

# REISS achieves improved visibility and control with Fast React.

With 100 stores worldwide, REISS is a unique concept fashion retailer which focuses on producing directional design led menswear, womenswear and accessories.

## The Customer

REISS prides itself on an uncompromising commitment to delivering innovative and original products and combining exceptional design with quality and value.

REISS was established in 1971 selling quality men's tailoring before introducing womenswear in 2000. REISS's truly iconic flagship store and headquarters opened in London in 2007, the site that once housed the London College of Fashion.

## The Challenges

As a successful and growing business, REISS needed to improve in the following areas:

- difficulties coordinating new style development critical path for multiple departments and product categories
- tracking purchase orders across a wide range of suppliers to ensure effective availability of product to store
- managing reduced lead times, as the pressure for faster product availability and replenishment increases
- a lack of management level visibility

## The Solution

The Fast React critical path management solution was implemented quickly and effectively, albeit further developments were then made over the following year to meet the specific needs of the REISS business.

Steven Downes, Finance Director at REISS commented: "Fast React Systems has been a strategic partner since 2007. We began by implementing the Fast React solution to support our new style development and purchase order tracking requirements.

"With a strong background in fashion, they (FRS) have clearly understood our business needs and delivered a highly effective solution to meet those needs."

## The Conclusion

Following successful implementation of the Fast React solution for critical path management, REISS are now in the process of implementing the very latest 'Vision' version of Fast React, which includes full 'Range planning'.

This will provide a single, highly visual and centralised system to streamline the entire range selection and buying process, in addition to the existing new style development and purchase order tracking.



REISS

### Key facts at a glance

**Customer:**  
Reiss

**Location:**  
UK

**Challenge:**  
Coordinating critical path activities, tracking purchase orders and lack of visibility

**ROI:**  
Improved efficiency and productivity from design and development to delivery



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Steven Downes commented further: “Based on the success of the initial project, Fast React are the natural partner to now help REISS improve our range selection and buying processes, all vital activities in our plans for moving the REISS business forward.”

*“With a strong background in fashion...  
Fast React were the natural partner to help REISS.”  
Steven Downes – Finance Director*



## What our customers say...

### Wilton Bradley Limited UK

“The system has easily paid for itself in terms of flexibility, security and the visibility it provides - it has very effectively streamlined our business.”

**Leigh Cheetham**  
Finance Director

### Calzedonia Italy

“We have chosen Fast React to enable us to maximise production efficiency at our factories, whilst at the same time providing us with the capabilities for quick response and lead time reduction. These are key requirements for the continued success of Calzedonia to enable us to satisfy our everchanging customer demands.”

**Riccardo Romani**  
Director of Production

### Perform Group, LLC USA

“Even though our current season bookings are up 30%, we haven’t shipped a single item late in over a quarter. Our performance is so good that we are starting a new guaranteed on-time or it’s free shipping program.”

**John Misner**  
CEO