



The Cashmere Sale just completed their 15th year of Pop-up retail, with 19 locations for the 2016 holiday season along with a Shopify ecommerce site. They are a true innovator in this space and it shows in their success.

**“Our mission is to make the world a softer place the best way we know how – by sharing beautiful cashmere and savings with you.”**

The company is “A growing branch of a major New York-based apparel company... founded and driven by a group of passionate, fashion-oriented women, [who] operate on a simple premise: provide customers with in-season, high-quality cashmere at irresistible prices.”

By limiting their nationwide Pop-up stores to once a year and offering online shopping, they eliminate traditional brick-and-mortar expenses and pass the savings on to their customers.

## Case Study

# The Cashmere Sale

## VISIBILITY INTO THE OPERATION

For The Cashmere Sale, visibility into the business was a critical issue. This meant things like seeing a location underperform expectations and deciding to close it down after 2 weeks and moving the goods to another location that was performing. It also meant seeing in detail down to the color / size level what inventory was performing well in different markets (sometimes running counter to expectations like heavy coats on the west coast) and moving those goods so as to not miss out on those sales and sell through.

## EFFICIENCY AND PRODUCTIVITY

Using the Teamwork Retail native iOS apps, the operations staff were able to deploy technology to 19 locations in roughly 45 minutes per location. The store staff could then focus on the customers experience in the store, the technology simply working and fading into the background. As an example, they were able to use a customer facing shopper display app (unique to Teamwork Retail) to help achieve their highest retention rate of new customer profiles, thereby feeding the future of the brand.

## SPEED

Working with the One Step project team The Cashmere Sale went from signed contracts in June 2016 to deploying stores in September for the October through December selling season. The ability to act and then react fast allowed them to consolidate inventory to top performing stores by early December and then consolidate back to the warehouse in January, with less than a 1% inventory variance. Using the Shopify ecommerce site integrated with Teamwork Retail they ran an online consolidation sale that produced 400% more orders than expected.



# Future Focus

In the case of The Cashmere Sale, the success of the past seasons guided by their technology provide them confidence to grow the store footprint along with the brands or lines offered in coming seasons. They plan to expand their use of the technology by implementing additional CRM functions like shared gift cards and loyalty both online and in-store as well as using marketing mean to enhance to customer experience. Management can see 50 locations near-term (even 100 potentially) plus a growing ecommerce business.

Kevin McAdam

818-543-4777 ext 4131

kmcadam@onestepretail.com

One Step Retail Solutions

Arizona | California | New York | Massachusetts

www.onestepretail.com

Brought to you by

