

CASE STUDY

# Vince Unlocks Inventory Visibility with NewStore

Unified commerce platform drives endless aisle & fulfillment experiences for the luxury essentials brand

Vince is a global retailer selling luxury essentials for everyday wardrobes. Established in Los Angeles, California in 2002, the brand incorporates lasting materials like cashmere, silk, and wool into its pieces to capture the effortless allure of coastal life. Its ready-to-wear men's and women's clothing, footwear, and accessories are designed to provide customers with elevated yet understated timeless looks. Vince has a retail footprint of 66 brick-and-mortar stores across the U.S., complemented by a strong digital presence worldwide through its website and mobile shopping app.

## USES

- **Mobile POS**
- **Omnichannel Order Management**
- **Endless Aisle**
- **Clienteling**
- **Store Fulfillment**
- **BOPIS/BORIS**
- **Shopping App**

## WHY NEWSTORE?

Before partnering with NewStore, Vince operated on a siloed technology stack, leading to fragmented data across ecommerce, finance, CRM, and POS systems. The store solutions specifically felt outdated, and Vince struggled to keep them updated and performant without affecting other systems.

Vince recognized that its customers were now omnichannel shoppers expecting a seamless experience across all channels. This realization motivated the company to pursue an elevated customer journey, supported by new solutions designed to deliver highly personalized service for customers and efficient tools for associates.

The brand decided to completely re-platform its direct-to-consumer business and selected NewStore as a trusted partner. NewStore modernizes Vince's tech stack by integrating order management, inventory, and clienteling into its POS, enabling it to support more omnichannel use cases. Additionally, NewStore offers branded shopping apps, which Vince wanted to implement to provide customers with another direct channel to interact with the brand.

Ultimately, Vince aimed to offer a white-glove shopping experience to all customers, regardless of channel, and trusted the NewStore Unified Commerce Platform to achieve this vision.

## LEVERAGING INVENTORY VISIBILITY FOR THE ENDLESS AISLE EXPERIENCE

As part of its re-platforming efforts, Vince looked to enhance inventory visibility across its organization, including full-price stores, outlet stores, and online channels. This initiative would make the brand's inventory accessible to shoppers worldwide, creating more opportunities to meet and exceed customer expectations.

Vince accomplished this with the NewStore omnichannel order management system, which connects inventory, customer, and order information on a unified platform. In stores, the brand's sales associates have access to all this information via mobile POS on iPhones. Familiar with using iPhones, associates quickly adapted to the application, enabling them to easily access and sell inventory across all locations.

Previously, if a customer wanted something that wasn't available in-store, Vince associates had to call another location directly to confirm the item's availability and arrange for it to be shipped. Now, associates can complete this process from the store floor without leaving the customer's side. For example, if one of Vince's classic cashmere sweaters is unavailable at one location, an associate can order it from another location using the mobile POS. This endless aisle experience has accounted for 8% of Vince's total sales and 13% of in-store sales over the past year—sales that otherwise would have been lost.

Having this inventory visibility and an easy workflow has driven greater efficiency in-store. Associates can move products with a few taps on an iPhone, allowing them to dedicate more time to providing personalized attention to shoppers. It has also inspired Vince to rethink its store design based on top-selling items, maximizing sales floor space for popular products and reducing space for cash wraps.

## **EXPANDING ORDER FULFILLMENT TO ATTRACT OMNICHANNEL SHOPPERS**

The inventory visibility gained from the NewStore Unified Commerce Platform benefits online shoppers as well. With an omnichannel order management system and accurate inventory, Vince can offer customers flexible fulfillment options such as buy online pickup in-store (BOPIS). In the past year, BOPIS accounted for 3% of online orders. Without this capability, customers might not have purchased from the brand. However, they did, resulting in a convenient and elevated customer experience while also optimizing shipping costs for Vince.

Moreover, Vince leverages NewStore's ship-from-store capabilities, which drive rapid fulfillment by using retail stores as distribution centers for online purchases. The brand can route orders to the most optimal location based on factors like stock availability and proximity to the customer. With real-time inventory access and intelligent order routing native to the NewStore platform, Vince can deliver orders to shoppers' doorsteps more quickly and cost-effectively. As a result, the brand fulfilled 38% of online orders with in-store inventory in the past year. By incorporating store inventory into its web assortment and routing from stores, Vince has been able to avoid markdowns and sell down to the last unit.

Ultimately, Vince's commitment to omnichannel has streamlined in-store retail operations, eliminated manual processes, and unlocked new revenue streams through improved inventory visibility and additional order fulfillment options. It has allowed customers to access more of Vince's products than ever before, enjoy quick checkout experiences, and receive their new purchases much faster, thereby fostering greater brand loyalty in the long term.

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



## **IMPACT**

**8%**

**of total sales from endless aisle**

**38%**

**of web orders fulfilled from store**

**3%**

**of online sales from BOPIS**



**"At Vince, we believe that collaboration between our operations teams and frontline employees is critical to our success. NewStore has been instrumental in bridging the gap between IT and our stores, allowing us to work together more effectively and deliver exceptional customer experiences. This partnership has truly empowered us to innovate and thrive as we modernize the business.."**

**HEATHER WILBERGER**  
CIO, Vince