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TXT E-Solutions To Provide End-To-End Offering For The Fashion And Apparel Industry In North America

Focused on the needs of the fashion and apparel industry—collaboration optimization, lead-time reduction and on-time, on-target distribution—TXT e-solutions recently began aggressive marketing of its TXTPERFORM solution in North America with U.S. partner G4 Analytics.

TXT e-solutions, a leading provider of software solutions for Demand & Supply Chain Management, is offering an integrated solution for the fashion and apparel industry supporting critical business processes from sales, budgeting and collection design to distribution and point-of-sale data analysis.

“TXT has a clear vision and in-depth understanding of the specific requirements of the fashion industries, including apparel, footwear and luxury goods,” said Stefano Lena, TXT e-solutions vice president and sales director. “With more than 220 customers in the fashion market such as Louis Vuitton Malletier, Hugo Boss and Dolce

& Gabbana, our solutions help drive critical business processes including collection planning and product lifecycle management, production and distribution with a clear focus on consumer demand insight.”

TXT premiered its solutions for the fashion and apparel industry at the leading Apparel Tech Conference in New York City. As part of the Apparel Tech Conference activities, Stefano Lena presented a key session on ‘Using Consumer Demand Insights to Create a Demand-Driven Enterprise.’

Built on the Microsoft platform, the TXT solution provides companies with a wide process coverage, including: sales and budgeting, collection design and Product Lifecycle Management, merchandise planning, sourcing and supplier management, production planning, assortment planning, distribution & replenishment, point-of-sale data analysis & reporting.