

# GENOVA PRESET

PRE-SEASON EVALUATION TOOL



GENOVA

Optimizing collections and performance



## PRESET SAVES TIME AND MONEY

In the collection development process, from early design to the start of the selling season, feedback is required to optimize the collection in terms of design input or final evaluations. PreSet supports these processes in an easy and efficient way, saving time and money.

## MORE EFFICIENT PROTOTYPE AND SAMPLE MEETINGS

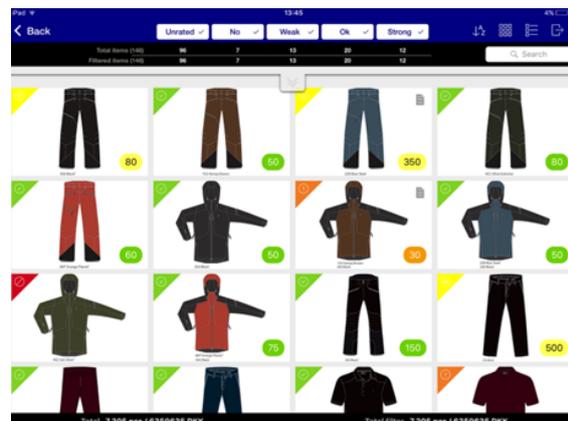
While developing a collection, prototypes are created to visualize the ideas and new developments by the design team. The over-development of a collection, creating more options than eventually needed for the market, is a common and necessary aspect of the design process. As soon as the creative team has created the first visualization of new designs and styles, prototype or adoption meetings are organized to approve the first design directions and agree upon further developments.

These meetings are important milestones in the process of optimizing the collection. Early feedback on developments (in terms of variety and commercial viability) allow for important savings to be made on development and sample costs. But also the early identification of missing items or trends helps to generate a profitable collection as this leads to a reduction in late additions.

## PRESET IS USED FOR

- PROTOTYPE MEETINGS TO REVIEW COLLECTION
- SALES CONFERENCES TO PRESENT AND STREAMLINE COLLECTION
- RETAIL MEETING TO DETERMINE THE LOCAL AND GLOBAL ASSORTMENT
- FORECASTS TO DECIDE ON EARLY-BUY OR FABRIC COMMITMENTS
- REPLACEMENT FOR HARDCOPY COLLECTION LINEBOOKS
- COLLECTION PRESENTATIONS

Genova PreSet presents the prototypes, concepts or designs on an iPad in a flexible manner. Relevant information such as sketches, looks, themes, price points and additional photos, can also be presented. The various characteristics can also be used as dynamic filter for each design, theme or product type. This makes it easy to select a group of items for rating.



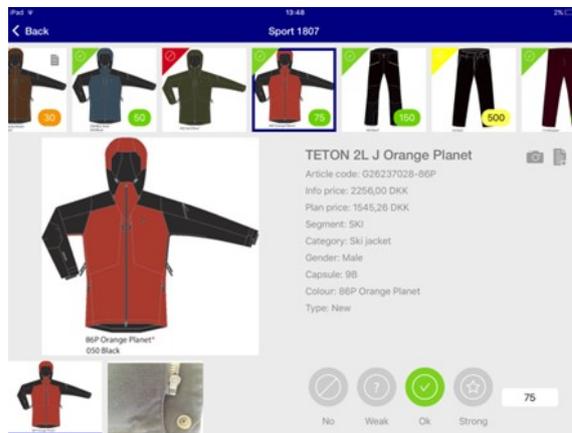
Evaluation is simple: the item can be Strong, OK or Weak. If the item is not wanted at all it is rated as No. A text function allows users to enter comments to provide specific feedback. Self taken photos can be easily added using the camera on the iPad.

## STRUCTURED SALES CONFERENCE

The next important step in the process is the sales conference or line opening where the collection is handed over from Design to Sales. This represents the energetic start of the sales period and it is up to the sales staff to translate the collection into potential sales in their market.

Often these meetings are used to gather new feedback on the collections. Whether in the form of quantities for pre-buys or commitments or qualitative feedback on commercial viability to streamline the collection, this feedback needs to be processed quickly and efficiently.

When it is required to receive quantities from sales, to predict the total sales and margins, an extra field for inputting quantities can be activated. Forecasting the entire collection facilitates identifying the risks in a new collection: items with a high forecast but narrow distribution, items with a low coverage, unbalanced delivery capsules or themes, over developed categories, etc.



