



Garnet Hill

CASE STUDY

“WHAT USED TO TAKE US WEEKS CAN NOW BE DONE IN MINUTES WITH WGSN INSTOCK.”

- MARTHA EYMAN, DIRECTOR OF MERCHANDISE PLANNING, GARNET HILL

As the Director of Merchandise Planning at Garnet Hill, Martha Eyman relies on WGSN INstock to keep track of competitors, identify voids in their assortment, and validate their core competencies.

As a WGSN user, Martha Eyman came across WGSN's retail analytics product, INstock, and called her account manager right away. As the Director of Merchandise Planning at Garnet Hill, a lifestyle business operating primarily in the affluent women's market, Martha is responsible for planning the seasonal assortment for every category offered by Garnet Hill from swimwear to lingerie and everything in between. Finally, WGSN INstock offered her a comprehensive solution for planning across every product line.

"FROM WEEKS TO MINUTES"

In preparation for seasonal planning, Martha's team used to hire interns who would take snapshots on a daily basis and collate the data for the team: a messy, error-prone, time-consuming and costly process. With WGSN INstock, Martha is able to identify voids in the assortment and validate Garnet Hill's core competencies in the market seamlessly. According to Martha "What used to take us weeks can now be done in minutes with WGSN INstock."

"A MUCH MORE STREAMLINED BUSINESS PROCESS"

Beyond making her competitive analysis more efficient and reliable, WGSN INstock enables what used to be impossible: gaining both a historical view of how stock assortments evolve and seeing them as they happen. Whereas manual research can provide a small snapshot in time, WGSN INstock enables the analysis of trends in the evolution of her competitors' assortments. For instance, Martha's team is able to grasp not only what the price architecture of her competitors' seasonal assortment is, but when to

time discounts based on historical data. At the same time, by checking the site daily, she is able to see changes as they happen – **"what's trending, what's sold out, what's new in"** - allowing her team to be more responsive to the market.

"TAKES THE GUESSWORK OUT OF WHAT WE DO"

The competitive data Martha and her team gleans from WGSN INstock is more than insightful: it's actionable, concrete evidence she can use to capitalize on untapped opportunities. For instance, from WGSN INstock, Martha and her team noticed that there was opportunity to increase the price in one of Garnet Hill's strongest areas. By using WGSN INstock, Martha and her team were able to validate what they long suspected: they had an opportunity to increase the price on the upper and lower end of their assortment without losing market share. Armed with concrete evidence, Martha and her team took action, confident that WGSN INstock had "taken the guesswork out of what we do."