

DAVID'S BRIDAL

BACKGROUND:

David's Bridal has been in the wedding gown business since 1950. Over 60 years and millions of brides later, David's Bridal continues to deliver fashion, value and customer personalization unparalleled in the industry. Over 60% of brides in North America now shop at David's Bridal's 300+ stores.

CHALLENGE:

When introducing new dresses, David's Bridal had a relatively low forecast accuracy rate of 48%. Their biggest challenge was the difficulty in aligning customer demands with product selection. The result was heavy markdowns and slow moving inventory, which weighed heavily on margins.

PREVIOUS PROCESS:

Previously, David's Bridal tested samples of every new style in 10 stores prior to rollout. This method was expensive and time consuming, as it added approximately three months to the process of launching a new style. It also had the potential of biased results, since sales associates tended to "push" the new dresses harder than a typical dress, optimistically skewing sales forecasts.

GOAL:

David's Bridal wanted to select the "right" inventory that resonated best with customers, enabling David's Bridal to achieve higher full price sales and reduce the dependency on markdowns. The company knew they needed a faster and more cost-effective way to accurately test new products.



RESULT:

- Increased forecast accuracy by more than 20%.
- Decreased time to market by 3 months.
- Reduced in-store testing costs by more than 20%.

“All we need is a style or two in a season that we decide to go ahead and roll to the chain, that we might not otherwise have done...and basically it's paid for itself.”

*Jeff Warzel, SVP Supply Chain
at David's Bridal*

THE SOLUTION:

By using First Insight's platform, David's Bridal now has at their disposal inventory investment guidance and price point recommendations for gowns that never existed. The investment guidance First Insight provides enables merchants to make more accurate buying decisions based on direct-from-consumer valuation data. In addition, David's Bridal runs the First Insight solution with store associates and compares their input to that of consumers. In as little as 72 hours, David's Bridal now has the ability to gain an accurate, forward-looking view into the most profitable dresses to source and bring to market.

RESULT:

- Increased forecast accuracy by more than 20%.
- Decreased time to market by 3 months.
- Reduced in-store testing costs by more than 20%.
- Increased revenue by making deeper buys on “winning” products, resulting in a 120% increase on one gown alone.

