

# Passionate about retail



Ispira Ltd

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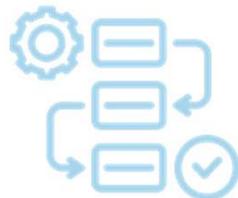
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# About us





Strategy  
and Innovation



Retail  
Best Practices



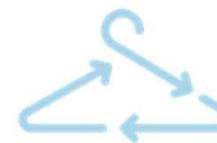
Retail  
Experience



Omni channel



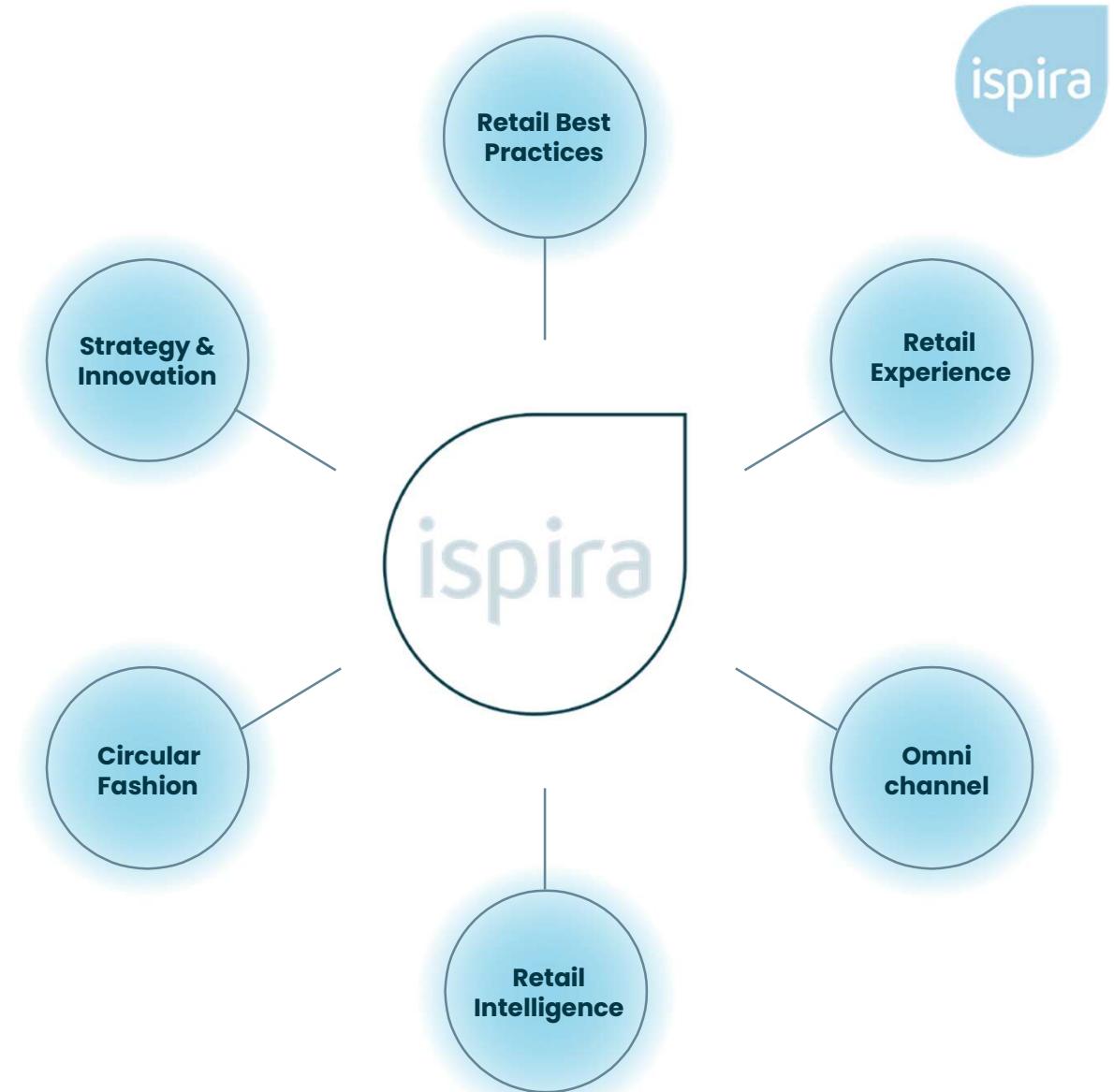
Retail  
Intelligence



Circular  
Fashion

# About us

- We are a Retail and Direct To Consumer consulting practice providing vision, innovation and profitable delivery in omnichannel retailing, retail strategy, retail merchandising, retail experience, store marketing, sustainability, machine learning
- Founded in 2004 and with offices in London and Rome, Ispira is constituted of a team of senior retail professionals that operate internationally
- With over 20 years track record, we have gained high recognition in the industry for the ability to deliver strategy, evolution, best practices, bottom line results in highly competitive environments
- Our team of senior retail professionals operates in four main areas:
  - Strategy and innovation
  - Retail Best Practices
  - Retail experience
  - Circular Fashion



