Apparel Industry Session

UK Data Vision Slides
GS1 UK membership of Apparel Retailers & Brands

Membership Growth

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<td>Apparel Total Members</td>
<td>1859</td>
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Advisory Board

Arcadia
Barbour
Debenhams
House of Fraser
Harvey Nichols
John Lewis
JD
Kurt Geiger
M&S
Mothercare
Tu
What our members told us...

We held a workshop with the 5 major UK Department Stores to discuss their common issues and opportunities for collaboration. This was then followed up with brands.

Retailer perspective

- Supplier compliance is a key challenge however demanding compliance can impact relationships

"We need a more mutually beneficial approach to trading relationships"

Brand perspective

- Managing varied requirements from multiple customers drives up the Cost of Goods Sold

"We have 15 major customers and 11 different ways we need to prepare product for delivery"
Building a case for change...

We followed the end to end process of a product moving from a brand’s supply chain into a retailer’s

Discovery participants

Harrods  Kurt Geiger  John Lewis

End to end process review

Product set up  Ordering  Wholesale despatch  Retail inbound
The common issue: product data

The **key issues** stopping product from moving efficiently through the supply chain and being made available to sell, related to the **management of master product data**

- **Quality**: Data that is accurate and complete
- **Timing**: Data that is available when needed for processes
- **Quantity**: Data with value-adding product attribution
What is the industry doing about it?

Retailers and brands are investing in proprietary portals and solutions that push the challenge back to brands to comply

- More products, more attributes.
- From more sources and suppliers
- And, more competition!

What does industry need?

- A standard model for sharing master product data
- A shared means for sending and receiving data
- An industry governed approach
What are GS1 UK doing about it?

(Illustrative plan only)

2017

- June 30th
- Go/No Go
- Working Group Formed
- Conceptual Solution Design

2018

- Industry Charter Signed
- Solution & Proposition Development
- Data modelling group
- Community Onboarding
- Letter of Intent Signed
- Implementation Readiness

(© GS1 2015)
There are 3 key components to an industry solution

We see the data model as critical first step towards industry collaboration

- **Data Model**
- **Industry Catalogue**
- **Service**

- **Core Product Attributes**
- **Retailer specific Attributes**
- **Extended Attributes**
- **Price Ticket & Care Label**
- **B2C Data (Inc. Images)**
- **Transactional Data**
What are the challenges?

Grocery industries around the world have adopted standard data models and implemented GDS solutions – why has apparel not done so to the same extent?

- **Market Fragmentation** (retailer market share, supplier market share)
- **International Trade** (low % of suppliers operating domestically)
- **Private Label** (high proportion of the market has less need)
- **Is Master data enough?** (how to manage transactional data?)
- **Facilitating collaboration** (traditionally non-co-operative approach)