

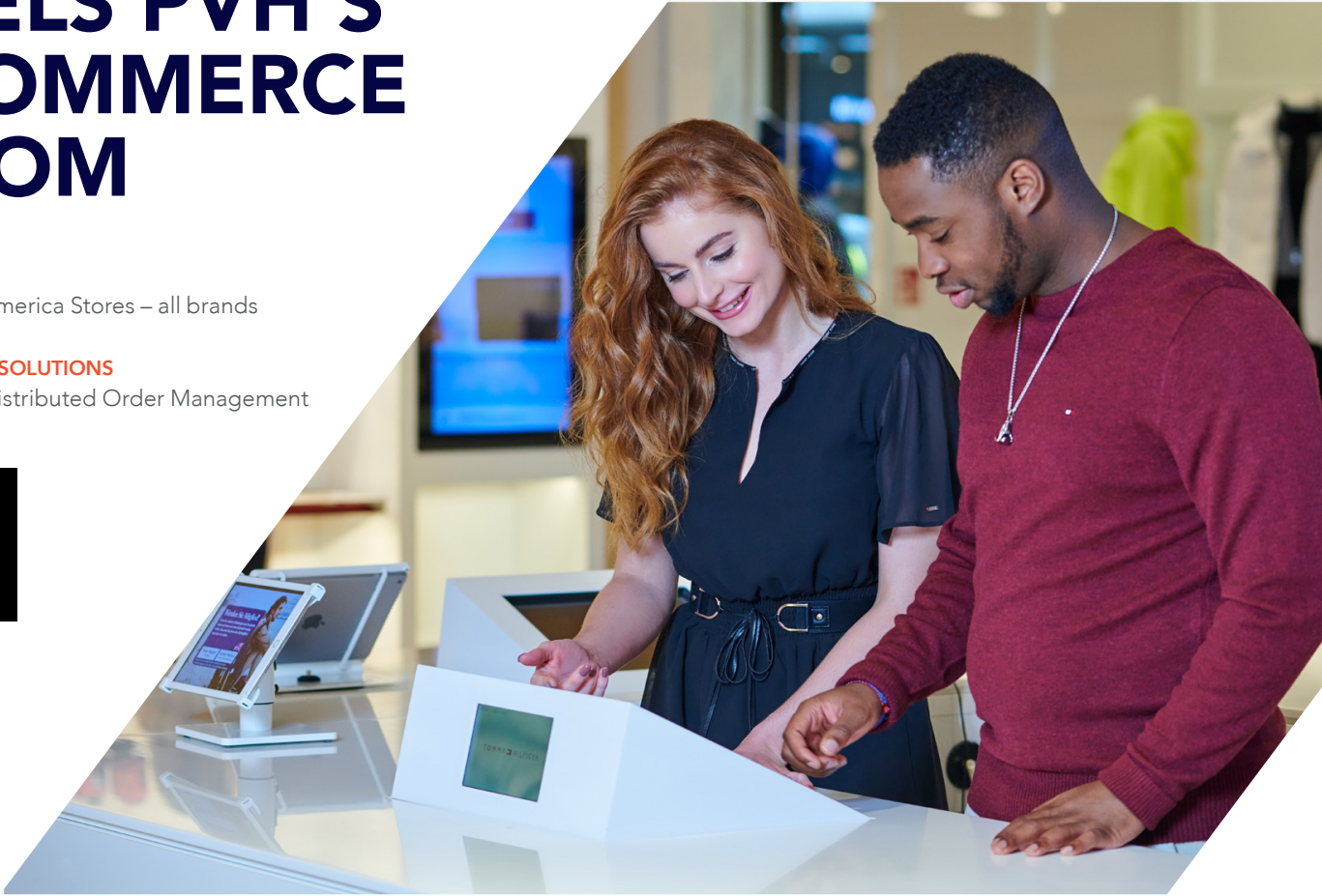
# RAPID LAUNCH OF SHIP FROM STORE FUELS PVH'S ECOMMERCE BOOM

## OPERATIONS

PVH North America Stores – all brands

## MANHATTAN SOLUTIONS

Manhattan Distributed Order Management



## CHALLENGE

PVH temporarily closed its physical stores in response to the COVID-19 pandemic. Left with locations stocked with merchandise and a sudden increase in online shoppers, the company needed to address the growth in digital orders and scale their fulfillment capabilities.

## SOLUTION

PVH pivoted quickly to configure business rules in Manhattan Distributed Order Management that exposed store inventory to online consumers and route orders to the optimal location for fulfillment.

## PROGRESS & RESULT

With stores closed and social distancing guidelines in place, PVH quickly rerouted its fulfillment processes to meet the exponential increase in ecommerce demand, leveraging stores in addition to the DCs for fulfillment. Ship-from-store has become part of PVH's long-term strategy.

“The events of 2020 have accelerated retail and ecommerce operations forward. With quick, creative thinking and the right partner, we were able to pivot operations, satisfy our customers and prepare for the future.”

DAVID HERRIDGE, EVP GLOBAL VALUE CHAIN TECHNOLOGIES, PVH

# PVH CORP. AND MANHATTAN ASSOCIATES

“Clearly our agility was a great tool as we tried to mitigate the business impact of the pandemic. Our store operations played a vital role by quickly adopting new procedures to pick, pack and ship online orders to consumers. These efforts are a proof point of our overall ability to adjust to shifts in behavior to best serve the consumer now and into the future.”

EILEEN MAHONEY, EVP AND CIO, PVH

## FULFILMENT EXPANDED FOR THE PRESENT AND FUTURE

PVH is one of the most admired fashion and lifestyle companies in the world with a portfolio that includes the iconic *Calvin Klein*, *TOMMY HILFIGER*, *Van Heusen*, *IZOD*, *ARROW*, *Warner's*, *Olga* and *Geoffrey Beene* brands, as well as the digital-centric *True&Co*. PVH sells directly to consumers through company-operated digital commerce sites and brick and mortar stores. As the COVID-19 pandemic spread, PVH's stores were temporarily closed to comply with governmental orders. As a result, demand through digital channels grew exponentially, driving the need to access in-store inventory to expand consumer options and enable fulfilment of orders.

Rerouting longstanding fulfilment processes typically can take weeks or months, but as sales turned almost entirely digital, this was not an option. PVH leveraged its longtime partnership with Manhattan Associates, and the flexible and agile Manhattan Distributed Order Management, to solve the problem. The company maximised ROI on existing investments and internal store applications by connecting ecommerce sales to store inventories that were available for direct-to-consumer shipments. In just three weeks, fulfilment processes were rerouted, expanding capacity for ecommerce sales and increasing the available assortment for online shoppers.

During the second quarter of 2020, PVH's revenue through digital channels grew more than 50 percent, with sales through its directly operated digital commerce businesses up 87 percent compared to the prior-year period.



## AN OMNICHANNEL FUTURE

With clear, early success meeting the increase in ecommerce demand and fulfilment, PVH is now incorporating ship-from-store efforts into its regular fulfilment model to maximise sales and meet customer expectations for fast, convenient shopping. Contactless, omnichannel fulfilment methods continue to play a major role in the company's success amid high ecommerce volume during the 2020 holiday season. And that's just the beginning. It's clear that going forward, shoppers will continue to look for greater flexibility and more options in their purchasing decisions. With the remarkable brand strength of PVH and the omnichannel optimisation expertise of Manhattan, a solid framework is in place for the company to continue thriving as challenges and opportunities arise.