

3.1 Phillip Lim

New York, N.Y. | www.31philliplim.com

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When Phillip Lim and Wen Zhou founded the eponymous brand in 2005, they wanted to create an approachable designer experience, says Zhou, who is also CEO of the company. “We wanted to offer a luxurious product at an accessible price point.” That mission tapped into a gap in the marketplace for high design that didn’t break the bank, and this year marks the opening of its 17th store, adding to a network of more than 450 points of distribution in more than 50 countries.

That’s a large enterprise to manage, and although 3.1 Phillip Lim had an ERP system in place, it had several limitations, says Zhou. For example, workflows were done outside of the system in Excel, which required manual entry and was prone to error. Getting all of its data into the system was critical to creating efficiencies in its collaborative process, she says. Phillip Lim chose to implement an ERP system from RLM that would allow it to bring all of its data onto one platform.

The changeover process was completed within a four-month timeline, wherein workflows from its legacy system were refitted into the new solution, says Zhou. “This included integration points to our POS systems as well as custom developed software elements from our legacy system,” she says. “We also integrated

our financial package in RLM, so we were required to convert our financial systems and evaluate our operational and accounting processes to ensure that they would link up.” The platform was implemented in its DCs in Italy, the United States and Asia, and it was also integrated to Joor for its showroom order taking.

The system has provided many benefits. For example, says Zhou, “RLM allows us to accurately determine our raw materials require-



ments, which is a critical component to easily purchasing our fabrics and trims.” Additionally, the ability to integrate to its current 3PL model was a critical step to creating efficiencies in its supply chain, she says.

The visibility of information in the system has created efficiencies throughout its supply chain, while eliminating duplicate and manual entry has enabled the company to move through the seasonal lifecycle of its styles with speed and accuracy, she says. “[Having] integration points to external systems has positioned us to expand upon these capabilities, which was a previous limitation.”

Overall, RLM fit seamlessly into Phillip Lim’s company-wide technology initiative to shift to cloud-based resources. “Shifting our workloads to cloud-based targets has minimized our technology footprint and enabled us to be more flexible in the solutions we provide,” says Zhou. While it is not feasible to shift every element of its process to the cloud, the brand developed a hybrid model using on-premise resources and cloud-based solutions in conjunction with RLM to handle images. “This maximizes performance for users inside and outside of the corporate network infrastructure,” Zhou concludes.

— Jordan K. Speer

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Beyond Yoga

Culver City, Calif. | www.beyondyoga.com

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Byond Yoga grew out of founder Jodi Guber Brusky's passion for the Body Positive movement. She saw a gap in the market for activewear that would allow women of all sizes to feel and look great, so in 2006, she launched a company to meet that need.

It was certainly an auspicious time to launch an activewear company, and Beyond Yoga has experienced "explosive growth," says Michelle Wahler, co-founder and CEO. "Over the past decade, the activewear industry has evolved into a lifestyle, with athleisure becoming a staple in how women dress every day."

(It also doesn't hurt that there are now 37 million U.S. practitioners of yoga as of 2016, up from 20 million just three years previously.)

"With women around the world adopting athleisure as the new uniform, we have seen a shift in all of our demographics. Our consumer now spans a broad age range and is truly global in scope. With these changes, we have had to quickly adapt to the modern consumer; that means being mobile-friendly and providing more responsive technology," she says. "We have also had to scale our staffing dramatically over the past several years to support the market demand while still remaining nimble enough to quickly adapt."

What does responsive technology look like? Beyond Yoga uses Dropbox as its corporate server and file sharing system, G Suite for email, Magento for e-commerce and Zendesk for customer care. It uses the Joor b2b wholesale platform, Pebble Post for international business and Tableau to tackle analytics relative to e-commerce and wholesale demands, says Wahler.

Two years ago, Beyond Yoga transitioned to an ERP system from RLM "to really set the table for our continued growth," says Wahler. It also implemented RLM's PLM module to manage BOMs, fabric inventory and purchasing requirements, and replaced QuickBooks with RLM's financial module.

RLM acts as the company's centralized hub of information. The cloud-based system allows the company to feed information seamlessly from design, production, sales, accounting and e-commerce into one place, in real time. It is flexible, customizable and scalable, she says.

Wahler says the company rarely develops technology in-house and prefers to rely on experts. When it finds what it needs, it's "fast to move, but also cautious to minimize disruption," she says, noting that even the "smallest hiccup" can reverberate throughout the organization. And despite predictions from some that it

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would "take years and millions of dollars in consulting fees to make the transition" to RLM, the Beyond Yoga team came together and accomplished the migration in a matter of months without consultants, she says.

The benefits of the new ERP system are many: it is easy to use, and each page can be exported to Excel, which makes for "incredibly quick" ad hoc analysis and reporting, says Wahler. The order entry process is about 50 percent faster — which will accelerate further with its addition of Joor — and has fewer errors. Visibility into inventory has improved, allowing for more accurate forecasting, and, because the system virtually feeds in the company's wholesale and e-commerce inventory, "we are able to see everything with a click of a button," she says. Tasks that previously ate up one to two days now require less than 15 minutes.

The new system jives well with the company's goal to make information virtually available to its employees anywhere and on any device. "Our employees can work at their desks, outside at picnic tables or in conference rooms with the exact same capabilities. We think this makes our team stronger, happier and more productive," she says.

"Athleisure is a competitive space and we know that in order to continue being as successful as we have been, we always need to be moving forward. This goes for design and fabric innovation, quality and selling, as well as the infrastructure to support all of our amazing people and customers," Wahler concludes.

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