

## EDITD Q&A

### **About the company**

Geoff Watts and Julia Fowler founded EDITD in London in 2009. The company was born of Julia's frustration in the lack of provable, factual data to make commercial decisions about fashion and Geoff's expertise in building technology that exploits big data.

### **How are commercial decisions in fashion made?**

Currently, fashion retailers and designers forecast what garments they should stock or produce based on instinct and what sold last year or last season.

As a result, often the wrong designs are put into production, which is extremely costly when they must be discounted or disposed of. Half of all garments sold at retail are sold at discount (US market, Bain & Co), so this problem is epidemic.

### **Why is real-time information significant?**

Real-time information is fast becoming critical for apparel companies. As in other industries, apparel is moving to just-in-time manufacturing and replenishment, both in the high end as well as the mass market. This change represents an opportunity to use data to make decisions that are closer to the commercial reality, and trade more competitively.

Expert commentators are predicting the end of the "dysfunctional fashion cycle", particularly considering the new manufacturing capacity, consumer trend towards shopping multiple times throughout a season and fashion shows increasingly become a consumer marketing exercise rather than an industry-focused event.

### **What is EDITD?**

EDITD produces real-time data and analysis for the fashion industry. EDITD helps fashion-focused companies improve their understanding of their customers and competitors through real-time analytics. This allows them to optimize product, sales, design and merchandising based on current market conditions.

EDITD provides factual, quantitative data on how consumers are reacting to individual garments, trends, and what they are buying across the full international market. This provides fashion businesses with facts rather than intuition - taking the guesswork out of commercial decisions.

Brands and retailers use EDITD for market intelligence and competitive benchmarking, including pricing, styling, stock levels and consumer sentiment across retailers, brands and geographies. More than 2,000,000 products and 300,000 new opinions are measured by

EDITD every day. These factual insights allow businesses to identify and act on trends instantly, basing decisions on actual market demand rather than opinion and intuition. EDITD has specific applications for product, sales, design and merchandising.

### **How does it work?**

EDITD provides three key services to give businesses access to visual and statistical data. This data allows retailers to track trends in real-time, make educated decisions at every stage in the product cycle and react immediately to capitalize on key trends.

#### **Commercial**

Each day EDITD monitors over two million different product SKUs, ensuring that as soon as a product drops into retail stores, every movement is tracked. Subscribers can see at a glance if the item is repriced, stocks out, is restocked and when it is ultimately discontinued.

#### **Social**

EDITD has a visual, searchable database of 90 million opinions tracked from influencers across social media to allow users to track the buzz and reaction towards key trends from the past as well as in real-time.

#### **Creative**

EDITD produces quantitative visual analysis and qualitative reports on runway, street style, forecasts and industry trade shows alongside collaborative tools, interactive colour palettes and comprehensive search.

The service is accessed on a subscription basis, and is delivered through browser and iPad applications.

### **Contact**

Email [hello@editd.com](mailto:hello@editd.com) / [stacey@editd.com](mailto:stacey@editd.com)

Phone UK +44 20 8099 1785

Twitter [@EDITDtweets](https://twitter.com/EDITDtweets)

Further information and images available at <http://editd.com/press>