

Maximize profitability through precise purchasing quantities

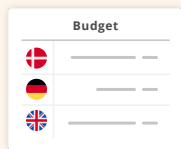
Make collection buying precise and profitable. FASHIONBOARD combines historical performance real-time with pre-sale data, enabling to invest where the potential is greatest.

Eliminate uncertainty in your investments

Placing orders beyond initial pre-orders is an uncertain investment. Style Investment provides a clear data foundation for your investments by comparing current pre-sale with historical data and analyzing customer reorder patterns. This results in lower excess inventory and more products sold at full price.

- ✓ **Optimal purchasing quantities:** Order the right quantities and size mix from day one
- ✓ **Higher hit rate:** Identify winning styles early in the process and eliminate the weaker ones
- ✓ **Improved liquidity:** Allocate your capital to styles with proven potential

A streamlined journey from budget to delivery



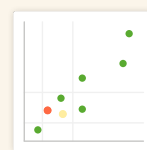
Budgeting



Rating



Pre-sale



Evaluation



Planning



Delivery

Strategic focus areas

Strategic investment

Data-driven investments ensure higher gross margins.

Increase your hit rate on the styles that drive volume and profitability.

✦✦ Higher gross margin

Commercial insight

Identify trends before production is finalized.

Gain a unified overview of orders and performance across markets.

✦✦ Greater sales potential

Risk minimization

Reduce the risk of incorrect purchases early.

Cancel underperformers and reduce the need for markdowns.

✦✦ Fewer markdowns

Selected FASHIONBOARD users



GABBA



STATE OF WOW

MSCH
COPENHAGEN



Innovative solutions for the fashion and design industry

FASHIONBOARD is a suite of Danish-developed SaaS solutions that support purchasing and allocation processes in the fashion and design industry: Demand Planning for NOOS assortments, Style Investment for collection sales, Replenishment for stock movement, and Studio for managing product data as a foundation. FASHIONBOARD creates value through better overview, increased accessibility & higher sales.

Full control over the collection lifecycle

Track the development of your collection through six critical phases and take control of your investments with FASHIONBOARD Style Investment.



Strategic budgeting

Set the direction early. Define budgets per country, salesperson, and customer based on historical data.

This ensures full alignment between your overall growth targets and actual purchasing potential.



Precise optimization & evaluation

Reconcile pre-sale before production. Gain a razor-sharp overview of styles that fall below the minimum threshold.

This makes it possible to eliminate weaker styles in time and reallocate capital to your true best-sellers.



Digital evaluation & rating

Involve your experts. Use digital ratings from agents and key customers to qualify the collection before production.

This minimizes reliance on gut feeling and ensures that your assortment is market-tested in advance before the collection is produced.



Intelligent planning

Convert pre-sale into profit. Calculate purchasing requirements by combining pre-sale data with expected reorders.

This optimizes your inventory levels and ensures that you neither end up with excess stock nor lose revenue.



Pre-sale with real-time monitoring

Track pre-sale as it happens. Use live data and CRM integration to monitor performance and manage your sales efforts.

This enables you to respond proactively to trends and ensure that all customer visits are planned and executed effectively.



Delivery & launch

Close the loop. Make final adjustments at style and category level to ensure that planning aligns with the budget and market requirements.

This ensures that the collection lands in stores with maximum precision and gross margin.