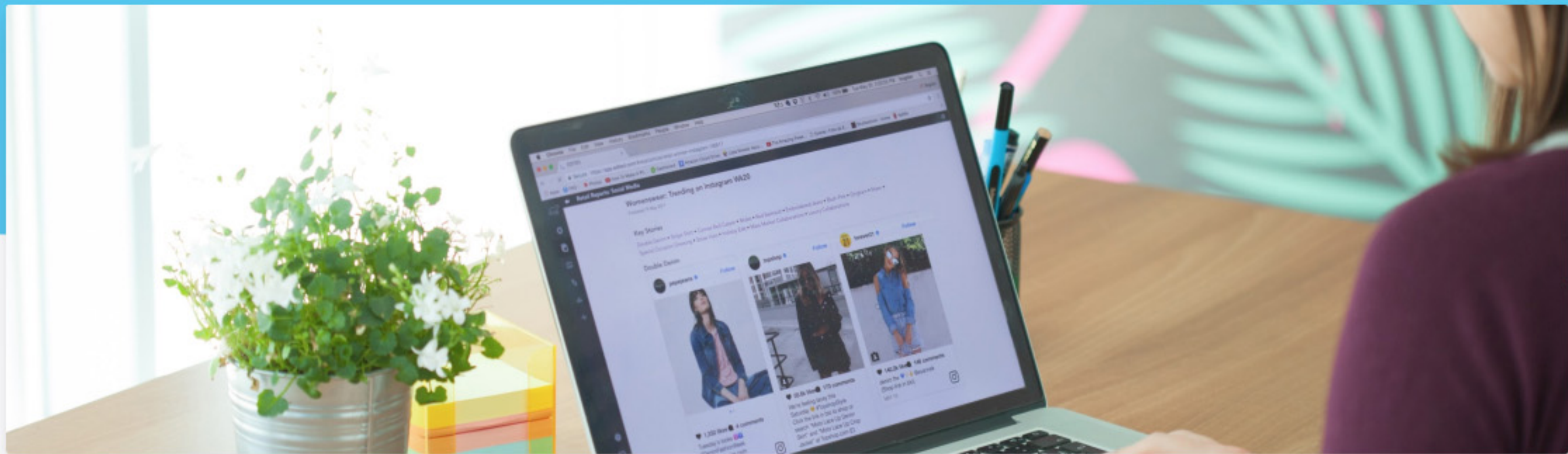


How high-growth retailer, Fashion Days, uses EDITED to outpace its competitors

FASHION DAYS



Within the first eight months of 2017, online fast-fashion retailer, Fashion Days, reported a turnover worth \$50 million dollars, 70% higher than last year's already impressive gains. And as striking as those numbers are, what's even more notable in today's highly competitive market, is the fact that Fashion Days **exceeded** its initial projections.

According to Fashion Days' CEO, Robert Berza, the company's success can be attributed to a range of strategic commercial initiatives they've implemented over the past year, one of them being EDITED.

"Adapting our business strategy to the local level of all the countries we operate in is a very complex job. In order to succeed and maintain our status as market leaders, it requires us to take into consideration the market characteristics of each country. We chose EDITED because we needed a well structured tool that could easily deliver insights into the state of our key markets, in real-time. With EDITED we're able to access a large scale overview of the fashion market instantly, allowing us to quickly spot patterns and insights that lead to the application of new commercial strategies in terms of pricing and stock levels."

Robert also noted that, "before using EDITED, market analysis and commercial planning was a longer-term process. It involved many internal resources and resulted mainly in time-consuming manual research."

"We were targeting a significant business increase and that meant we needed to make decisions faster. EDITED provides us with the crucial insights we need within minutes."



Robert Berza
CEO at Fashion Days



Chief of International Markets, Victor Racariu, who formerly held a key position in the integration of new business processes, couldn't agree more. "Before we had EDITED it was really hard to access certain industry insights. Now, we're able to find new insights about our own business, from product mix to pricing. It's great to have a very fast and easy to use platform to work on, especially when you have more than **150,000 SKUs** in stock."

