



Passionate about Fashion, Retail and DTC



Strategy and Innovation



Omni-channel



Retail Best Practices



Retail Intelligence



Retail Experience



Circular Fashion



Company profile

about us

ispira

- We are a Retail and Direct-To-Consumer consulting practice providing vision, innovation and profitable delivery in omnichannel retailing, retail strategy, retail merchandising, retail experience, store marketing, sustainability, machine learning
- Founded in 2004 and with offices in London and Rome, Ispira is constituted of a team of senior retail professionals that operate internationally
- With over 20 years track record, we have gained high recognition in the industry for the ability to deliver strategy, evolution, best practices, bottom line results in highly competitive environments
- Our team of senior retail professionals operates in four main areas:
 - Strategy and innovation
 - Retail Best Practices
 - Retail experience
 - Circular Fashion



Passionate about Fashion, Retail and DTC



Team and experience

- Our team of strategists, retail experts and creatives have worked with leading international retailers in highly competitive markets. Some of our clients include:

Brand				
Adidas	Cortefiel	Hugo Boss	Miroglio Fashion Gr.	Prenatal
Alessi	Cucinelli	Iceberg	Mondadori	Promod
Allsaints	Dim/Hanes Brands	IC Group	Motivi	Ragno
Armani	Domus Acad./Naba	Imaginarium	M&S	Replay
Atlantia	Emerisque Brands	Intesa BCI	Nespresso	Safilo
Bata	Emporio Armani	KappAhl	Optissimo	Salsa
Benetton	Ferragamo	Latteria Soresina	OVS	Sia
Bialetti	Ferrari	Luisa Spagnoli	Ozward Boateng	Springfield
Boots	Geox	Luxottica	Panorama	SunCapital Partners
Bottega Verde	Gloria Jeans	Malo	Parah	Terranova
Camper	GoldenPoint	Max&Co.	Peuterey	The North Sails
Carrefour	Gruppo Pam	Marella	Piazza Italia	VF Corporation
Coin	Harmont & Blaine	Marzotto	Primark	Zara



Our Approach

- We follow 6 key principles that ensure innovation, performance improvement and long-term benefits



- **Collaboration**

We work closely with client's cross functional teams to ensure internal collaboration and to get constant validation



- **Quantitative**

We deliver quantitative tools to underpin our model, to support the new methodology and to test it during project execution



- **Implementation**

We develop workable methodologies that we share during daily activities of our client's team to ensure best fit to internal process



- **Customization**

All our deliverables are specific to our clients' requirements, culture and organization to make sure models and tools are quickly validated



- **Best practice**

We bring our best practice experience to evolve internal methodology. This has been developed in highly competitive and demanding markets



- **Organization & schedule**

We provide detailed job description for the positions involved in the new process together with schedule of activities and deadlines



Areas of in-depth knowledge



Strategy and innovation

ispira

We have gained extensive experience in developing innovative and profitable business models for brands, retailers, DTC, financial institutions. Ispira is committed at delivering non-conventional strategic support in:

- **vision**
 - business ideas, omnichannel evolution
 - creation/evolution of retail concepts
 - assortment evolution and extension
- **development of new formats**
 - definition of target customer and USP
 - supervision to store design
 - development of internal team and skills
- **strategic market position**
 - brand values, reason why
 - Points of differentiation and innovation
 - brand portfolio optimization
- **product strategy**
 - assortment evolution
 - market position, guidelines
 - Product grouping, flows, seasonality
- **target customer**
 - shopping habits and data driven patterns
 - customer segmentation, style attitude
- **operational assessments**
 - time-to-market reduction
 - category management



“The impossible is often the untried.” (J. Goodwin)