# Team and experience



Our team of strategists, retail experts and creatives have worked with leading international retailers in highly competitive markets. Some of our clients include:





# Strategy and innovation



We have gained extensive experience in developing innovative and profitable business models for brands, retailers, DTC, financial institutions Ispira is committed at delivering non conventional strategic support in customer

## **Vision:**

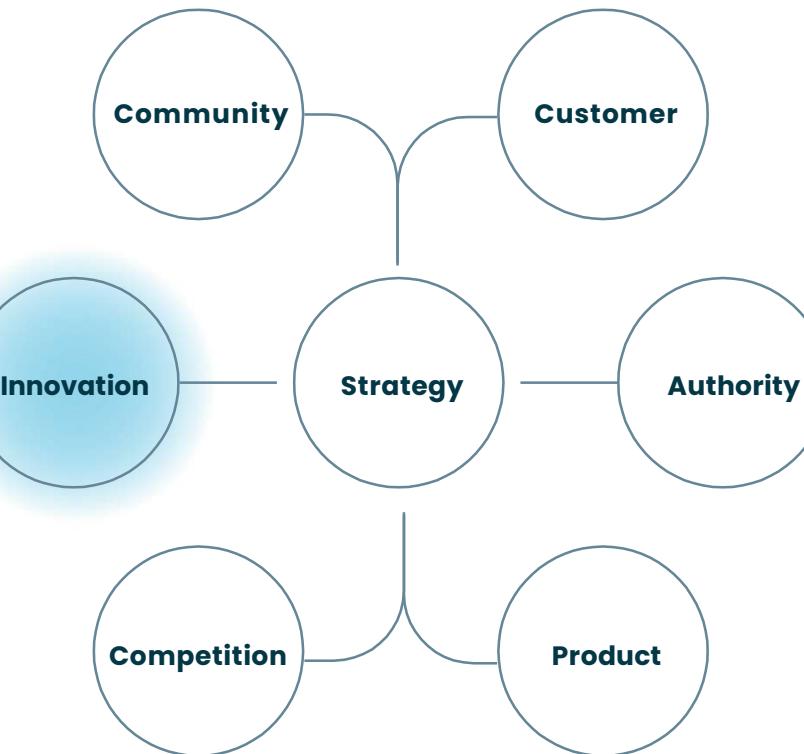
- business ideas, omnichannel evolution
- creation/evolution of retail concepts
- assortment evolution and extension

## **Development of new formats:**

- definition of target customer and USP
- supervision to store design
- development of internal team and skills

## **Strategic market position:**

- brand values, reason why
- points of differentiation and innovation
- brand portfolio optimization



*“The impossible is often the untried.”*  
(J. Goodwin)

## **Product strategy:**

- assortment evolution
- market position, guidelines
- product grouping, flows, seasonality

## **Target customer:**

- shopping habits and data driven patterns
- customer segmentation, style attitude
- customer journey, engagement

## **Operational assessments:**

- trading performance optimization
- time to market reduction
- category management



# Retail Best Practices

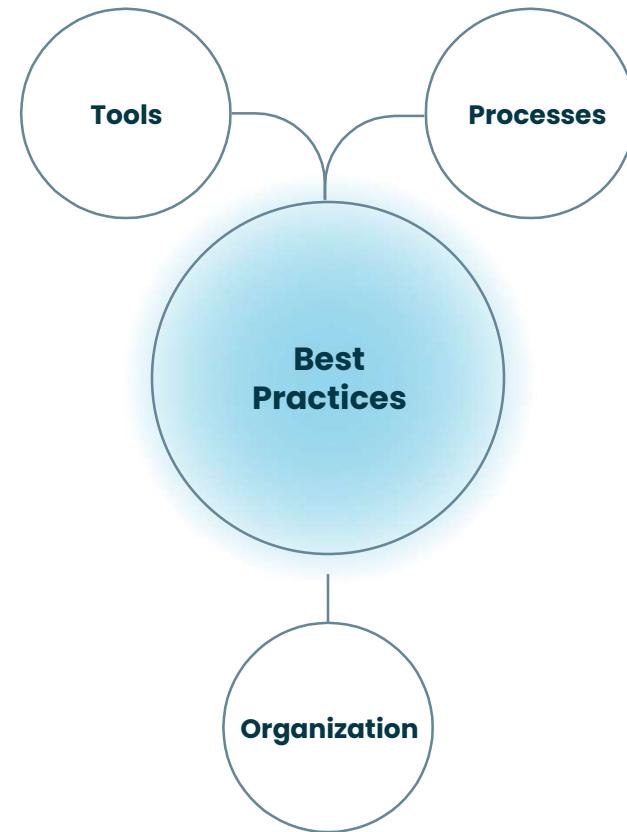


Ispira is recognized as a global expert in the evolution of Merchandise Planning for retailers and DTC. In our projects we put together international Best Practices with Clients' business model, operational requirements and internal constraints. We work closely with the internal team to assess, evolve, successfully implement:

