

PRESS RELEASE:

Radley - London, UK

Radley partners utilises VisionPLM to improve visibility, coordination and control of product development process, and to support further growth

Leading British affordable luxury handbag and accessories brand, Radley, is implementing VisionPLM to improve the efficiency and speed of key product development and sourcing processes, to support further growth both in the UK and Internationally

THE CUSTOMER

Radley was born in the heart of London in 1998, driven by a passion for crafting handbags and accessories for women who are continuously inspired by life.

R A D L E Y
L O N D O N

With its roots in London's vibrant Camden Market, the brand has rapidly evolved into a British icon of affordable luxury.

Mixing creative design, quality materials and immaculate craftsmanship, the brand has grown into a leader in the premium accessories market with a growing international presence.

Radley products blend colour, character and functionality to create collections that are distinctive in style and classic in quality and finish.

THE NEED

Following a period of strong growth, Radley set about reviewing existing business processes and systems to identify any improvements that would be required to support the exciting plans for further expansion in the UK and overseas, and to improve efficiency and speed to market.

It was clear from this review, that a key priority would be to replace the existing bespoke spreadsheets and manual systems used to manage key processes (from design inception, through sampling, product development and costing), with a single system providing easy, fast access to up to date information and a 'single version of the truth'.

Working with specialist retail consultants, Radley considered a number of potential PLM providers before selecting fashion specific software, Vision PLM.



Whilst we were quickly comfortable that the functional footprint and highly intuitive nature of VisionPLM would meet our current and future requirements, what was perhaps the most important factor in our decision to partner with Fast React [now part of Coats Digital] was their deep understanding of the industry, and the confidence that they would be able to add considerable value by supporting us through the change management process.



Jayne Worden, CFO, Radley

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VISIONPLM

VisionPLM is a modular solution, allowing companies to select the options which most closely match their particular business model. The software is available in a largely pre-configured, ready to use format which reflects industry standards and best practice, or fully configured for larger enterprises or to suit more specific requirements.

The first phase of the Radley solution includes;

- Range Planning
- Product Manager
- Material Manager
- Sample Management and
- Costings

All underpinned by best in class Critical Path Management.

The solution will provide the Radley team with the next level of visibility, coordination, control and efficiency, as the business enters a period of further sustained growth.



Stuart McCready-Stocks, Director. Strategic Sales at Coats Digital said;

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We are looking forward to working with Fast React [now part of Coats Digital] on a project which will improve the speed and efficiency of our product development and sourcing processes, supporting further growth and allowing us continue to differentiate ourselves from the competition by delivering aspirational, affordable luxury bags and accessories.

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Jayne Worden, CFO, Radley

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We are delighted to have Radley as a VisionPLM customer and proud to be partnering with such an iconic brand, as they gear up for the next exciting phase of growth in a relentlessly demanding and highly competitive industry.

We look forward to working closely with the Radley team, providing the expertise and tools to streamline and improve business processes from design inception through product development to delivery.

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Stuart McCready-Stocks
Director. Strategic Sales