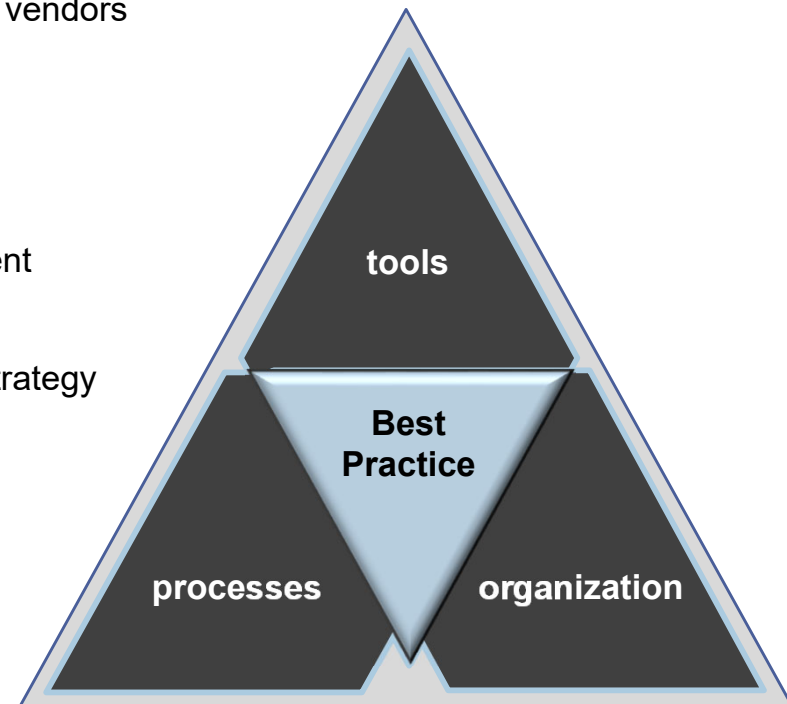
Retail Best Practices

Ispira is recognized as a global expert in the evolution of Merchandise Planning for retailers and DTC. In our projects we put together international Best Practices with Clients' business model, operational requirements and internal constraints. We work closely with the internal team to assess, evolve, successfully implement:

- **processes:** methodology, timing, speed of execution, mobilization
- **tools:** retail planning quantitative tools, both internal or installed by vendors
- **organization:** cross-functionality, collaboration, effectiveness

Ispira is engaged to work alongside the B&M to:

- develop retail planning strategy from MFP to in-Season management
- improve collection development strategy, innovation, differentiation
- evolve product segmentation, product lifecycle, product grouping strategy
- define role & responsibilities, evolve accountability
- simplify execution and flow of information
- develop store grading and clusters, wholesale segmentation
- evolve assortment planning and product allocation
- optimize in-season results and product reaction
- improve internal business intelligence, identify and prioritize KPIs
- develop quantitative tools and algorithms
- develop AI and Machine Learning tools to evolve prediction and planning process



“The best way to predict the future is to create it.” (P. Drucker)