- **processes**: methodology, timing, speed of execution, mobilization
- **tools**: retail planning quantitative tools, both internal or installed by vendors
- **organization**: cross functionality, collaboration, effectiveness

Our clients ask Ispira to:

- develop retail planning strategy from MFP to in Season management
- improve collection development strategy, innovation, differentiation
- evolve product segmentation, product lifecycle, product grouping strategy
- define role & responsibilities, and clear accountabilities
- simplify head office process execution and flow of information
- develop store grading and clusters, wholesale segmentation
- evolve assortment planning and product allocation
- optimize in-season results and product reaction
- improve internal business intelligence, identify and prioritize KPIs
- develop quantitative tools and algorithms
- develop AI and Machine Learning tools to evolve prediction and planning process



*"The best way to predict the future is to create it"*  
(P. Drucker)



# Retail Experience



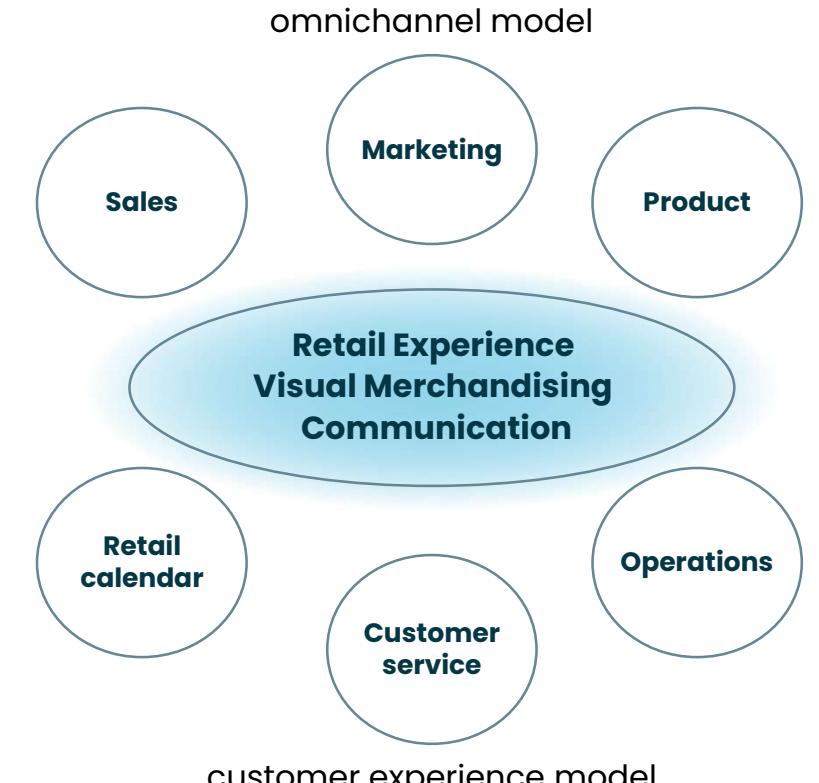
Retail Experience projects deliver innovative and superior customer interactions with omnichannel contact points. Our projects integrate brand values and identity, physical and digital strategy presence, commercial targets, customer habits and expectations, assortment segments and flow, service level, operations and daily routines.

Areas of support include:

- delivery of cross-channel brand authority
- space planning, product adjacency
- cross channel customer interaction, path to product
- development of retail calendar
- evolution of Visual Merchandising guidelines
- development of Best Practice Visual Communication tools
- guidelines on product role, lifecycle, display density
- product grouping, product referral
- innovative product display
- VM Toolbox to improve execution and reaction by store team
- interactive training sessions

We benchmark, measure and improve the KPIs of the Retail Experience:

- conversions
- interactions
- fixture and product density



# Direct-To-Consumer



- Full control of last stages of value chain is paramount for brands who require disintermediated relation with final customer
- Ispira supports businesses in developing and implementing successful DTC strategy, a fast growing channel with 5 key components
- We assist clients from scenario definition to full implementation of customer oriented models, brand experience, product treatment, integrated communication to meet highest market standards

