tapestry

COACH

$579,150
revenue generated from backstock to the sales floor

37%
increase in inventory management

1,782
handbags moved from backstock in 3 months

Challenge

As the parent company of renowned brand COACH, Tapestry faced a dual retail performance challenge across its portfolio. Looking to maximize retail impact, Tapestry sought to enhance brand consistency and optimize in-store merchandising for COACH.

With limited visibility into store-level execution and the need to adapt to evolving customer expectations, Tapestry required a solution that would provide real-time insights, streamline inventory management, and uphold brand standards. Additionally, COACH needed in-store support to maintain visual merchandising consistency and engage customers effectively across high-traffic retail partners.

Could ThirdChannel deliver a tailored solution to refine COACH's retail operations, strengthen brand presence, and drive sell-through across all store channels?

Action Plan

ThirdChannel implemented a comprehensive strategy to enhance COACH's retail performance and brand consistency:

Brand Representation
Place brand-matched representatives in COACH retail locations to maintain visual standards, engage customers, and manage inventory, ensuring a consistent brand experience

Technology Enablement
Provide reps with real-time data on inventory, sales, and customer engagement, allowing for data-driven decisions that optimize sales and enhance customer experience.

Unified Insights
Aggregate data across locations for seamless insights, driving cohesive strategies that reinforce brand consistency and execution across all retail channels.

Results

IIntegrating brand-matched representatives and real-time data enabled COACH to significantly elevate its retail performance, driving inventory management and customer engagement across its retail network. Centralized, data-driven solutions played a key role in enhancing in-store agility and driving growth.

Other notable achievements:

- 1,782 handbags were moved from backstock to the sales floor, generating $579,150 in additional revenue within the first 3 months of engagement.
- Live collaboration and real-time visibility across retail locations empowered COACH to respond quickly to shifts in consumer behavior, leading to 37 handbags sold, directly generating $12,025 in revenue.
- Insights into inventory levels and sales performance helped optimize stock levels, reducing out-of-stock scenarios and ensuring products were available when customers needed them.
- Data on customer engagement and sales performance allowed COACH to tailor its approach, enhancing customer interactions and fostering loyalty, contributing to increased sales across its network.
- Operating within a unified system aligned brand representation and data insights across all locations, ensuring consistent brand experiences and improving overall performance tracking.

ThirdChannel