ALEXACHUNG Joins Leading Fashion Brands Implementing RLM's Integrated Solutions

ALEXACHUNG, the London based eponymous fashion brand by Alexa Chung, has selected RLM Apparel Software's enterprise system of cloud-based solutions, including ERP, Warehouse Integration, Raw Materials, Accounting, and eCommerce integration with Magento.

RLM ERP is now powering ALEXACHUNG's overall production, inventory management, allocation, sales order management, sales reporting, reporting, and customer invoicing.

RLM's warehousing solution has also been integrated with Bleckmann Logistics to accommodate two of ALEXACHUNG's warehouse fulfillment locations—one in the Netherlands that manages its wholesale warehouse fulfillment needs and the other in the UK responsible for managing the brand's ecommerce shipping needs.

ALEXACHUNG is also utilizing RLM's PLM systems which encompasses RLM PDM to create design ID's and store specification information in order to generate technical design packages, as well as RLM's Raw Materials module to purchase fabrics, trims and the like and create Bill of Materials for their products.

Considering that ALEXACHUNG conducts business internationally, they required one solution to support their varied global currency transactions, which the RLM platform is capable of providing. RLM Apparel Software also has seamless integration to Magento and Joor which eliminated double entry between multiple software products in use, and also provided ALEXACHUNG with a global view of their inventory across different channels within one platform.

With over 40 years of experience in the fashion apparel market, RLM recognizes the value of having the best fit solutions to efficiently and effectively run business operations," said Andy Lynn, VP of Business Development for RLM Apparel Software. "We are excited about welcoming ALEXACHUNG to our steadily growing list of apparel and accessories clients and look forward to furthering a long-lasting relationship with their team."

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