

The image shows a woman with dark hair pulled back, wearing a black top with a vibrant floral pattern. She is holding a light blue tablet and looking at it with a slight smile. In the background, there are racks of colorful clothing, including a bright orange dress and a pink dress. The setting appears to be a retail clothing store.

infor

Who are you wearing?

The future of fashion design is in tech

For Corey Tollefson, SVP and GM of Infor® Retail and Fashion, retail isn't a job. It's not a hobby. It's not just another customer. He lives and breathes the industry—and inspires teams of the best and brightest to follow him on the path to the **Golden Age of Retail**. Infor understands the symbiosis of retail and technology, and that harmony between them is the key to unlocking the greatest customer experiences of all time. Through perpetual innovation and co-innovation projects with leading retailers like **Whole Foods Market** and DSW, we're leading the industry to deliver next-generation software that's revolutionizing the way the world shops, sells, and delivers everything from strawberries to sneakers.

But many retailers are still using the same software they did in the '90s, and the **average age of a top-tier retailer's POS system** is 15 years. Today's customers demand more. Merchants need more. Retailers have to deliver more, or they **won't survive**. It's time for retail software to be smart, predictive, beautiful, and integrated, because the industry can't—and customers won't—wait any longer. But who's brave (and maybe crazy) enough to try to fix it?

In just three short years, Corey Tollefson and a passionate team grew Infor's retail organization from three employees to more than a thousand, fostered partnerships with dozens of the world's leading retailers, and made a name for one of the biggest software companies you may have never heard of. Our vision for a modern suite of retail enterprise applications helped propel Infor to be named one of the **top ten "Unicorn" companies** in 2016, alongside the likes of Pinterest, Lyft, Airbnb, and Spotify. And today, the global Infor Retail team that Corey built is passionate about revolutionizing the customer experience across every channel with cutting-edge technology.

Wearables: The nexus of fashion and technology

Fitbit and the Apple Watch brought wearables to the mass market, and now, wearable tech is moving **far beyond** fitness and personal communication. By 2021, the wearables market is **set to double**—and already, the Internet of Things (IoT) is giving back to the fashion industry and the planet, helping brands foster sustainability in fast fashion, **track** and properly recycle discarded garments, and reduce overproduction of clothing that's not performing well in the market.

For specialty wear, the FIT/Infor DTech Lab is exploring the possibility of adding IoT sensors to gowns and garments, so designers, stylists, and stars know exactly how many times a garment has been worn down the red carpet, and when to retire it. When wearable technology is seamlessly tied to sourcing, shipping, supply chain operations, and most importantly, the customer experience, everyone wins.

One-size experience doesn't fit all

These days, the world of retail is chaos and disorder every day—and fashion brands that are still treating customers as mere members of a channel won't survive. "For the last 15 years, a lot of retailers have been managing their business according to channels," said Tollefson. "And the reality is, as a customer, I don't want to be treated as a member of your channel. I want to be treated as someone unique."

Infor's software is built from the ground up for 21st-century retailing, powering brands to create personalized, omni-channel experiences for every customer. From IoT-embedded clothing and accessories, to a globally networked supply chain, Infor software empowers fashion brands to exceed expectations from concept to consumer.

The retail landscape changes at a moment's notice. But a commitment to strategic partnerships, cutting-edge technology, and personalized experiences will carry today's fashion brands into the Golden Age of Retail. The next time someone yells out "who are you wearing?!" on the red carpet, the answer may very well be Infor.

About Corey Tollefson

Prior to joining Infor, Tollefson held a variety of roles in retail, including software development, license sales, and product strategy. Most recently he served as the head of strategy for Oracle Retail, where he spent 11 years helping Oracle formulate its Retail division following the Retek acquisition.

Tollefson holds a Bachelor of Science in Marketing and Management Information Systems from Saint Cloud State University - G.R. Herberger College of Business. He, his wife, and their three beautiful daughters reside in Minneapolis, MN, which is also the hometown of his all-time favorite artist, Prince.



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