

CASE STUDY

GANNI Brings Effortless Omnichannel to Global DTC Business

Brand grows customer capture 9x with mobile point of sale

GANNI is a leading contemporary fashion brand. Since 2009, husband-and-wife team Nicolaj and Ditte Reffstrup have pioneered the Scandi 2.0 sense of style. So much so, fashion lovers are now adopting the confident, relaxed and effortless GANNI state of mind beyond Scandinavia. Today, the brand is shoppable at more than 600 retailers and 25 owned concept stores. This includes new flagships in London and the U.S., where the brand is excited to meet its growing community of customers.

WHY NEWSTORE?

As GANNI planned its direct to consumer (DTC) growth and expansion, including into large fashion markets like New York and Los Angeles, it saw an opportunity for change. Specifically, there was a desire to overcome a clumsy store and associate experience and make it effortless - just like the brand's designs.

Evolution is something the brand has embraced since its early years. Founder Nicolaj has a deep tech background, and the company was built on a willingness to experiment and innovate. To make the GANNI brand experience extraordinary and associate workflows accessible, the team entrusted NewStore with its complete and seamless mobile omnichannel solution.

USES

- Omnichannel OMS
- Mobile POS
- Store Fulfillment
- Store Inventory
- Omnichannel Insights

GOING GLOBAL WITH OMNICHANNEL

GANNI ditched its old-school retail tech footprint, including its point of sale system, in favor of the NewStore platform. The system combines POS, order management, inventory, and clienteling. Since launching NewStore in its stores, GANNI has grown its average customer capture rate at the point of sale by an impressive 900%. Using a mobile POS has allowed GANNI to capture data through email and transactions, enabling easy returns and even better customer service...all from a fast and easy-to-use iPhone app.

Additionally, core to any brand becoming a global omnichannel organization is having a single view of inventory across all supply and demand sources. With an iPhone app powered by the NewStore platform, GANNI is able to manage store inventory more responsibly by surfacing it to anyone, anywhere. This helps store associates better cater to the brand's growing cohort of loyal customers around the world. The better inventory visibility, the more inventory sell-through.

Omnichannel - a win for GANNI and brand fans everywhere.

Want to reach your goals with NewStore? [Contact us!](#)



IMPACT

900%
increase in customer
data capture

**Retailing from an
iPhone**

**Responsible inventory
management**



"NewStore has been a blessing for our associates. An iPhone is the only device we need for point of sale, inventory management and store fulfillment. Using the NewStore Omnichannel Platform allows us to operate stores on the lightest tech stack I've ever seen."

ANDERS LINDBERG MADSEN

Product Owner, Unified
Commerce Platform, GANNI