Features

- Accurate product development as per specs.
- Better and faster product development.
- Structured communication with external organizations and internal workgroups.
- Develop design moodboards.
- Organize and co-ordinate elements comprising a design collection.
- Revised specification history.
- Comprehensive records of seams, stitches, colors, machinery, attachments, care instructions, etc for all styles processed.
- Parts listing and operation breakdowns.
- EXIM and Payment Tracking.
- Recoed fabric, trims and accessories application per style.
- Worklist generation for key personnel and/or departments.
- Time and Action tracking and reporting.
- Sales History - styles - Specifications Data Bank.

Business Benefits

- Increase your revenue through shortened cycle times.
- Substantially reduce your design and development costs.
- Reduce process failures in product development.

REACH Technologies, a leader in Business Technology Solutions for the global soft goods industry, offers pre-packaged products, custom solutions, Business Process Outsourcing (BPO), consulting services and offshore development facilities.

REACH solutions enable stake holders across the soft goods value chain work collaboratively more effectively and efficiently.

REACH solutions impact the creme de la creme of companies, academic and research institutions including Calvin Klein, DIESEL, GAP, Levi's, Marks & Spencer, NIKE, TESCO, United Colors of Benetton, Tommy Hilfiger, Wal Mart, Zodiac Clothing, Madura Garments, Arvind Clothing, Gokaldas, United Nations Conference on Trade and Development, Apparel Training and Design Centre, Apparel Export Promotion Council, Clothing Manufacturers Association of India, National Institute of Fashion Technology, Regional Vocational Training Institute etc.

Product boxes: REACH Style Manager, REACH Cut Planner, REACH Merchandising Manager, REACH Quality Assurer, REACH Textile Studio, REACH Product Life Cycle Manager, REACH CAD: Pattern Maker, REACH CAD: Grader, REACH CAD: Marker Planner, REACH CAD: Autonester, RFS: Product Visualization, RFS: Texture Mapping, RFS: Colourways, RFS: Design and Repeat, RFS: Fabric Design, RFS: Spec Creation, RFS: Story Board, RFS: Design, RFS: Technical Design, RFS: Color Correction, REACH Supply Chain Manager, REACH Planner and Scheduler, REACH Sewing Data Bank, REACH Enterprise Resource Planner

They benefit from REACH Solutions

Client logos: adidas, Arvind, Reliance Retail, CK, CC, Gokaldas Images, JCPenney, Lebek, Madura Garments, OldNavy, Reebok, Tommy Hilfiger, Tom Tailor, AX Armani Exchange, Wal-Mart, Fabuline, iam, Vigosa Exports, petexx india, TESCO, Zodiac, ATDS, DIESEL, L T KARLE, Esprit, DKNY, United Colors of Benetton, Spykar, Levi's, Marks & Spencer, NIKE, GAP, Esquel, LI & FUNG, CMAI

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REACH Style Manager

... the Collaborative Product Lifecycle Management software that enables designers, sampling co-ordinators, merchandisers, technicians and managers to collaborate efficiently thereby cutting product cycle times and reducing design and development costs.

enabling collaborative partnerships across the soft goods value chain

REACH Technologies

Why REACH Style Manager?

The retail industry is passing through a critical period when it has to counter the problems of demographic change, shrinking disposable incomes and increased competition.

Changes in the Consumer Base

The first change that is starting to affect retailers is the demographic change caused by shrinking birth rates and higher longevities.
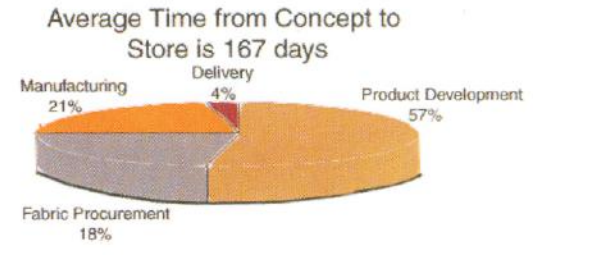
This spawns to major effects -

The increasing burden on the welfare state causes the tax and pension burden on the population ti increase, thus reducing disposable income. The shift in population age causes the proportion of highspenders in the 22-23 year age group to shrink while the 55-56 year group correspondingly increases. As the letter group typically spend substantially less than former on clothes, this also has the effect of reducing revenues.

if these two effects are taken together, then the overall spend on clothes is unlikely to rise significantly in real terms in the immediate future. This in turn produces responses from the retailers who must protect both their profits and market shares.

The Retailer's Responses

To protect profits and market share, retailers to have to take the following actions.

- Reduce Costs - to maintain profit margin.
- Increase Variety - to maintain market share.
- Buy more cheeply - to maintain profit margin.
- Improve Design Quality - to increase market share.
- Reduce Stocks - to reduce costs.

These actions have corresponding effects on the next part of the supply chain, the manufacturer.

The Effect on Manufacturers

The manufacturer is seeing a substantial decrease in the price that he gets for his products, and is, in consequence, being forced to move cutting and sewing progressively offshore, or simply to import from overseas contractors.

The retailer's drive for increased variety and exclusivity has lead to an increase in the traditional two seasons to four. Some retailers are now rolling their seasons three or four times.

The divergent need to both increase variety and reduce stocks mandate that point of sale data is closely connected to the cutting program to ensure that replenishment of only that which is selling is accomplished, and the resulting product is then freighted speedily to the stores.

The Need for control in Product Development

The area of Product Development lies between the Range Plan and Manufacturing. Turning the Range Plan into fully designed range of garments is a complex and time consuming business, which traditionally has not been closely controlled and has, on average, a 90% fall out between coccept and order. Also, the Range Plan has to be constantly revised and modified to reflect the buying preferences of the consumer. This takes a lot of time and places a limit on the rate at which new collections can be produced. The pie-chart above shows the relative times on the main processes needed to take a product from concept to store.

It can be seen that Product Development is the most time consuming task and hence offers the opportunity for the highest possible time savings.

To exploit this opportunity, the supply chain needs a system that

- Reduces time spent in product development
- Co-ordinate global development.
- Produces a high quality specification for manufacturing and control purposes.

Average Time from Concept to Store is 167 days

- Product Development 57%
- Manufacturing 21%
- Fabric Procurement 18%
- Delivery 4%