

A top-down photograph of a baby lying in the center, nestled between a mother's legs. The mother's legs are spread wide, wearing dark blue leggings with white polka dots. The baby is wearing a white long-sleeved onesie and is looking up at the camera with a happy expression, holding its hands near its mouth. The background is a light-colored, wrinkled fabric.

Nine&Co. was able to reduce lead time by 30% using WFX

NINE & Co.

BRANDS FOR MUMS & KIDS



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ABOUT NINE&CO

'A new life is something to celebrate and cherish,' those are the humble ethos that drive NINE&Co – a family of six brands that design, develop and sell maternity, baby and children's fashion, home and sleep products. The Netherlands-based company was founded in 1991 by a young couple when the wife, who was pregnant at the time, could not find maternity wear denims.

Starting the business with this deep consumer insight has helped NINE&Co grow into one of the largest players in the maternity and baby wear space. Today, the NINE&Co family of brands (Imps & Elfs, NOP, Noppies, Alvi, Supermom, Queenmum, and Esprit for mums) sells its products through more than 2,000 touchpoints in almost 50 countries.

What's more, every brand under NINE&Co's portfolio prides itself in using sustainable production methods and organic materials. The company also engages in recycling, upcycling and a circular model of production for all its products.

NINE&CO'S DECENTRALIZATION STRUGGLES

Every brand in the group is versatile and addresses a specific aspect in the motherhood journey but they also have one key aspect in common. All of them aim to give new parents the confidence that they are choosing what is best for both the mother and her baby.

But with offices in Netherlands, Germany and Belgium, aligning processes wasn't so easy. Prior to WFX, the team was using offline spreadsheets to coordinate everything from design to development to inventory management. It was hard for them to have one specific way of working across all the brands.

"There is no way to ensure consistency of data with spreadsheets. When you don't have access to the right data, it is very difficult to make accurate business decisions", said Rob Van Thiel, Design Director, NINE&Co.

In fact, WFX was the fourth system that they tried! The team found other systems in the market to be either too complicated for their requirements or just not offering the right features and functionalities for their needs. Finally, it was WFX that turned out to be the perfect partner for NINE&Co's digitalization strategy

MISSION TO CENTRALIZE WITH WFX

WFX has enabled the many brands, departments and teams to collaborate more effectively. "We don't need to send multiple emails with files anymore... Everything can be stored in one place and accessed by anyone who needs it," explains Queeny Cheung, Category Manager-Children's Wear, NINE&Co.

Apart from internal collaboration, it was also very important for NINE&Co to be able to easily communicate with their suppliers and manufacturers. The company, which produces 95% of its products in Turkey, China, India and Poland, finds WFX's Vendor Portal to be another very important tool in helping streamline their operations. Van Thiel says 'it is a very effective and efficient way of working because our suppliers also have access to the system, so we all work with the same information and the same data.'

WFX is also a cloud-based system, which adds another layer of flexibility of working for employees. So, people can choose to work from home, the office or anywhere else—it really doesn't matter where you are or what time zone, you're in.

DOMINATING WITH DATA

As a leading international company that prioritizes sustainability and transparency, digital transformation has been central to NINE&Co's growth strategy. The biggest contributor to this growth? Access to consolidated and actionable data!

The company says that one of the most tangible impacts and outcomes of using WFX has been on their reporting and decision-making abilities. WFX gave them the ability to track, monitor and analyze data not just from their own functions but their suppliers' operations who are also using the same platform.

WFX's Business Intelligence tools give them access to both custom and pre-built industry specific reports that can be automatically scheduled to be emailed directly to key stakeholders at specific intervals. For CXOs, the WFX Insights App allows them to easily view and even get notification alerts for critical KPI thresholds of the business.

These insights have been incredible at helping us speed up our product development processes. 'We have shortened our lead times from more than 15 months to just around 12-14 weeks!'.

WHAT NINE&CO SAYS ABOUT WFX

The team adds that innovation has always been really important for us at NINE&Co. In fact, WFX has been integral in helping us move our internal design team from 2D design to 3D design, allowing people to upgrade their skills within the company. We worked with WFX to build an integration with a 3D design tool so that this design data is fed directly into our ERP system.

Queeney Cheung, Children's Wear Category Manager at NINE&Co adds: WFX is helping NINE&Co move towards the future and realize the innovations that we need.

WFX didn't just provide us access to more consolidated data but it also made data collection more uniform and improved the overall stability of our functions

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The team behind WFX is always willing to look into your problems and really work together to develop solutions that help transform your processes into a solid way of working. I would definitely recommend WFX to other customers because the flexibility and attention of the team is extremely useful. It is really, for the first time, what made using a new tool a worthwhile investment. ”



- Rob Van Thiel
Design Director

Learn more about WFX at
www.worldfashionexchange.com