Now that's *a lot* of SKUs to manage efficiently at any given time. In total, Fashion Days offers their customers over 500,000 products from the latest collections of top brands. However, one pricing or assortment misstep could cost them dearly. That's where EDITED comes into play. "Pricing is a very important component in mass market fashion; we need to have the right price at the right time with the right stock," says Victor. "EDITED helps us better understand what we should offer and when."

No integration needed & great customer service

And when Fashion Days decided to invest in EDITED, the decision was not made lightly. They did their research. "After we made the decision to use a retail analytics tool, we ran an in depth analysis of similar solutions on the market, looking for optimum value in terms of commercial information, visual insights, trend analysis and historical market data," says Victor. The end result? They chose us.

But what really stood out to Fashion Days' Chief of International Markets, was the fact that they didn't have to work with their IT department to get EDITED set up, or spend months integrating it across their teams. Victor noted that, "[there was] no integration needed, alongside great customer service." That's because EDITED requires nothing more than your web browser to get started. Yes, it's that simple.



We use EDITED to validate demand before investing

For Gabriela Visan, Fashion Days' Private Label Manager, EDITED becomes essential when she, or one of her team, have to validate a trend prior to the product development stage. Which, let's face it, is every day in fast-fashion. "Through EDITED we evaluate the potential demand for a product when combined with a certain style or trend. Validating product appetite is important because it helps us get a sense of whether there's a potential market (or even a lack of one), before investing financial resources and time. These validation tactics are necessary to build confidence and confirm we're on the right path."

Gabriela also knows it's not just about identifying the right trend. It's a complex balancing act when it comes to offering your customers the right product, at that sweet-spot price, the exact moment they want it. On top of it all, these decisions have to be made with your competitors in mind.

"We need data to compete with other companies, and give our customers the best products at the best price."

Gabriela Visan
Private Label Manager at Fashion Days



"In order to succeed in today's quickly developing e-commerce world, you have to focus on your competition and understand, 'What are they doing better than you and what can you learn from them?' Through EDITED we are able to keep tabs on the main players in our market, allowing us to always stay one step ahead of our competitors", says Gabriela.

Another key benefit for Gabriela and the Private Label team is access to real-time data. "EDITED helps us find all the information we need in one place and provides real-time data analytics, helping us to trade more efficiently. Data is absolutely essential."

Marketing campaigns optimized

While Gabriela's main focus is on the success of Fashion Days' physical products, Irina Iordache, who oversees all mobile and website campaigns, is more concerned with the visual content their customers interact with on a daily basis. An even higher priority is knowing how her team should be leveraging their content to influence their customer's decision to buy.

Therefore, it's no surprise that the [Visual Merchandising](#) tool (a promotions and homepage archive) and daily [Retail Reports](#) are go-tos for Brand Marketing, Design and Merchandising teams like Irina's. "We check the Retail Reports section when it comes to deciding which trending items or styles should be featured in our web campaigns. Whereas we use Visual Merchandising as a source for creative ideas, inspiration and keeping tabs on our competitors' output."

And because part of Fashion Days' new strategy is to ramp up the quantity and quality of their marketing campaigns, understanding how to effectively communicate to their customer is paramount. It's also clearly working. "When preparing for a new sales event, we always check what the other brands are doing on a specific topic. EDITED helps put things into a more strategic perspective, allowing us to compare our activity to other market players as well as our current performance with historical data. The platform definitely improves our understanding of many things."

"EDITED saves us a lot of time. Before EDITED we used to monitor our competitors and their communications one by one."



Irina Iordache
Head of Campaigns at Fashion Days

"I think we'd feel lost without EDITED"

For Fashion Days' Creative Director, Iulia Sas, who's in charge of the company's creative vision and how that translates across all of their marketing channels, EDITED is a vitally important tool. Not only does EDITED help to ensure her team is getting the job done right, but it also speeds up their workflow exponentially.

"Before we had EDITED, I have to admit, it was a slow process and very complicated. We were constantly doing a lot of research to see what everyone is doing around the world in fashion imagery. We had to dig a lot and do it everywhere. Now with the help of EDITED, we can find what everyone is doing within minutes."

And when asked how her team would fare without EDITED as a resource, her response was certainly a strong one, "I



think we'd feel lost without EDITED. It helps us a lot and is a source of inspiration. It's an important tool for us to get the ultimate trends and customer preferences."