The panel member simply selects the item to review and enters a valuation and quantity and moves on to the next item. When done, the total quantity and turnover per selection can be viewed and checked against the target.

## IMMEDIATE EVALUATION

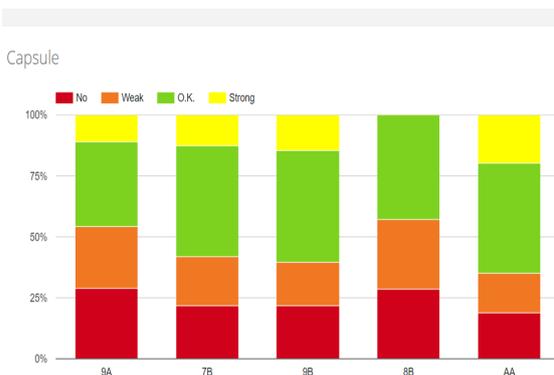
PreSet has been developed for off line use, allowing the user to work anywhere on-the-fly. The evaluations, quantities and comments are automatically sent back to the secure, central server as soon as the user goes on-line.

Both the qualitative and quantitative feedback, is visualized directly in an online report. This report shows how the team perceives the samples and their consensus on the various items. The comments are also shown so that they can be discussed on the spot.

Code	Description	Status	Sum Quantity	Avg IF	Inf
035, 10013517	BLACK HERITAGE CANVAS WM CORD SNEAK	active	0	2.38	..L..
018, 10013433	DRZL HEVY CVSLSB CHA WM ARRYO SNEAK	active	0	2.38	..L..
081, 10013414	BLISS BLUE HRTG CVS WM CARML SNEAK	active	0	2.29	..L..
029, 10013402	CRL PNK DOTSHRTG CV WM CBRL SNEAK	active	0	2.29	..L..
079, 10013428	SUNSHINE HRTG CANVAS WM CARML SNEAK	active	0	2.1	..L..
037, 10013477	NATURAL HERITAGE CANVAS WM CORD SNEAK	active	0	2.1	..L..

description_1	description_2	description_3	status
NAVY HEAVY DENIM WM CBRL SNEAK	Collection Diamond Segmentation	Lifestyle Inspired Seasonal New	active
	Product Material Color	Vegan Focus Style	
	Silhouette	CABELLO COTTON/POLY	
	Color	NAVY	
	Material	NO	
	Style	NO	



Apart from the information and evaluation of each individual item, you can use a dynamic cluster view to view the evaluation of items within a specific selection, such as theme, fabric or delivery capsule. This shows the stronger and weaker clusters, enabling the balance of the collection to be improved.

## ADVANTAGES OF PRESET

- Used by Design to **present** and explain the collection.
- Fast and **interactive rating and feedback** on prototypes and sales samples
- **Structured** communication between Design and Sales
- Quick process for **last minute** changes
- Immediate "**strengths/weaknesses**" analysis of the collection
- Optimization of the new collection resulting in **lower sample costs**
- **Reduction in late drops and additions** to the collection, improving mileage and delivery fulfilment
- **Less work** by eliminating data gathering via email and spreadsheets
- Offline functionality enables **optimal use** anytime/anywhere
- **Immediate use** after simple data upload





TAILOR-MADE / CUSTOM-FIT

Genova Consultancy specializes in optimizing the planning and forecasting processes for companies in the apparel and footwear industry.

Genova PreSet is used by many renowned apparel and footwear companies worldwide.



Genova PreSet® is a product of Genova Consultancy BV, the Netherlands.

## BENEFITS OF GENOVA PRESET:

- SPEED UP COLLECTION DEVELOPMENT
- REDUCES SAMPLE COSTS
- REDUCES TRAVEL COSTS
- IDENTIFIES WINNERS AND LOSERS
- CHANGES ARE PROCESSED IMMEDIATELY
- SUPPORTS COMMITMENT AND CONSENSUS
- FACILITATES EARLY BUY FORECASTS
- CENTRAL LATEST VERSION OF ASSORTMENT
  
- CLOUD/SAAS SOLUTION
- NO FIXED INVESTMENT REQUIRED
- EASY AND FLEXIBLE SETUP
- DATA SECURED ACCORDING TO THE HIGHEST STANDARDS
- AVAILABLE FOR DOWNLOAD FROM THE APP STORE

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