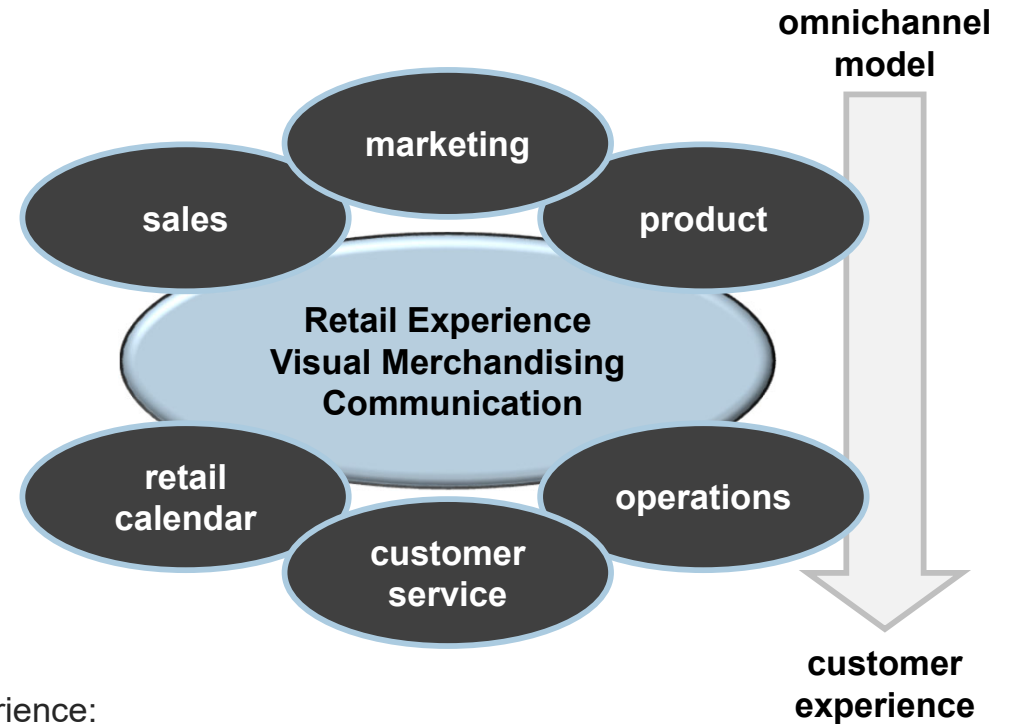


Retail Experience



Retail Experience projects deliver innovative and superior customer interactions with brand points of contact. Our projects integrate brand values and identity, omnichannel strategy, commercial targets, customer habits and expectations, assortment segments and flow, service level, operations and daily routines. Areas of support include:

- delivery of cross-channel brand authority
- space planning, product adjacency
- cross channel interaction, path to product
- development of retail calendar
- evolution of Visual Merchandising standards
- development of Best Practice Visual Communication tools
- product role, lifecycle, display density
- product grouping, product referral
- innovative product display
- VM Toolbox to improve execution and reaction
- interactive training sessions



