



# Fashion & footwear



## Why omnichannel?



Accelerate & optimise stock turnover



Meet customer expectations



Don't miss any sales due to stockouts

## The OMS: essential for clearing stock and satisfying customers

Operating within an industry shaped by trends and needing to adapt quickly to consumer demands, technological advancements and international competition; fashion brands must have the capabilities to offer a smooth, consistent and personalised shopping experience to their customers, regardless of the channel used.

In an environment also disrupted by sustainability concerns and the rise of the resale market, the implementation of an Order Management System (OMS) helps address inventory management challenges for both new and second-hand items, while preserving the quality of the customer experience, price optimisation and profit margins.

The OMS is also a key solution for supporting international expansion. Notably, it enables retailers to leverage their retail locations to fulfil local orders.

## Trusted by leading brands

HACKETT  
LONDON

MONSOON

WHISTLES

MOSS

Pepe Jeans  
LONDON

JIGSAW

Phase Eight

s.Oliver  
FASHION FOR LIFE

ba&sh

ACCESSORIZE  
LONDON

Dune  
LONDON

RADLEY  
LONDON

all good things

HOBBS  
LONDON

REISS

# Our flagship omnichannel solutions



**Ship from Store**  
Use in-store stock to fulfil online orders



**Express Click & Collect**  
In-store pickup of online orders within 2 hours



**Order in Store**  
Order out-of-stock items for in-store customers



**Returns Management**  
Enhanced return options & streamlined processes

**+30%** **online sales**  
Average increase recorded for OneStock clients

## KPIs for fashion retailers on OneStock OMS:

**£106**  
average basket value

**2.64**  
items per order, shipped in 1.08 packages

**1/5**  
orders placed for Click & Collect

**1/4**  
omnichannel orders returned

**2.13%**  
orders cancelled

Averages from the OneStock BI Suite, 2023

“ The OMS provides us with the flexibility to instantly modify orchestration rules based on any business situation, to optimise our order processing performance and maximise operational efficiency.



**Ramon Zevallos**  
Senior Retail Manager

*Pepe Jeans*  
LONDON

“ Enriching our in-store service offering was crucial. The OMS brings us closer to our customers' expectations and enables us to provide an optimal end-to-end customer journey: picking up an order, reserving items, ordering out-of-stock items from the shelves, processing returns, and more.



**Olivier Brambilla**  
Sales director

*minelli*  
PARIS