

2nd LIFESTYLE BUYING PROCESS & MERCHANDISE PLANNING IN TODAY'S FASHION BUSINESS

Madrid -May, 9th & 10th, 2019

This method will help participants to transform aesthetic principles into rational business processes.

The combination of **Style & Rationality** is the key element of the methodology that is based on the fundamental understanding of consumers by analyzing their style preferences and profiling their lifestyle characteristics.

INDUSTRY SEGMENTS

Apparel - Woman, men & Kids / Underwear & Beachwear / Accessories / Shoes / Handbags / Perfumery / Jewelry / Home Decor/ Food

BENEFITS

Increase

Sales
Margins
Rotation
Efficiency

Improve

Visual Merchandising
Shopping experience
Customer's satisfaction

Reduce

Inventory & Left overs
Loss of in-season sales
In season mark down and discounts

ADDRESSED TO:

**General Managers/ Owners/
Product Managers/ Buyers/
Merchandisers/ Planners and
executives of the fashion
retailers worldwide:**

Traditional retailers-mono- brand,
multi-brand, stores, Digital
Retailers, Department Stores,
Shopping malls, Manufacturers
and Mills.

Interested email to:
coordinacion@isem.es

FEATURES

- Consistent with the lifestyle expectations for the targeted consumers' cluster
- Pragmatic, easy to understand, manage and implement
- Highlights the relevant factors to analyze and forecast sales trends
- Integrates and coordinates the different areas inside the company
- Develops and organizes the fast fashion business model with a consistent sourcing in the short term lead-time
- Improves and optimizes the Pareto efficiency of the business
- Improves marginality increasing sales and reducing stock inventory
- Improves the customers experience through the lifestyle consistency

By: NICOLETTA BONOMO

Nicoletta is Quadrifoglio's founder and owner.

Quadrifoglio is a global buying office based on its unique method, designed and conceived by Nicoletta during her carrier as a manager: the "lifestyle merchandise planning and buying process", to cover the commercial branches of the retail business model.



PRICE

Full price: 400,00€

Alumni: 275,00€

ISEM Collaborating Companies: 290,00€

Before starting up her own company profiling the new methodology, Nicoletta worked for more than 20 years as Product Manager, Senior Buyer and G.M.M. with reputed manufacturers, retailers and department stores, developing their private and market brands business strategy. Quadrifoglio is today an integrated buying office that provides buying services to the most reputed retailers worldwide implementing its exclusive methodology. While delivering the services, Nicoletta trains Quadrifoglio's clients through customised workshops and follow up sessions.

Nicoletta's method is a detailed process, based on the lifestyle segmentation of global consumers that profiles their style preferences anticipating needs, aspirations and shopping behaviours. It transforms the aesthetic principles of consumers' lifestyles into rational processes, combining style with rationality, to improve the business efficiency of the retail concept increasing sales with less inventory. From consumers' analysis, merchandise planning and buying to visual merchandising, marketing and communication, the integrated process covers the full retail workflow.

Nicoletta's values are: pragmatism, efficiency, team play. Her rational approach strengthens intuitions and talent of seminar's attendees, optimising their business opportunities. The strong belief in team play enhances the individual skills of her trainees.

From 2010 Nicoletta delivers a customised buying process to Whitaker and Lehmann International targeting major results in all of their Clients' areas that implement the integrated methods.

Nicoletta lectures IGDS members through workshops and seminars.

Nicoletta addressed Marangoni and CUOA's students.

Nicoletta currently works with major retailers and manufacturers worldwide and addresses conferences on her methodology.

PROGRAMME

DAY 1 - 9th May

10:00-11:00 Hrs

Segment 0: the “fundamentals of the method”, the evolution consumers’ style segmentation, pills and update of all lifestyle segments.

11:00-11:30 Hrs

Segment 1: "Quadrifoglio 2019 style survey", evolution of shares & trends in the global and local market.

