

LUCKY BRAND

A CASE STUDY

25.8 MILLION INCREMENTAL REVENUE

**25.8 MILLION INCREMENTAL REVENUE
IN A SINGLE YEAR**

25.8 MILLION INCREMENTAL REVENUE

IN A SINGLE YEAR

AND WHY IT TOOK TOO LONG

**WE ARE BUILDING A RELIGION,
WE ARE BUILDING IT BIGGER,
WE ARE WIDENING THE CORRIDORS
AND ADDING MORE LANES...**

-CAKE, COMFORT EAGLE

A BRIEF HISTORY

2015...



kate spade

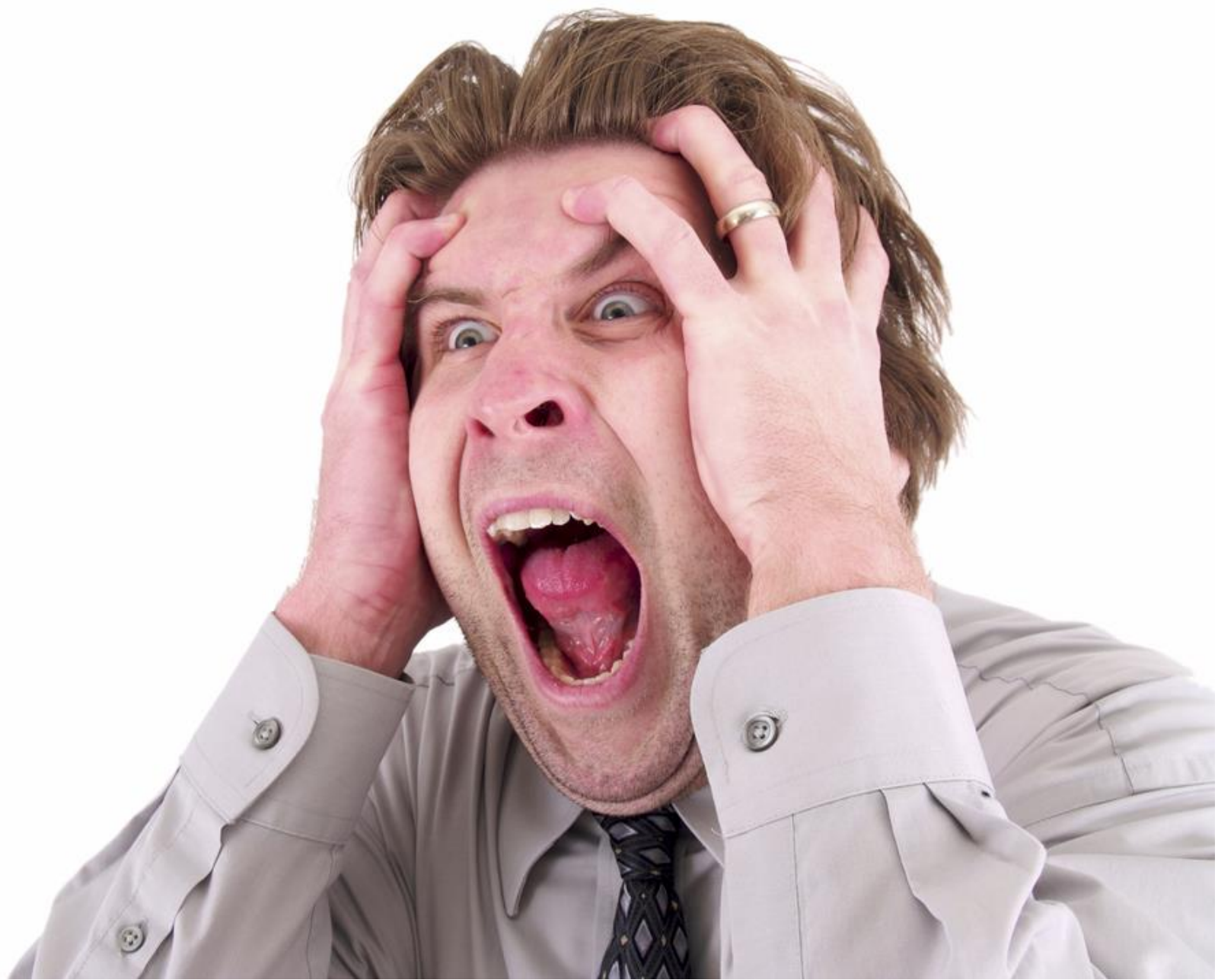
NEW YORK

2016...



2017...

