

city chic collective

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LEADING A WORLD OF CURVES



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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 , Nordstrome'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

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- 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).



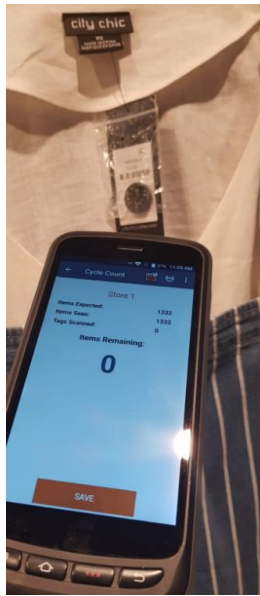
## Tagging – how it works

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- 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

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- 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.



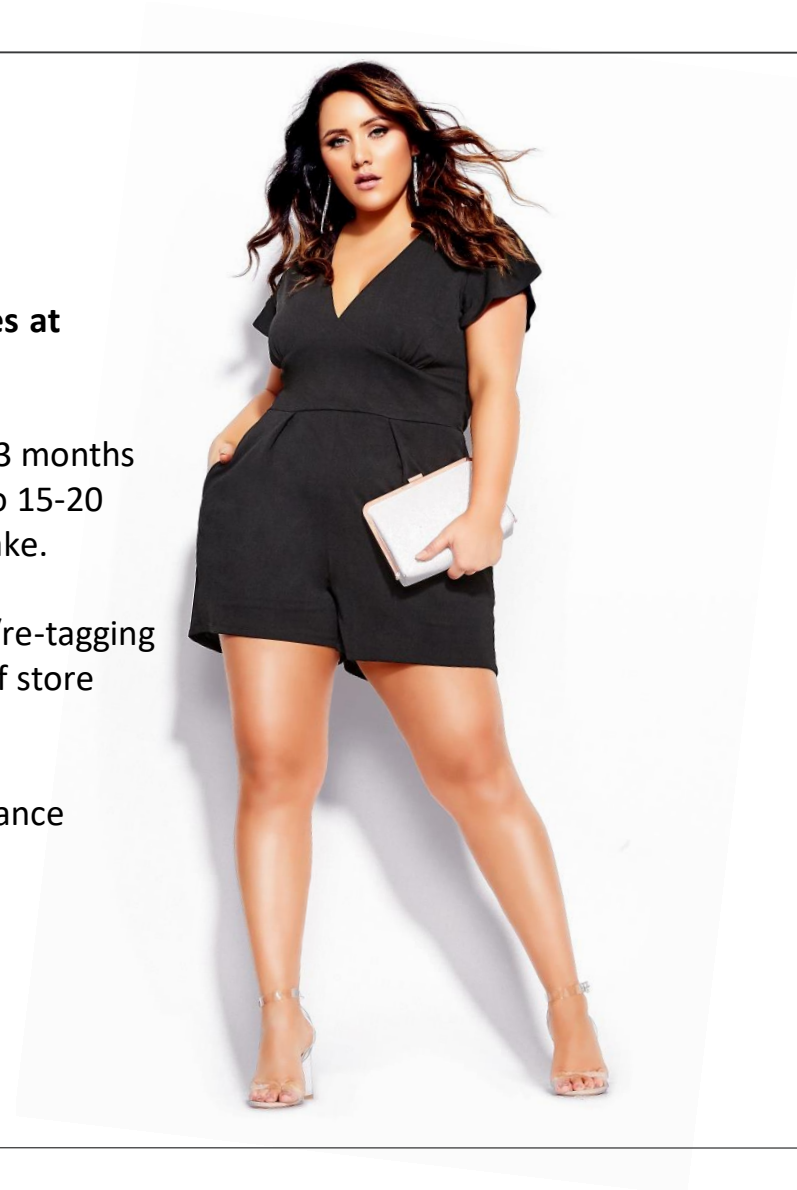
# Store Solution

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## 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.



# Store Solution

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## 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

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- **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

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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

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### 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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