CASE STUDY

How did a regional merchandiser adjust his buy to avoid overstock on a declining trend thanks to Heuritech?

heuritech

CONTEXT

The challenge:
Increase the sell-through of the category

The plaid coat was a best-selling trend last winter, and has already spread over to the mass market.

The objective was double:

- **Correct SKU amount:** Choose between 6 colors and 3 lengths in the collection catalogue
- **Avoid overstock or stock shortage:** Buy correct quantities of products

Our client's positioning:

- **Target:** 20 to 45 year-old women
- **Price range:** between 80€ and 200€
- **Time-to-market:** 6 months

We apply our visual recognition technology to social media images

REPRESENTATIVE PANELS OF CONSUMERS

We have defined 3 tailored audience panels: edgy, trendy and mainstream accounts.

3 MILLION IMAGES ANALYZED DAILY

IMAGE RECOGNITION TECHNOLOGY

We can recognize fashion trends by product type as well as features: colors, patterns, textures, shapes, details etc.

2000 PRODUCT DETAILS DETECTED

TREND FORECASTING TECHNOLOGY

We can forecast how trends will evolve over time and understand their adoption from edgy influencers to the mass market.

HEURITECH PROPRIETARY METHODOLOGY

FORECAST IN 6 MONTHS

SUSTAINED DECLINER

Decreasing at a slow pace

-10%

NEGATIVE GROWTH

Trend year on year

8%

HIGH MARKET SHARE

Of total coats, a hit trend

80/100

ADOPTION SCORE

Popular trend

# The plaid coat trend is declining

After learning that the plaid coat trend would start declining in his region, our client modified his collection plan.

-10% vs last year

Including plaid coats in his offer was important, but in terms of volume, this style would still account for a high market share of coats.

8% of the coats market share

He decided to purchase on only 3 SKUS instead of the 6 initially budgeted in his collection plan and decreased the quantities bought by -10%.

GEOGRAPHY

Today   **Tomorrow**

4000

3000

2000

1000

2018   2019

GROWTH
-10%

VOLUME
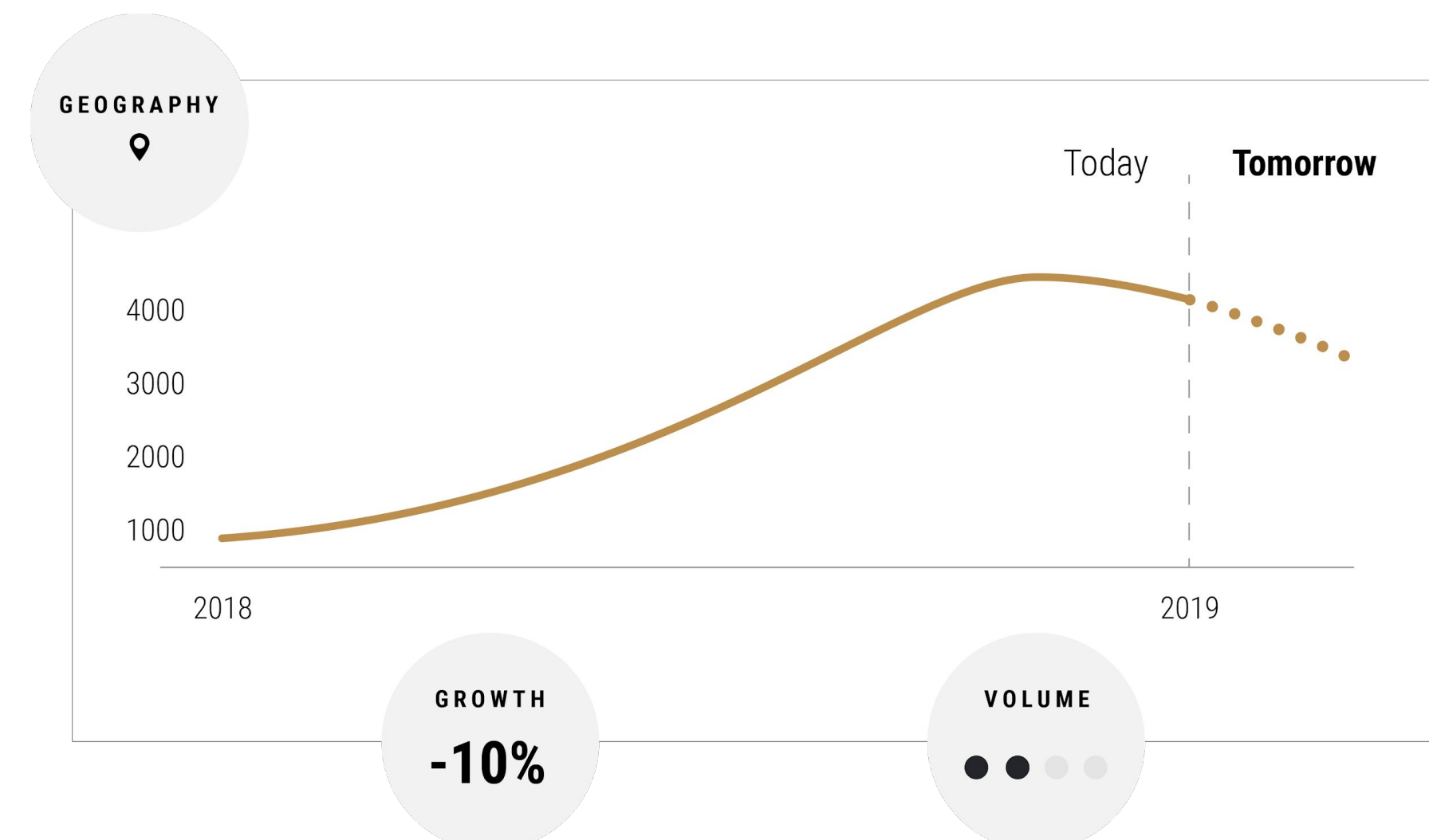
Conclusion

The brand used this data to adapt its merchandising and communication, which resulted in positive results:

AVOIDED OVERSTOCK

Our client bought 3 SKUs instead of the 6 SKUs originally planned

80% SELL-THROUGH

Compared to 65% in average for the last collection

About

HEURITECH

Heuritech is a cutting-edge technology company that provides fashion brands with the vision they need to stay ahead of today's dynamic market and trends. Using advanced artificial intelligence (AI) to translate real-world images shared on social media into meaningful insights, Heuritech empowers brands to forecast demand and trends more accurately, produce more sustainably, and achieve unprecedented competitive advantage.

www.heuritech.com

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