**A 700 MILLION DOLLAR
SOFTWARE COMPANY...**



URBAN RETAIL THESAURUS

Traditional Retail

- “My business...”
- Warehouse
- Customer Centricity
- Effort
- Growth
- Channel
- Review feedback
- “My Inventory”
- Wholesale vs. Retail
- Quarter

A Software Company

- The Product/Tool
- Cloud
- Personalization
- Sprint
- Agility
- Brand
- Machine Learning
- A Location
- Why?
- 2 Weeks

A FEW OF MY FAVORITES

Traditional Retail

- Risk

A Software Company

A FEW OF MY FAVORITES

Traditional Retail

- Risk

A Software Company

- Research

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain

A Software Company

- Research

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain

A Software Company

- Research
- Innovation

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain
- Execution

A Software Company

- Research
- Innovation

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain
- Execution

A Software Company

- Research
- Innovation
- Minimum Viable Product

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain
- Execution
- Stupidity

A Software Company

- Research
- Innovation
- Minimum Viable Product

A FEW OF MY FAVORITES

Traditional Retail

- Risk
- Pain
- Execution
- Stupidity

A Software Company

- Research
- Innovation
- Minimum Viable Product
- Positive Disruption

WHAT GOT US HERE?

A SIDE NOTE...

BUZZWORDS ARE KILLING OUR INDUSTRY

**SOFTWARE SALESMAN ARE NOTORIOUS
FOR USING THIS WORD...**

EASY VS. FAST

THE LAW OF MOTION...

GRADUALLY THEN SUDDENLY...

BACK TO THE STORY

100 DAYS

LUCKY  BRAND
EST. 1990

(NONE OF IT WAS EASY)

**WE WERE TALKING ABOUT SOLUTIONS TO
PROBLEMS WITH TECHNOLOGY WE DIDN'T
EVEN KNOW EXISTED**

LAW OF DIMINISHING RETURNS

SOUNDS INNOVATIVE, DOESN'T IT?

IT WASN'T

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EST. 1990

FEAR BASED DECISIONS

THINGS THAT DIDN'T GAIN VALUE

- Limiting inventory
- Limiting rollout
- Limiting time
- Expansion
- Hypersensitivity
- Reduced sales
- Reduced sales
- Reduced sales
- Starting over
- Waste

ALIGN ON DISRUPTION

GO LIVE DAY

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EST. 1990

“A DISASTER”

