

# Forever New scales globally with WFX

FOREVER NEW



[www.wfxondemand.com](http://www.wfxondemand.com)

## ABOUT FOREVER NEW

Forever New, a fashion clothing and accessories brand founded in Melbourne (one of the fastest growing Australian brands) had a major issue to address - designing a multifaceted merchandise management system. With over 250 stores in seven countries globally and sourcing from all over the world, Forever New was looking for a Product Lifecycle Management system (PLM) that could successfully control the evolving Merchandise Planning Process.

## UNDERSTANDING THE CHALLENGES

Although still a younger company, Forever New was growing rapidly and scaling business across the globe. However, the company was facing issues with the merchandise management tools in place at the time and its supply chain. Gaps in information flow began with design and product sourcing and continued through buying commitments and warehouse visibility. Getting data to flow accurately was as critical success factor for the business.

Lack of a centralized product solution restricted international growth.

A solution was needed - a software that could track product data across multiple global locations from initial concept through to supplier commitments, integrated with planning and merchandise management.

## SOURCING THE RIGHT SOLUTION – WFX

Forever New management had their wish list ready, a web-based PLM system that could bring all departments under a single platform - design, development, procurement and logistics.

While searching for a PLM system that could solve the problems at hand, WFX was recommended as the features needed were already available out-of-the-box with little need for customization. Forever New management evaluated the software with planners, designer and buyers.

WFX's rich experience in Fashion meant swift decoding of Forever New's problems and aligning a solution that could efficiently resolve those challenges.

It was decided that WFX's collaborative application would be rolled out across the key departments and offices globally.



**Reduced Product  
Turnaround Time  
by 14%  
Increased Global  
Shipment Visibility  
and Tracking**



## COURSE OF ACTION - IMPLEMENTING THE SOLUTION

The implementation was a complex exercise involving several country offices, numerous interfaces and multiple processes and several hundred users.

The team identified two core issues that needed immediate attention.

- Number of SKUs developed annually was putting pressure on product development, buying and logistics teams.
- It was difficult to manage processes and maintain accurate data using spreadsheets and email.

The teams implemented a multi-phased project across the head office, regional offices and vendors.

A consistent approach to project management by the team meant core process adoption was the main focus and ensured tight deadlines were met.

Managing the transition was a challenge due to the rapid growth of the company. Minimal business disruption and speed was a priority therefore a "train the trainer" approach was employed. Training was provided to the IT team of business analysts and a project manager who in turn trained business users. This process enabled a quicker rollout.

After implementation, both Forever New and WFX worked together to optimize the platform for global usage and performance.

## THE DOMINO EFFECT – GROWTH BEGETS GROWTH

The biggest change for Forever New is improved transparency across the supply chain. Lead times have been drastically reduced, which means minimal time taken from product conceptualization through production. This has taken pressure off all departments and reduced manual effort and re-work for employees.

The collaborative application also means information is now shared globally in real-time, a critical requirement for the fast-growing company to standardize processes to sustain its' substantial growth.

WFX continues to support Forever New with product innovation, growth and to develop strategic digitization initiatives.



“

WFX was originally implemented for PLM but quickly became PLM plus Purchase Order management to support global market buying.

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- Matt Keays  
General Manager - Global I.T

Learn more about  
WFX at [wfxondemand.com](https://wfxondemand.com)