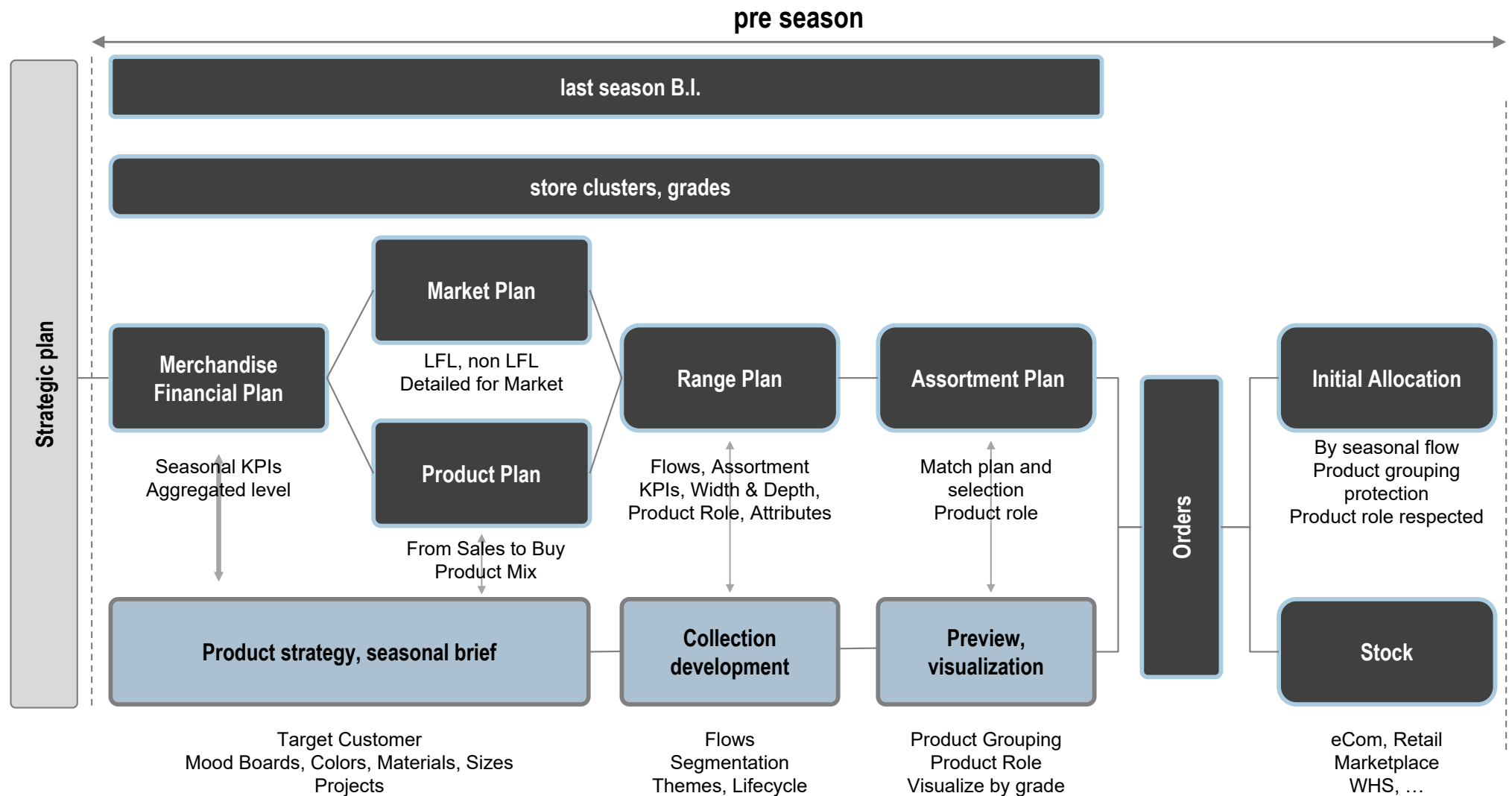
We benchmark, measure and improve the KPIs of the Retail Experience:

