

Fashion Retailer Optimizes Seasonal Inventory

Retail / Fashion

\$600M Revenue

GoodStock Pro

Key Results

40% Markdown Reduction: From 35% to 21% markdown rate

15% Sell-Through Improvement: From 68% to 83% at full price

\$24M Annual Margin Improvement: Gross margin enhancement

The Challenge

This mid-market fashion retailer operates 150+ stores across the country, selling trend-driven apparel with 4 major seasonal collections per year. Managing 18,000 SKUs with short lifecycles, unpredictable fashion trends, and the constant pressure to minimize markdowns created significant operational challenges.

The Solution

GoodStock Pro provided seasonal forecasting capabilities, size/color optimization, smart store allocation, and dynamic replenishment throughout the season.

Client Testimonial

"GoodStock Pro has been transformative for our business. The 40% reduction in markdowns while increasing sell-through rates seemed like an impossible dream. It fundamentally changed how we approach merchandising."

— Chief Merchandising Officer

Based in Chicago, IL | www.goodstock.com