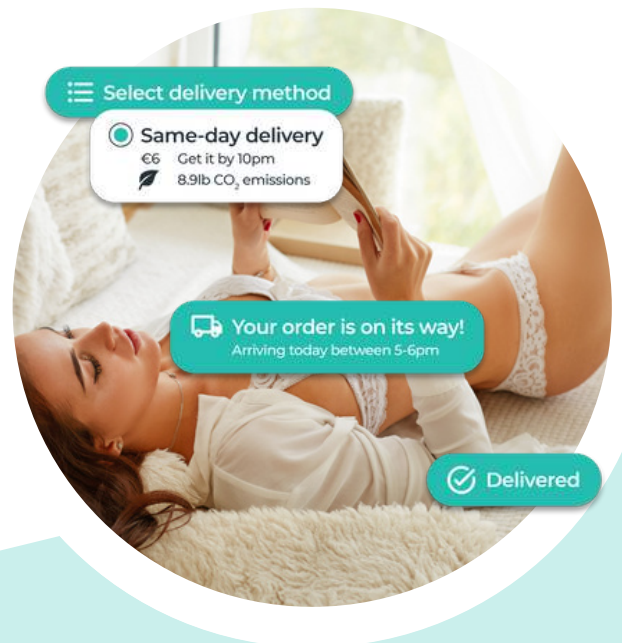


# Lingerie



## Why omnichannel?



Increase stock depth



Enhance customer support and satisfaction



Sell items that are unavailable in stores

## An OMS gives customers access to your **entire range of available styles and sizes**

Lingerie brands stand out from others due to their wide assortment of products in various shapes, colours and sizes. For this reason, not all stock can be displayed in stores, which can lead to unsuccessful and disappointing visits for customers.

Having a unified view of inventory is therefore essential for catering to customers' purchasing intentions, whether in-store or online.

To support access to this unified stock, advanced digital solutions, including Order in Store and Ship from Store, are employed to optimise sourcing and distribution of desired items.

These omnichannel solutions facilitate better inventory turnover and lead to gains in terms of customer experience and competitiveness.

## Trusted by leading brands

**DARJEELING**

**CHANTELLE**

**livera**

**FEMILET**

**Chantal Thomass**

**ROUGE GORGE**

**PASSIONATA**

# Our flagship omnichannel solutions



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



**Order in Store**  
Take orders in-store for items not available on the shelf



**Click and Collect**  
In-store pickup of online orders



**Store appointment**  
Personalised sessions with an advisor for guided shopping

**69.48%** of orders prepared in-store  
Without an OMS, these orders would have been lost.

## KPIs for lingerie retailers on OneStock OMS:

**£62**  
average basket value

**3.3**  
items per order, shipped in 1.23 packages

**1/3**  
of orders placed for Click & Collect

**4.21%**  
of orders cancelled

Averages from the OneStock BI Suite, 2023

“ The customer is at the heart of the Chantelle Group's business, from product conception to the shopping experience. We are committed to ensuring that every customer can find the perfect product with us.



**Patrick Nollet**  
Director of Digital & Retail IT

**CHANTELLE**

“ Some of our customers are quite disappointed when they can't find their size on the e-commerce site. Ship from Store enables the customer to access the entire inventory (both e-commerce and in-store) and receive their order from the stores when the size or product is out of stock online.



**Florent Plonquet**  
IT Director

**ROUGEGORGE**