Alloy

Soludos manages a growing number of products and retail partners with Alloy's sales and operations platform

Highlights

- Footwear-maker Soludos was expanding to more SKUs and sales channels, and needed a more scalable way to manage its operations
- With Alloy, the sales team can build strong relationships with buyers by using data to support proactive order recommendations
- In the fast-moving fashion industry, Soludos relies on Alloy to stay on top of consumer demand trends

About Soludos

Soludos makes thoughtfully-crafted shoes and accessories that move customers through the world with style and ease. After a successful online store launch in 2010, it was picked up by specialty retailers, and is now sold through department stores and e-commerce sites, and even its own summer pop-up shop. The brand has been featured in Vogue and Harper's Bazaar, and seen on celebrities like Anne Hathaway and Jennifer Garner.

Opportunity

Soludos launched with a single espadrille, inspired by the traditional Spanish shoe. But the fast-moving company now offers hundreds of SKUs across multiple categories, including sandals and sneakers. Soludos has more than doubled its number of wholesale channels over the past few years, reaching a wide consumer demographic through partners like Saks, Zappos, and Nordstrom.

With so many new products and retail partners, Catherine Leavitt, VP of Sales and Merchandising, needed an analytics platform that would seamlessly wrangle cross-channel data and make it easy to leverage for planning and decision-making.

www.alloy.ai

Solution

Soludos turned to Alloy to help collect and understand point-of-sale and inventory data across direct-to-consumer, e-commerce, and retail operations. Catherine and the sales team use Alloy to analyze their sell-through every week, so that they can work with buyers to tweak assortments, change distribution, or shift their promotional strategies as needed.

The company relies on Alloy for:

- Assortment optimization, down to style, size, and color combinations
- Product performance analysis to support new product development, marketing, and other decisions
- Fact-based selling strategies when working with buyers
- Reporting to executives and board members on retail sales and inventory, giving a full picture of end-consumer movements, as opposed to just seasonal sell-in
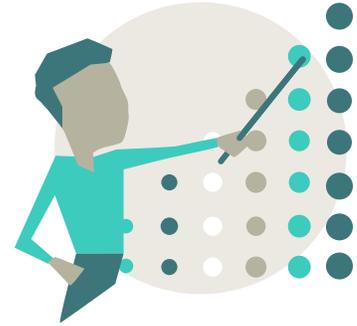
" ***The fashion consumer*** *is moving faster than ever before and brands need to keep up with the changing demand. Working with Alloy has allowed us to identify and isolate sales trends quickly and leverage the data to make educated and convincing arguments to our retail partners," said Catherine Leavitt, VP of Sales and Merchandising at Soludos.* "

Results

Increased agility. What consumers buy—and how they buy it—can change overnight. When you're competing with other vendors for your buyer's attention and budget, you have to be continually prepared to update plans based on current data. The sales team at Soludos uses Alloy to analyze their point-of-sale data weekly, so that they can be first in line to approach their buyers with winning recommendations and capture their attention.

Improved measurement. Unafraid of trying new things, Soludos is a nimble company with a culture of experimentation. Comprehensive performance analytics from Alloy allow the team to better understand which products, locations, and channels are hot, helping to drive new strategies and complement their intuition. Alloy also helps the team measure the results of any changes to quantify impact across a variety of metrics.

Winning more sales. Soludos knows their retail partners are busy, which is why they use Alloy to surface urgent and actionable insights in point-of-sale data. With Alloy, Soludos can help each of their buyers understand what products are doing well, and can collaborate on a proactive plan to grow their mutual businesses. They earn their buyers' trust with data-driven recommendations and play an active role in managing Soludos' brand and success.

Get Started Today

To learn how Alloy can help you get results like these, please visit us at **www.alloy.ai** and contact us for a demo.