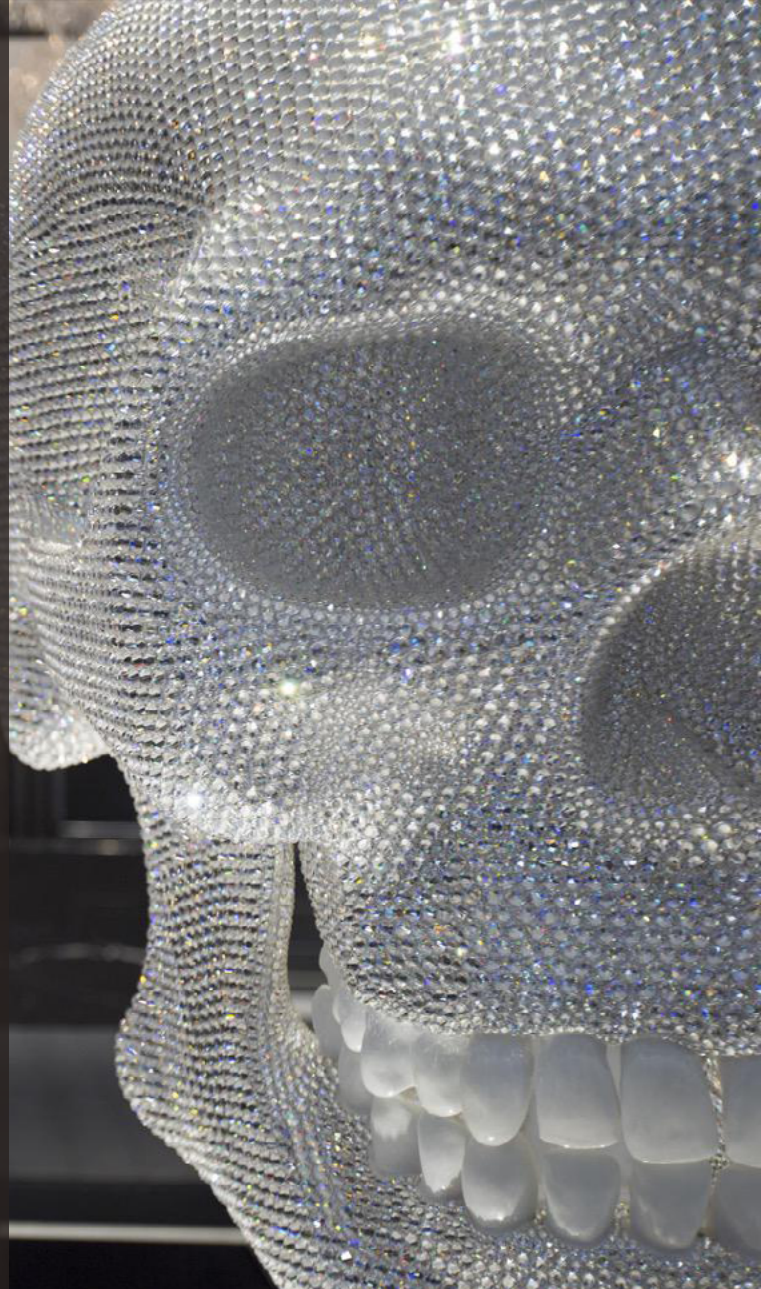


How **Philipp Plein** Built Omnichannel with **Retail Pro®**



In the modern technological atmosphere, global retail takes on a hybrid form. Brands that have traditionally restricted consumer access to their prestige with limited physical locations in key affluent markets are entering the democratized digital market. Pure-play e-commerce retailers are capitalizing on the experiential benefits of brick and mortar.

Hybrid operations create new challenges for retailers as they strive to accomplish operational excellence. These new challenges

require new combinations of retail tools and applications that can connect and collaborate to create the particular customer experience a retailer is after.

Platform retail management technology like Retail Pro is fast becoming the foundation for the mosaic of operational models and processes like:

- Complex combinations of corporate stores, store-in-stores and franchises
- Customer and employee management across local

and global physical locations

- Integrated inventory and operations management across digital and physical channels

Luxury retailer Philipp Plein sought to build out their global omnichannel strategy and chose the Retail Pro platform to connect data between their physical and digital operations, and leverage it for smarter, holistic analysis and decision making across the enterprise.

Here's how they did it.



THE BRAND

The PHILIPP PLEIN brand was established in 1998 in Monaco of Bavaria (Germany), and made its name in luxury with their unique design of furniture and home accessories. In 2004, the brand expanded its metallic tastes into fashion clothing and accessories for men, women and children. 2009 Christened Philipp Plein as a true brick and mortar retailer with the brand's first flagship store, opened in Monte Carlo, and its first showroom in Milan. Philipp Plein boutiques are true to the brand's hard-core streak: décor includes black and white stone, chrome steel, exotic leather jackets, huge chandelier

in Murano glass, and a giant skull encrusted with CRYSTALLIZED™ Swarovski Elements.

By the end of 2014, Philipp Plein dazzled shoppers with over 40 stores throughout the world in key shopping meccas like Milan, Paris, Dusseldorf, New York, Los Angeles, Moscow, Hong Kong, Seoul and Dubai.

THE NEEDS

As they expand their physical presence and solidify their digital impact across the globe, the company found itself in need of a retail solution that would:

- Integrate data between partner applications, suppliers and customers
- Support their multi-channel business needs (retail, wholesale/franchise, and e-commerce)
- Enable advanced management and automation of their basic processes
- Allow for the evolution of their corporate structure in the mid to long-term

THE SOLUTION

Philipp Plein worked with their local Retail Pro Business



Partner to implement an integrated multi-channel retail platform consisting of the following tools:

- Retail Pro as a POS solution for stores
- B2C e-commerce
- Omnichannel Business Intelligence module from Venistar (FAR BI)
- ERP

Retail Pro will be installed in 35 stores in 13 countries – Armenia, Austria, Belgium, China, France, Germany, Italy, Morocco, Qatar, Spain, Switzerland, Netherlands,

USA – in addition to stores scheduled to open before the year's end.

High complexity in their strategy and the geographical spread necessitated the collaboration of various parties, including 7 other Retail Pro Business Partners, suppliers of ERP systems and EDI services. Because Retail Pro is a global company, the brand had their worldwide network of Business Partners at their disposal to complete the project.

THE BENEFITS

With their new integrated solution, Philipp Plein has laid the foundation for achieving the following benefits:

- Increased productivity
- Reduction in TCO and infrastructure management costs
- Simplicity and efficiency with integrated applications
- Flexibility in providing cross-channel experience for both customers and employees

Start optimizing your retail operations with Retail Pro® today



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Retail Pro International (RPI) is a global leader in retail management software that is recognized world-wide for rich functionality, multi-national capabilities, and unparalleled flexibility. For 30 years, RPI has innovated retail software solutions to help retailers optimize business operations and have more time to focus on what really matters - cultivating customer engagement and capitalizing on retail's trends. Retail Pro is the chosen software platform for unified commerce strategy by serious retailers everywhere.

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