

How Trendhim Co-Developed AI Forecasting with Kleene.ai and Cut Inventory 20%

Trendhim is a Danish direct-to-consumer brand selling men's accessories online to customers in 30+ countries. It designs its own 12,000+ products in-house across a long supply chain (90 days at the fastest, often 180+).

Results

20% lower

inventory 12 consecutive months of month-over-month decline

Lower out-of-stock

even while running leaner inventory

50%+ less replenishment work

about one FTE freed from firefighting

Challenges

Trendhim's previous forecasting system had become a bottleneck the team couldn't trust.

- Over-forecast some products and under-forecast others, with logic too opaque to trust
- Logged stockouts as zero sales – poisoning every next forecast in a self-reinforcing loop
- Forecast misses off by a factor of 10 or more, eroding trust entirely
- The only workaround was more man power – manual review layered on every forecast

Solution

Kleene.ai already ran Trendhim's data warehouse, so the two teams co-developed an AI forecasting app native to the existing stack – built around Trendhim's operational reality.

- AI model that retrains weekly off the Kleene data warehouse
- Product groupings with category-specific safety stock and per-supplier replenishment periods
- MOQ optimization and exclude-period logic so promotions don't skew the next cycle
- Built-in supplier vacation handling (e.g. Chinese New Year), previously done manually



The most valuable thing has been getting back to a place where we trust the forecast. When you trust the system, you stop second-guessing every output, and the team can focus on the strategic side of buying rather than the firefighting side.

– Emil Ravnholt Kaae, COO, Trendhim