Celebrity Fashion Brand Achieves 13% Boost in Full-Price Sales

INCREFF
Incredible Efficiency

India's largest celebrity fashion brand faced a critical challenge: optimizing inventory across 200+ stores while maximizing profitability. Traditional merchandising led to overstocking, poor assortment, and misaligned inventory. A data-driven transformation was essential.

The Challenge

Overstocking across channels and inconsistent store performance. Traditional buying didn't align with actual sales, resulting in excess inventory and reduced profitability.

The Approach

Implemented Increff's smart assortment planning solution across 200 stores and 4 sales channels, using advanced analytics to optimize buying and inventory distribution.

The Impact

Dramatic improvements in sell-through rates, pricing power, and operational efficiency through data-driven merchandising, aligning inventory with customer demand.

The brand's transformation started by recognizing each store had unique sales patterns and customer preferences ignored by their centralized buying. Top-performing stores were held back by generic inventory, while underperforming ones received the same mix. This one-size-fits-all strategy created widespread inefficiencies.

> "Smart assortment planning isn't just about having the right products – it's about having the right products in the right quantities at the right stores, aligned with actual customer buying behaviors."

Implementing smart assortment planning required a fundamental shift in merchandising. Decisions became data-driven and store-specific, moving beyond intuition. This granular approach identified high-performing attribute groups at individual locations, allowing the brand to capitalize on winners and exit underperforming categories.

These results showcase the power of precision merchandising. By aligning inventory with actual sales and customer preferences, fashion brands can significantly improve growth and efficiency, building a sustainable competitive advantage in a challenging market.

Strategic Implementation & Measurable Business Results

Multi-Channel Optimization

A comprehensive approach was implemented across the brand's 200 stores and 4 distinct sales channels. Each channel received customized assortment strategies based on performance and customer demographics.

- Individual store performance analysis and segmentation
- Channel-specific buying optimization strategies
- Customized display norms aligned with sales velocity
- Real-time inventory rebalancing capabilities

Data Collection & Analysis

Analyzed historical sales data across all stores and channels to identify performance patterns, seasonal trends, and attribute group effectiveness.

Store Segmentation

Classified stores into performance tiers based on sales velocity, customer demographics, and location, enabling targeted assortment strategies.

Assortment Optimization

Developed store-specific product mixes, prioritizing high-performing attributes and reducing investment in underperforming categories.

This transformation required careful orchestration across business functions. The merchandising team reimagined their buying decisions, shifting from broad market assumptions to granular, store-level insights. This enabled them to amplify winning products and quickly exit underperforming attribute groups.

13%

Full-Price Sell-Through Increase

Significant improvement in converting inventory to sales at full retail prices, directly impacting gross margins and profitability.

25%

Width Reduction at Channel Level

Streamlined product assortments eliminated low-performing SKUs, focusing inventory on proven winners and improving operational efficiency.

12%

Average Selling Price Improvement

Enhanced pricing power through better demand-supply alignment and reduced reliance on markdowns.

These results demonstrate the transformative power of data-driven merchandising. The 13% increase in full-price sell-through represents millions in additional revenue, while the 25% reduction in assortment width reduced operational complexity. The 12% improvement in average selling price further amplifies profitability gains, creating a virtuous cycle.