



**LS Retail**

[www.LSRetail.com](http://www.LSRetail.com)



LS Fashion

# Are you moving at the speed of Fashion?



LS Fashion solutions are specifically designed for:

- Children's and infants' clothing stores
- Women's clothing stores
- Family clothing stores
- Men's clothing stores
- Clothing accessories stores
- Sports fashion stores
- Shoe stores
- Other clothing stores



The fashion and apparel market is a very large and challenging segment within Specialty Retail. Fashion customers make high demands and expect to have a wide variety to choose from, even more so when times are tough economically.

A relentless drive for speed now characterizes the industry. Chains like Zara move so fast, they can design, manufacture and get clothing onto store shelves in a month. Customers can now easily see the latest fashions online and have become conditioned to expect a constant stream of trendy new styles from retailers. The success of chains like Forever 21 represents a paradigm shift in the retail world, one that has affected every corner of the industry.

Other challenges include long lead time in manufacturing and supply chain; year-round buying cycles; complex size, color and style forecasting; multichannel customers who expect good service and stock availability.

**Many fashion retailers still face risks because they use many IT systems for the different parts of the business. This can cause:**

- Inconsistency that leads to unreliable financial data
- Loss of sales because of stock outs and wrong pricing
- Reduced overview and control of the business
- Too much time spent aligning data from different sources
- Fraud - by customers, employees, vendors, or partners



# No more Fashion emergencies

– Unique in-store and online experiences

LS Retail provides the most comprehensive business solutions available to help any type of fashion and apparel company better address customer needs, develop and deliver compelling products, streamline processes and inventories, and control costs across the entire supply chain. With LS Fashion, you get an “all-in-one” solution integrating the entire business from POS operation to accounting and inventory management.

## Your customers are mobile, are you?

With the sophisticated Omni Channel that the LS Fashion solution offers, the customers can enjoy a refreshing retail experience, ranging from shopping in-store or online, creating and maintaining shopping lists, to taking advantage of offers.

Retailers can manage offers and marketing initiatives across multiple channels and touch points, respond to shoppers effectively, and appropriately reward loyalty. This will drive more focused product marketing to boost productivity and increase sales.

## Meet the ever-changing needs of demanding consumers and maximize sales

With LS Fashion, you can drive up revenue, reduce operational costs and manage risks better. It gives you optimized inventory management, and complete control. It brings specific apparel and fashion benefits like Special Orders and continued improvement of relevant apparel functionality like Replenishment, In-Store Management and POS.



## Highlights:

- Assortments Plans
- Replenishment Tools
- Lifecycle Management - Seasonality
- Speedy Creation of Products
- Loyalty –Gift Registration
- Targeted Tactical Promotions
- Buyer's Workbench
- Grading of Stores
- Distribution Engine
- Store Capacity, Stock Coverage
- Open-to-Buy
- POS Dynamic Interface, Design on the Fly
- Simple Processes at the POS

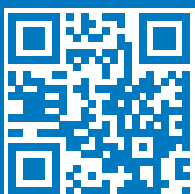


# Why choose LS Fashion for your business?

## With LS Fashion solutions, you can:

-  **Drive up revenue and reduce operation costs** by eliminating inconsistencies caused by unreliable financial data
-  **Manage risks and get complete control** with one total solution
-  **Omni-channel fashion retailing** with shopping In-store, online, mobile loyalty, mobile inventory to taking advantage of offers published online or in-store
-  **Enhance the flexibility** and agility of POS terminals through an open, easily customizable application
-  **Extending the POS terminal** from a simple sales device to a useful sales assistants tool with up-to-date inventory, estate and location data
-  **Reduced store administration** through a centrally maintained and controlled Point of Sale environment
-  **Ensuring real time data lookup** for critical transactions, including loyalty transactions, gift cards and returns and refunds

-  **Providing a platform** to take advantage of extended devices and mobiles
-  **Efficient data synchronization** – latency factor reduced up to 50% to update store data in centralized database with reporting access
-  **Efficiency of warehouse users** increased up to 60% in time consumed managing warehouse processes
-  **System maintenance** – effort at stores reduced up to 40% through tasks handled by head office control
-  **Open to buy** – allowing merchandisers to be informed as to what is available and what they need to buy
-  **Stock control** – allowing the right product mix in stores to meet sales goals and maximize revenue
-  **Head office control** – reported total control over pricing and increased sales as head office directs and enforces store prices
-  **Improved productivity** – by integrating the data flow between all retail and accounting functions



For further information on LS Retail solutions and certified LS Retail partners, please visit [www.LSRetail.com](http://www.LSRetail.com)

LS Retail is the leading provider of end-to-end solutions for the Retail and Hospitality industries based on Microsoft Dynamics technology. LS Retail is sold and supported by more than 190 certified partners in over 60 countries, which makes it possible to deploy LS Retail on a worldwide scale. This is probably the largest existing channel for a vertical Microsoft Dynamics add-on product. LS Retail has been installed by more than 3,000 companies with 50,000 stores operating over 110,000 POS terminals worldwide.



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