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GiFi Selects TXT Retail for End-to-End Merchandise Lifecycle Management as part of their Millennium Transformation Program



GiFi, a leading brand in France specialized in home and family products at affordable prices, has selected the TXTPlanning and TXTPLM solutions by TXT Retail to manage their end-to-end Merchandise Lifecycle.

Seamlessly integrated, TXTPlanning and TXTPLM will help GiFi manage in one environment their key processes of budgeting and sales planning, merchandise and range planning, complete product specifications and sourcing, detailed assortment planning and store allocation, followed by the management of products performance in-season.

“To support our multichannel strategy and objective to reach 1000 outlets by 2020, we have launched a program of enterprise transformation and restructuring of our IT systems through a project we call ‘Millennium’,” explained **Alexandre Ginestet, Managing Director at GiFi**. “After a thorough requirements gathering phase and the evaluation of different software providers, we have decided to partner with TXT Retail for their proven retail know-how, clear understanding of our needs, and for the ability to manage the integration of our business and supply chain requirements in one solution.”

“We manage over 20,000 SKUs on average per each store and we launch approximately 10,000 new products each year. We rely upstream on a large network of selected suppliers while downstream we reach our customers through a rapidly growing base currently at 400 stores” further explained **Michel Djavadi, Program Director at GiFi**.

"GiFi is clearly at the forefront in terms of vision and we are proud to support their transformational journey," says **Simone Pozzi, CEO at TXT Retail**. "The End-to-End Merchandise Lifecycle Management approach, integrating retail planning with PLM is where best-in-class organizations are going. In a multi-channel context with high innovation rates like GiFi's, establishing a single process integrating planning and collaboration is absolutely key to ensure the responsiveness the market requires."

GiFi will be guided by the TXT AgileFit deployment methodology, which accelerates deployment and time to benefits thanks to reference processes and a fully documented, optimized solution framework.

About TXT Retail

TXT Retail is the first mover and leading provider of End-to-End Merchandise Lifecycle Management solutions for the Luxury, Fashion and Specialty Retail sectors. The TXT Retail solution is based on a flexible platform, is easy to use and to adopt and encompasses the full spectrum of activities in planning, designing, buying, distributing and delivering assortments through every stage of their lifecycle. TXT Retail projects leverage the TXT AgileFit processes, best practices and reference applications, thus ensuring high quality and fast benefit generation. TXT Retail counts on more than 300 retail specialists and serves more than 300 customers worldwide, including leading global players such as adidas, Arcadia Group, Auchan, Bata, Build-a-Bear, Camper, Carphone Warehouse, Desigual, DFS, Dior, Furla, Geox, Guess, Ecco, Lacoste, Levi Strauss & Co., Loewe, Louis Vuitton, Monoprix, Miroglio, Moncler, Orsay, Pandora, Safilo, Sephora, Sonae, Starboard Cruise Services, Takko, Tesco, Tod's, Urban Outfitters.

TXT Retail Global Headquarters are in Milan, Italy with offices in Australia, Canada, France, Germany, Hong Kong, Italy, Singapore, Spain, United Kingdom and United States. TXT Retail collaborates with selected specialized partners worldwide.

TXT Retail is part of TXT e-solutions, a company listed on the Italian Stock Exchange (TXT.MI)

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