



# celio\*

## achieves 5% higher full-price sell-through, than planned

**600+**

POS Fresh allocation is done with in-depth planning

**5%**

Higher quality sell-through than targeted

**Weekly ARS**

Automated Replenishment runs scheduled in seamless integrations for 600+ POS

Celio\*, a leading men's ready-to-wear brand, wanted to ensure that the right products are available at right time. Read ahead to know how Increff Merchandising Solution (Increff MS) has helped Celio\* achieve robust stock planning for Spring-Summer 2022, across POS with seamless integration.

## About Celio\*

In 1970, on one of the most commercial streets in Paris, rue Saint-Lazare, Maurice Grosman, and his wife choose to open Cleo 3000, which later changed to Celio\*. As of today, with more than 1100 stores in around 50 countries, Celio\* has become a leading men's ready-to-wear brand in Paris and a must-see internationally. In 2008, Celio\* took its first international steps in India, with now more than 600+ points of sales across the country.

## Integration with Increff

The pilot with Celio\* India began in 2020. Increff Merchandising Solution was able to adapt to the requirements of the merchandising team and deliver results. Today Increff Merchandising solution gives data-driven suggestions to Celio\* India, almost daily for their 600+ stores, on Inter Store Transfers (Stock Balancing) via prescheduled automated runs.

## Increff solutions for Celio\*



Replenishment to stores



Fresh allocation to stores



Buy plan suggestion



Inter Store Transfers (Stock Balancing)



Planning reordering for essential articles

# Managing First Allocations for Spring-Summer 2022

## 500bps more than planned Sell-Through achieved

Celio\* India Team Senior Merchandiser comments, *"Last season we created an internal benchmark for 500bps more planned Sell-through achieved. (100bps = 1%) The overall inventory productivity was enhanced, which is evident in the sales numbers achieved."*

## In-depth stock planning for 600+ POS

*"An in-depth planning for a network of 600+ points of sales, calls for a huge permutation and combination between stocks and stores all the time. Doing it manually on an excel spreadsheet is a task. This is where Increff helped us simplify the process and achieve planning at a much granular level. Also, appreciate how seamlessly they integrated the systems and processes within the network."*

## Robust Stock Planning by Increff Merchandising Solution

*"Increff Merchandising Solution has revised our entire merchandise planning and allocation. One of our strong pillars is ensuring that the right product is available in the right stores and Increff team has well supported and ensured the pillar stands strong in every possible way."*

*"Inventory consolidation, replenishment and a robust allocation plan for each and every door has helped and supported in achieving benchmark sell-throughs." concludes Celio\* India, Senior Merchandiser*

Based on 100+ customizable algorithms Increff Merchandising Solution was able to suggest stock movement basis demand ensuring "right stock at right time"

It reduced manual efforts in daily activities such as replenishments and inter store transfers for the Celio team

Even for fresh season stock, Increff Merchandising Solution was able to suggest allocation based on analysis of attribute level granular performance.

Curated Business Intelligence dashboards help brands track regular KPI's and make decisions based on the same

## The road ahead

The engagement of Celio\* India with Increff continues to grow in every aspect as we explore new avenues together for enhancing their merchandising process. Increff is also helping Celio\* India team plan for their Spring-Summer 2023 buying.