

## **Herringbone appoints Retail Directions to manage international supply chain**

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Australian prestigious clothing label, Herringbone, has appointed Melbourne-based retail technology company, Retail Directions, to help manage the design, production and supply of its products.

The deal will enable Herringbone to integrate the management of all its operations into Retail Directions' end-to-end system, a move set to greatly improve the co-ordination of its international supply chain.

Herringbone Managing Director, John Mutton, says Retail Directions' tailored system will be a solution to software issues which were making retail management processes cumbersome.

"Our productivity was being hampered significantly due to the fact we were trying to operate using four different retail systems that weren't completely compatible with each other," John said.

"We went out into the market looking for a company that could provide the 'nirvana' of vertical retail systems – an end-to-end solution to cover all aspects of retail management. The system needed to be tailored to our specific requirements and Retail Directions offered the solution," John said.

Herringbone buys and manufactures different components of its high-end shirts in countries such as England, Italy, Europe, Pakistan and Japan. Retail Direction's Retail Management System will co-ordinate the location of stock, from the time of design stage, right through to buying, production, warehousing and retail.

The system from Retail Directions' will be added straight onto Herringbone's current accounting software without any configuration, simplifying the integration process.

"Often retailers can make the fundamental mistake of purchasing a 'one size fits all' software package which is not designed specifically for the retail industry. As a result, it is difficult to fit this software to the business and as a result it is the business that is forced to change," Retail



Directions Managing Director, Andrew Gorecki, said. “Such a poorly chosen system could break the business.”

“Retail Directions has been designing software specific to the needs of retailers for 15 years. We knew that Herringbone has some very specific requirements and we were able to made adjustments to the system that would suit their needs. ” Andrew continued. “We are excited to work with such a premium retailer as Herringbone.”

Herringbone will begin implementing Retail Directions’ systems in the coming months.

To speak to a Retail Directions spokesperson, or to find out more information, please contact:

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**About Herringbone**

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**About Retail Directions**

Retail Directions was established in 1993 and is based in Melbourne, Australia. The company provides a completely unified retail management system, covering both store (including point of sale) and head office parts of the business. The system is 100 per cent retail focused and is the result of the collective input from many prominent retailers over the last 15 years.

Companies across the world use Retail Directions software including: *The Body Shop, The Just Group (Just Jeans, Portmans, Dotti etc.), Nike, GNC Live Well, Harris Scarfe, Fletcher Jones, Cotton On, Noni B Limited, Jeans West, Betts, Forever New, , Kookai, Herringbone, and Kikki K* to name a few.