- conversions
- interactions
- fixture and product density



The holistic product lifecycle

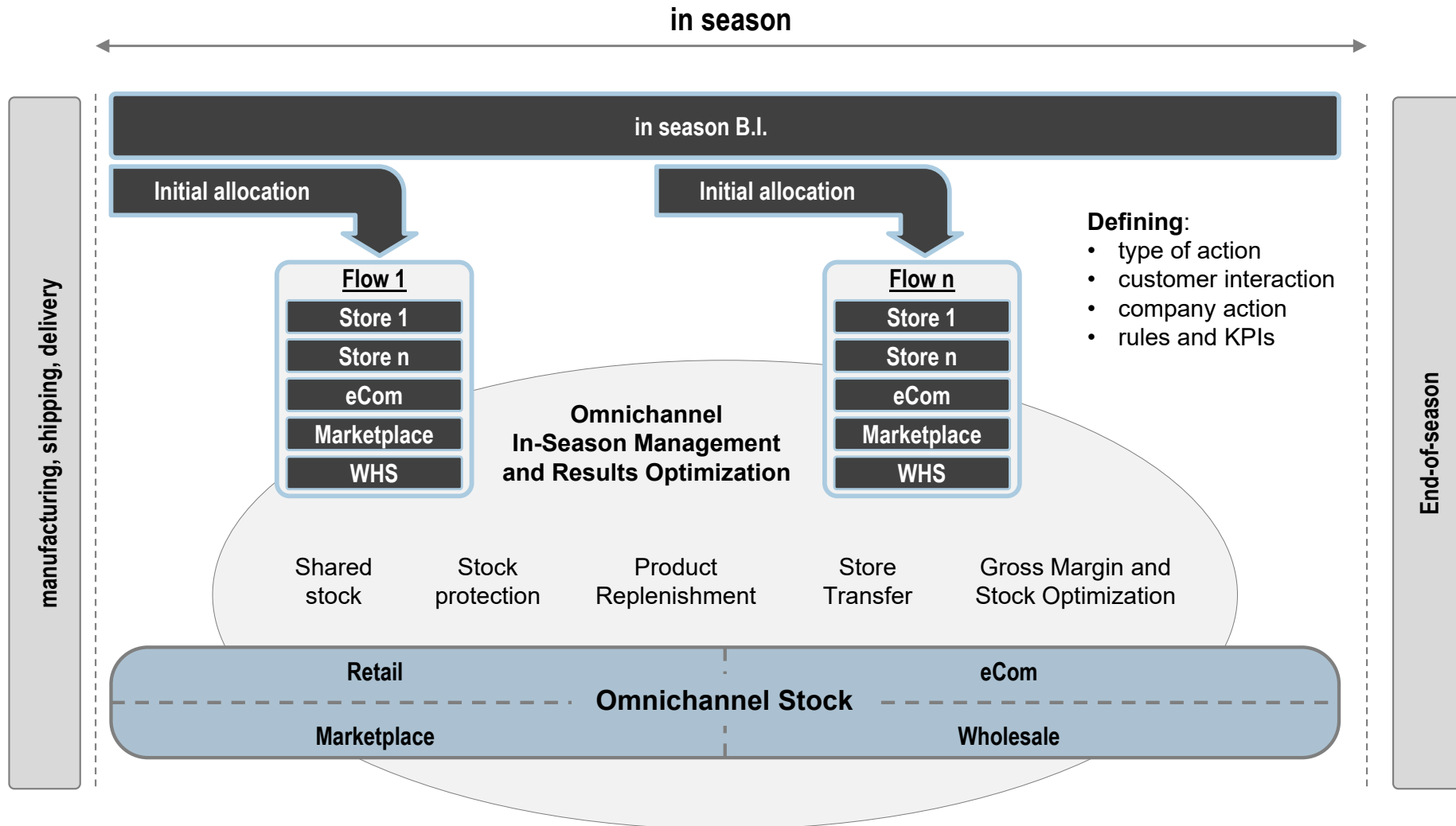
- Ispira is involved in the evolution of Retail Planning, Assortment Development, Product Lifecycle to improve performance and to better respond to customer expectations. We bring best practice expertise of methodology, organization, process, tools that are delivered through ongoing collaboration with the internal team





The holistic product lifecycle

In-Season: from product delivery to end-of-season. We deliver support to maximize results of existing collection, to react to seasonal micro trends and to learn for following seasons



Direct-To-Consumer

- Full control of last stages of value chain is paramount for brands who require disintermediated relation with final customer
- Ispira supports businesses in developing and implementing successful DTC strategy, a fast growing channel with 5 key components
- We assist clients from scenario definition to full implementation of customer oriented models, brand experience, product treatment, integrated communication to meet highest market standards

Customer ownership

- Acquisition process
- Behaviour analysis
- Feedback review and action
- Interactive relation
- AI and ML tools fed with data

Full brand delivery

- Story telling
- Values, people, passion
- Sustainability
- Interaction, events
- Community

Omnichannel experience

- Flexible navigation path
- Integration of social, ecommerce, physical stores
- Alternative purchase options
- Engagement, added content

Customized services

- Product personalization
- Interactive customer service
- Exclusive product/services, tailoring
- Subscriptions

Assortment extension

- Innovation, high performance, differentiated products
- Collaborations, limited editions
- Customer product feedback

Financials

- Sales growth, advanced brands already achieve more than a third of revenue
- Higher percentage profit
- Higher conversion rates



Circular Fashion 5-stage Holistic Approach

- Circular Fashion Holistic approach aims to drastically reduce consumption of raw material and environmental impact of production, to extend product lifecycle, to almost eliminate waste and incineration. To achieve the targets that most retailers have identified, 5 key stages should be on place:

1. Design

- Products need to be conceived, developed, manufactured within the circular fashion strategy. Longer lifecycle, sustainable, recycled fabrics, fully traceable, ready to sustain resale and rent, easy to recycle

2. Produce

- Full control of the manufacturing process including raw material, yarns and threads, fabrics, trims, final assembly, distribution. Control of environmental impact at every stage linked with full traceability of all stages

3. Retail

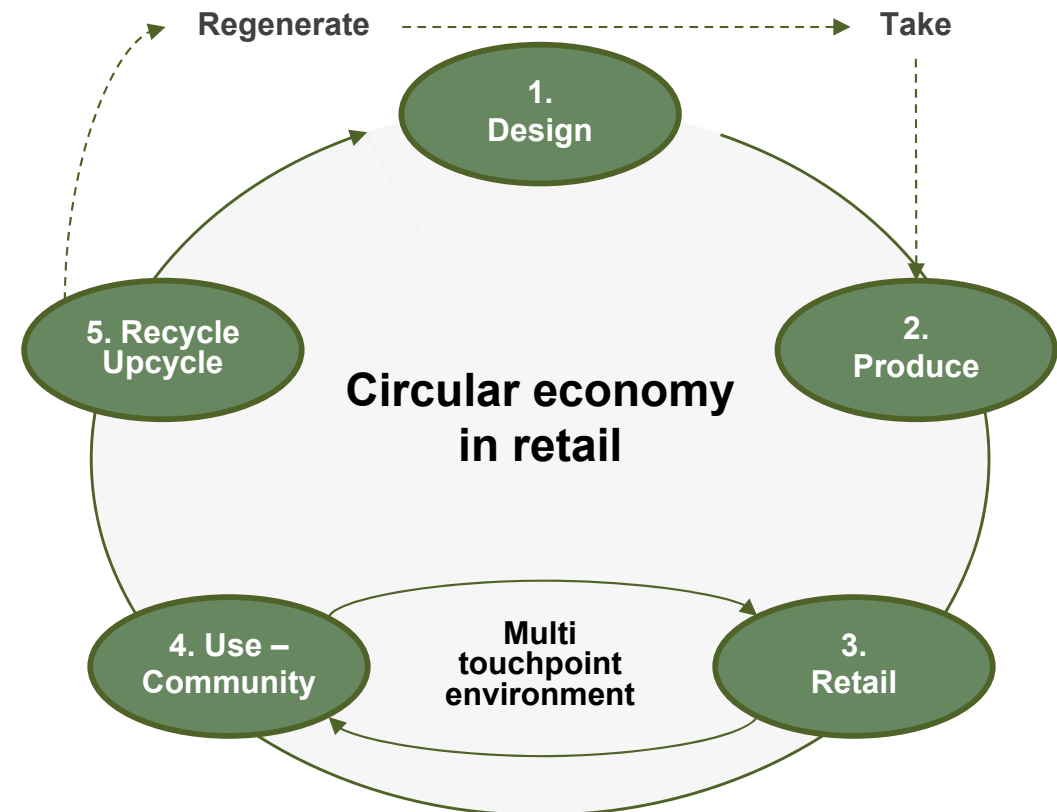
- Increased number of interactions with customer. Beyond first-hand products, growing types of transactions are represented by subscription, resale, rent, repair, on-demand. Reverse logistics critical to empower most of them

4. Use-Community

- Growing interactions with retail and among customers. Priority to higher product quality, product care, repair to extend lifecycle. Expansion of sharing economy will boost secondhand and rent evolving the principles of product ownership

5. Recycle-Upcycle

- In product design, improved AI planning reduce excess of merchandise. In post-customer phase, full control of the recycling principles to maximize fiber-to-fiber re-use. Technology allows process monitoring and effectiveness





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