Full store stocktaking tentatively scheduled for March.
Stage 2

Aim:- Full end to end RFID data capture from store receipt to sale/return.

- ERP integration with island Pacific is being scoped.
- Providing full stock receipting and sending between stores.
- Enabling SOH countdown for stocktakes.
- Automation of backend stocktake function within tolerances.
- Using store data for online. (stock availability visible on websites)
- Enabling daily stocktakes if required ... daily /monthly /category.
Challenges and Learnings

- Roll out tagging program first. Time lag on sell through of product – consider instore tagging.

- Plan for tags coming off garments - Retagging capability at stores.

- Ensure tags not associated with physical product are removed from store.- Loose Tags under fixtures, behind mirrors in draws etc. are destroyed and removed from stores.

- Click and Collect- ensure you have a solution around product that is in store but not on stores inventory.

- Keep it simple by aligning with existing processes.

- Get your ERP/POS systems provider on board early and get them involved in the journey.

- No foil tags!!
Our partners

Ramp RFID Solutions;

• Local company with local support.
• Hands on at all stages of project, including presence at stocktakes and walkthroughs of business processes.
• Guidance through scoping stages of project.
• Always available and issues have been resolved immediately.
• Solution driven team.
Our partners

Island Pacific

- Local team, providing local support.
- Very enthusiastic about integration into ERP and POS.
- Providing support and guidance through the initial scoping of the full integration of RFID at stores and HO.
Thanks for listening

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Questions

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