11:30-12:00 Hrs

Segment 2: "Brand positioning", process to define the brand positioning through a lifestyle local market prospect and consumers analysis. Key factors of the specific market segment and benchmark on pricing to define the ideal positioning.

12:00-12:30 Hrs

Coffee break

12:30-13:30 Hrs

Segment 3: Style pyramid, how to build a collection with a balanced mix of basic, core and fashion according to its style positioning. What “fashion” means to each style and which is its relevance to the final customer. Exercise to practise the understanding with real samples and images.

13:30-14:30 Hrs

Segment 4: Style time-line, how to define the ideal lifecycle of a collection on the basis of its lifestyle positioning and plan a consistent in-store availability of the options. Exercise to practise the understanding with real samples.

14:30-15:30 Hrs

Lunch break

15:30-16:00 Hrs

Segment 5: Colour planning, how to plan the seasonal colours to optimise in-store merchandising and visual criteria.

16:00-16:45 Hrs

Segment 6 - first part: “Quadrifoglio’s merchandise planning & buying process”, Quadrifoglio’s method to plan the merchandising and buying of a retail concept defining a balanced mix of wardrobe, wearing occasions, style pyramid

16:45-17:30 Hrs

Segment 6 - second part: “Quadrifoglio’s merchandise planning & buying process, Collection structure”, how to plan an efficient merchandising with a balanced merchandise mix and price strategy.

17:30-17:45 Hrs

Break

17:45-18:45 Hrs

Segment 5 & 6: Exercises to practise the understanding

18:45-19:00 Hrs

Day ends: Q&A, open forum.

DAY 2 - 10th May

10:00-11:30 Hrs

Segment 6 - third part: “Quadrifoglio’s merchandise planning & buying process, business efficiency”, how to optimise the efficiency of the business model through a differentiated allocation of the buying budget. Exercise to practise the understanding.

11:30-12:00 Hrs

Segment 6 - fourth part: “Quadrifoglio’s merchandise planning & buying process, clusters & formats”, insights on how to customise collections to fit the local market characteristics through a rational method of store ranking.

12:00-12:30 Hrs

Coffee break

12:30-13:15 Hrs

Segment 6 - fifth part: “Quadrifoglio’s allocation and distribution method”, to make the best use of the stock. How to allocate the first push by store cluster and local market format and distribute replenishments consistently with the targeted Pareto efficiency.

13:15-14:15 Hrs

Segment 7: “Quadrifoglio’s buying process for market brands”, how to use the planning tool to optimise the buying actions in a show room.

14:15-15:15 Hrs

Lunch

15:15-15:45 Hrs

Segment 8 - first part: "Buying strategy", how to improve the efficiency of buying through rational allocation of the seasonal budget with different lead-times.

15:45-16:15 Hrs

Segment 8 - second part: Time & actions calendars, how to organise the workflow of the supply chain to target the different sourcing lead-times of the collection.

16:15-16:45 Hrs

Break

DAY 2 - 10th May

16:45-17:15 Hrs

Segment 8 - third part: "Fast Fashion", how to develop an efficient and profitable fast fashion business model. Insights on Italian fast fashion manufacturers' workflow.

17:15-17:45 Hrs

Segment 9: Visual merchandising, how to organise the floor adjacencies and space allocation according to the lifestyle principles of the method. Introduction to the "golden rules" of visual criteria by life-cycle and selling rank.

17:45-18:45 Hrs

Segment 10: Lifestyle, marketing and communication. Quadrifoglio's guidelines on lifestyle marketing. How to communicate a lifestyle brand to meet customers' shopping behaviours. Which are their values and how to use key words by style cluster. How to improve the shopping experience through a lifestyle store concept and retail calendar. Quadrifoglio's shooting guidelines. From omnichannel to consumers' channel, the evolution of lifestyle marketing.

18:45-19:00 Hrs

End of workshop: Q&A, open discussion, wrap ups.