A BEAUTIFUL DISASTER

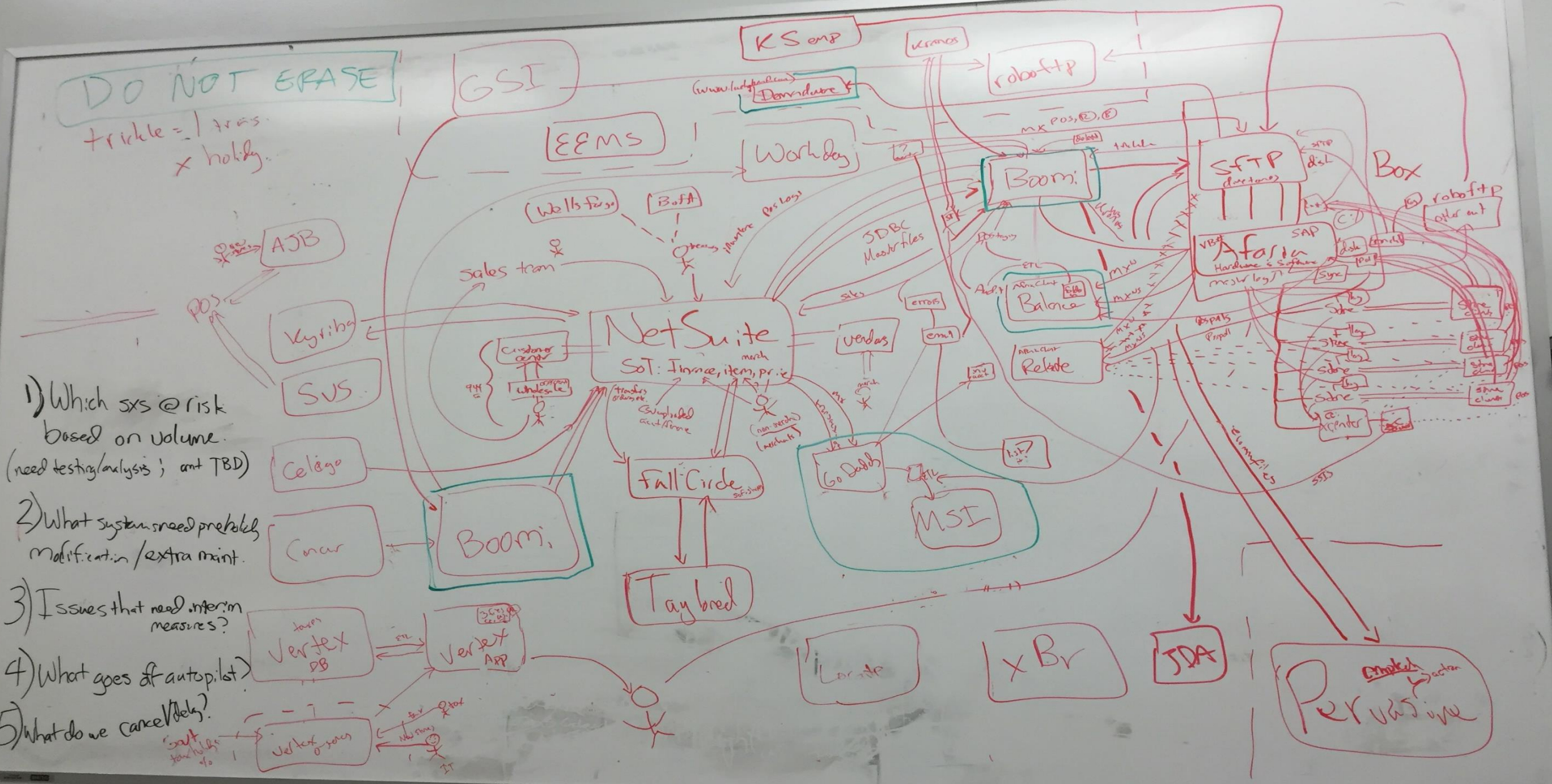


LESSONS LEARNED

THE TECHNOLOGY WILL GUIDE YOU

DO NOT ERASE

trickle = 1 hrs
x holiday



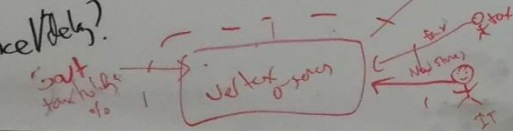
1) Which sys @ risk based on volume. (need testing/analysis; ant TBD)

2) What systems need pre-release modification/extra maint.

3) Issues that need interim measures?

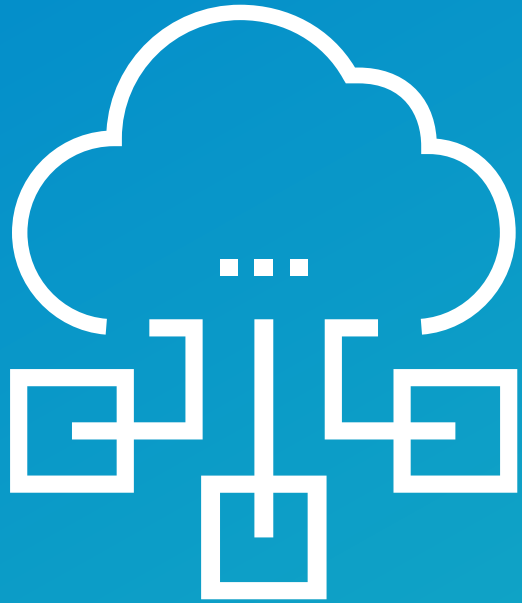
4) What goes of autopilot?

5) What do we cancel/delay?



BOOMI HELPED MAKE IT POSSIBLE

Connected Business: Better, Faster, Smarter



Connect
Everything



Engage
Everywhere



Run
Anywhere

THE LAWS OF DIMINISHING RETURNS

COOL IS ECONOMICAL

WOW IS NOT

KEEP IT SIMPLE

SPEED IS EVERYTHING

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EST. 1990

SHIP FROM STORE

SHIP TO STORE

ESTOCKROOM

OUTLET ESTOCKROOM

CANADA

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IT'S NOT AS HARD AS YOU THINK

SIMPLE PRODUCT

MINIMUM VIABILITY

ITERATIVE GROWTH
(THROUGH ACQUISITION, NOT RELEASE)

IT'S AN INVENTORY PLAY

MORE PRODUCT AVAILABILITY

=

MORE SALES

=

SAME COST

ISN'T IT IRONIC?

ISN'T IT IRONIC?

IT'S JUST A RISK REDUCTION PLAY

right now on

ebaytm

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EST. 1990

THE DREAM

**BUILD A REALLY GOOD FULFILLMENT
NETWORK AND THEN SELL IN A LOT OF
PLACES AND THEN YOU'LL LEARN THE
MEANING OF EXPONENTIALIZATION**



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