## **Customer ownership**

- Acquisition process
- Behaviour analysis
- Feedback review and action
- Interactive relation
- AI and ML tools fed with data

## **Full brand delivery**

- Story telling
- Values, people, passion
- Sustainability
- Interaction, events
- Community Assortment

## **Omnichannel experience**

- Flexible navigation path
- Integration of social, ecommerce, physical stores
- Alternative purchase options
- Engagement, added content

## **Customized services**

- Product personalization
- Interactive customer service
- Exclusive product/services, tailoring
- Subscriptions

## **Assortment extension**

- Innovation, high performance, differentiated products
- Collaborations, limited editions
- Customer product feedback

## **Financials**

- Turnover growth, benefits on traditional channels
- Higher percentage profit
- Higher conversion rates

# Circular Fashion 5-stage Holistic Approach



Circular Fashion Holistic approach aims to drastically reduce consumption of raw material and environmental impact of production, to extend product lifecycle, to almost eliminate waste and incineration. To achieve the targets that most retailers have identified, 5 key stages should be on place:

## 1. Design

Products need to be conceived, developed, manufactured within the circular fashion strategy Longer lifecycle, sustainable, recycled fabrics, fully traceable, ready to sustain resale and rent, easy to recycle

## 2. Produce

Full control of the manufacturing process including raw material, yarns and threads, fabrics, trims, final assembly, distribution. Control of environmental impact at every stage linked with full traceability of all stages

## 3. Retail

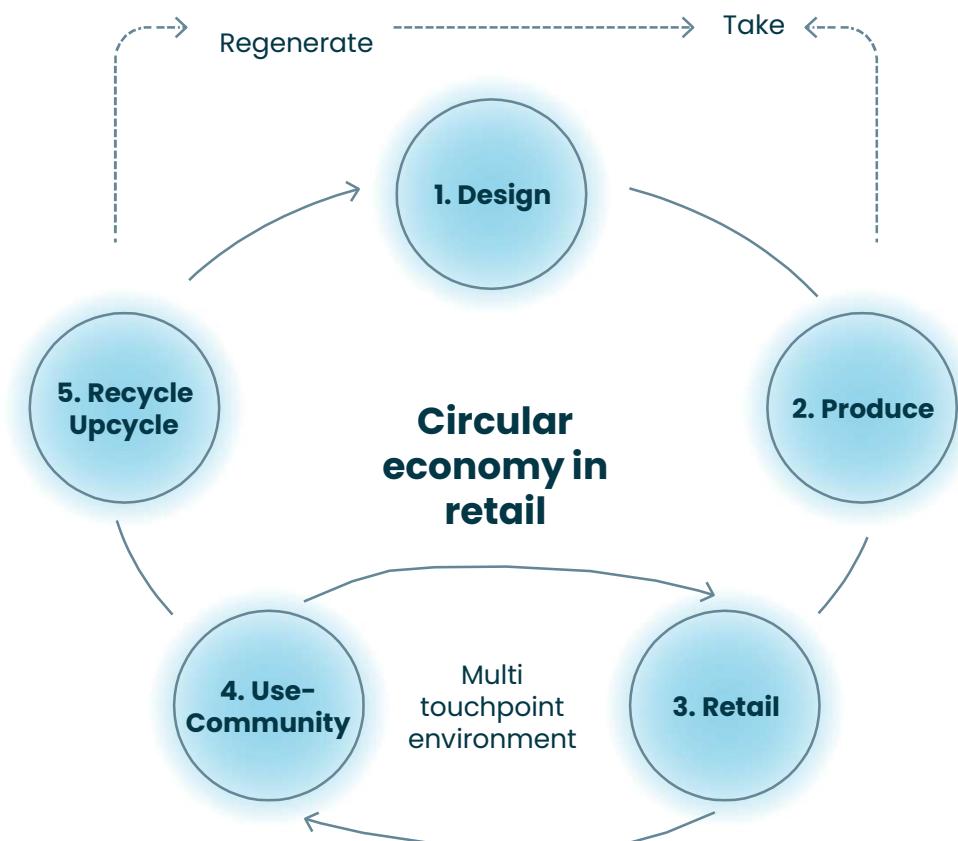
Increased number of interactions with customer. Beyond first hand products, growing types of transactions are represented by subscription, resale, rent, repair, on demand Reverse logistics critical to empower most of them

## 4. Use Community

Growing interactions with retail and among customers Priority to higher product quality, product care, repair to extend lifecycle. Expansion of sharing economy will boost secondhand and rent evolving the principles of product ownership

## 5. Recycle Upcycle

In product design, improved AI planning reduce excess of merchandise In post customer phase, full control of the recycling principles to maximize fiber-to-fiber re-use. Technology allows process monitoring and effectiveness





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