

RLM Apparel Software proudly spotlights one of our valued clients, Madaluxe Group-- selected as one of *Apparel Magazine's* 2019 Top Innovators.



MADALUXE
GROUP



Apparel 2019 TOP INNOVATORS

With their focus on implementing technology systems that streamline data across the supply chain, that use AI to glean insights from that data and then apply that knowledge strategically across their businesses, from product design and development to marketing — often with a strong focus on sustainable products and practices — this year's group of innovators is narrowing the gap between what they are offering and what customers want.

By Jordan K. Speer



COVER STORY

MADALUXE GROUP

www.madaluxegroup.com | Seal Beach, Calif.

Nominated by: RLM Apparel Software |

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MadaLuxe Group is the largest distributor of luxury fashion in the Americas, distributing goods from the world's most iconic European design houses. The company works closely with its clients to make sure that its offerings evolve with the tastes of the luxury customer; it sells to some of the world's most prestigious retailers and also directly to the consumer via its own brick-and-mortar stores, dubbed MadaLuxe Vault, and madaluxevault.com.

Over the years as the company expanded, it needed an ERP solution that could scale with its growth. In 2015, the investment arm of MadaLuxe Group, along with two other companies, acquired lifestyle brand Haute Hippie and continued to use the software that came along with the acquisition. That ERP solution was from RLM Apparel Software.

MadaLuxe Group started to “explode,” and thus began the migration to get everything off its old platform and onto RLM, says CIO Thaddeus Bright, part of the management team tasked with making that happen.



MadaLuxe Group has implemented the company's ERP and WMS solutions for its own internal warehousing operations, EDI for B2B integrations with its department store retailers, as well as B2C drop-ship integrations with online retailer platforms. The cloud-based platform has transformed the company's business, improving efficiency and speed and reducing cost and redundancy, says Bright.

For example, he says, MadaLuxe Group is using RF scanners for picking, packing and cycle counts that instantly ‘move’ inventory to and from coded inventory locations, which keeps its database up-to-date in real time. This efficient movement and tracking of inventory is critical, he says. With RLM, the company can assign and scan multiple barcodes (both its own and the manufacturers’) per unit, alleviating bottlenecks in this process.

The software also provides accurate and fast EDI and API integrations for its online and brick-and-mortar customers, which allows users to work entirely from within RLM and without dedicated EDI staff, he says.

MadaLuxe Group is also easily able to innovate along- side its customers, zigging when they zig and zagging when they zag, through the use of integrations such as RLM's order management system for B2C drop shop- ping, which allows it to manage its fulfillment processes efficiently, regardless of where the order comes from. The solution integrates seamlessly with its warehouse, as well as with UPS and FedEx.

What else? “We can adjust multiple options in RLM for each inventory feed to our online retailers and product feed platforms, such as ChannelAdvisor. Inventory levels can be maintained across many different websites without having to reserve or segregate inventory in multiple virtual ware- houses,” says Bright. Especially significant, he says, is the integration between RLM and ChannelAdvisor to handle multiple platform orders and their unique labeling and shipping requirements.

Most recently, the company adopted two weighted average costing methods developed by RLM specifically for MadaLuxe Group's particular needs. “Because of the unique way we operate, we needed a flexible and intuitive way to under- stand our current and projected inventory and pass on better value to our customers,” says Bright.

With RLM in place, more of the company's resources are freed up to focus on the changing tastes of its customer.