

“Thanks to Manhattan Associates and Supply Nexus, we can manage a higher volume of orders regardless of the geographical market, client and distribution channel. This lowers our inventory holding requirement and thereby reduces our costs.”

Fernando Camps, Chief Financial Officer,
Vanity Fair Brands Europe



Manhattan
Vanity Fair
is a Supply Chain
Leader
Associates

Vanity Fair

Number of distribution centres and locations: 1 – Barcelona, Spain

Manhattan solutions: Warehouse Management, Slotting Optimisation, Supply Chain Intelligence

Vanity Fair Brands implements Manhattan Associates' solutions to optimise its European distribution operations

Warehouse Management solution allows Vanity Fair Brands to modernise its European distributions operations on the back of impressive growth and the opening of new markets

Vanity Fair Brands, a subsidiary of Fruit of the Loom, Inc., is a renowned global apparel brand, specialising in lingerie and sleepwear, trading under the brands Vanity Fair, Gemma, Belcor, Intima Cherry, Lou, Bestform and Variance. It manages its European business from offices and a distribution centre in Barcelona (Spain).

Vanity Fair Brands' European operations faced several distribution challenges: the development of new commercial channels, changing customer requirements, and a supply model focused on higher volumes of product manufactured in the Far East. All of this called for an upgrade in Vanity Fair Brands' distribution operations, logistics infrastructure and information systems.

Time for an upgrade

When Vanity Fair Brands started to look at upgrading its European logistical processes and infrastructure, the need for replacing the warehouse management system quickly became evident. The legacy system could not cope with changes the business was facing without additional programming. It became apparent that an upgrade needed to go beyond the warehouse environment and include the coordination of logistics processes with suppliers in Asia. The goals were to enhance visibility of stock, automate warehouse processes, handle increasing product volumes, and manage inventory in a more efficient manner.

Vanity Fair Brands conducted a thorough review of the market and selected Manhattan Associates and its regional GeoPartner, Supply Nexus, a specialised consultancy focusing on the Spanish and Portuguese markets. The new distribution solution includes Manhattan Associates' [Warehouse Management](#) for Open Systems, [Slotting Optimisation](#) and [Supply Chain Intelligence](#) solutions.

Challenge:

A difficult-to-manage legacy system made warehouse management processes inefficient and brought about unsatisfactory levels of inventory accuracy

Solution:

Standardise Vanity Fair Brands' distribution operations on Manhattan Associates' global [supply chain platform](#) in order to increase efficiency, improve visibility of stock, provide an end-to-end view of the supply chain and enhance the quality of customer service

Result:

Consolidation of all operations in one distribution centre, improved productivity and customer service, higher accuracy in stock lists and better efficiency in warehouse management processes



Last year's Christmas campaign was a real test for the new solutions. The season went very smoothly, and we were highly impressed with how quickly we were able to implement the new Manhattan Associates solutions and with some of the efficiency improvements we've already seen.

Fernando Camps, Chief Financial Officer,
Vanity Fair Brands Europe



The implementation of the new solutions was completed in record time to ensure Vanity Fair Brands' European fulfilment operation was ready for the Christmas season.

High speed, low costs

The main challenge for Vanity Fair Brands' management team in how it would optimise the company's supply chain was how to do that without making huge investments in new materials handling equipment and additional staff. By combining powerful order fulfilment and supply chain intelligence software, by adopting productivity-enhancing technology like Vocollect voice terminals, and by introducing a wide range of innovative, new processes to its distribution operations, Vanity Fair Brands was able to achieve its supply chain performance improvement objectives. Manhattan Associates' solutions facilitated a model of multi-order picking that is supported through Vocollect voice terminals. The combined Manhattan and Vocollect voice system increased the productivity of staff involved in the order fulfilment process by reducing travel time between picks and by allowing between four and 24 orders to be prepared simultaneously.

Closing the swimwear warehouse and managing the subsequent transfer of this operation to the main distribution centre also presented a space utilisation issue for Vanity Fair Brands. The company did not want to increase the size of its warehouse so instead decided to optimise the way it would manage more than 20,000 SKUs and 12,000 picking locations within the existing warehouse space. Using Manhattan Associates' [Slotting Optimisation](#) solution which selects the optimum location of each product in the warehouse to minimise travel time, improve put-away and picking speeds and improve accessibility, Vanity Fair Brands has been able to optimise the way it uses space within its DC and has maximised the capital investment it has made in the facility.

Improved customer support

Vanity Fair Brands uses Manhattan's [Supply Chain Intelligence](#) solution to manage all warehouse activities related to customer support. This includes quality control, labelling, returns, marketing material logistics and transport documentation, all in a 100% paper-free, online environment.

Portable voice and radiofrequency devices complement Manhattan's software, presenting operators with real-time alerts and reports via computers and mobile phones to keep them informed of events on the fly.

Operational efficiency

Since implementing Manhattan Associates' software, Vanity Fair Brands has benefitted from improved inventory control, higher productivity levels, enhanced customer service and a more satisfied workforce within the warehouse. Moreover, all deadlines were met and the project stayed within the proposed budget.

"Last year's Christmas campaign was a real test for the new solutions," said Fernando Camps, CFO at Vanity Fair Brands Europe. "The season went very smoothly, and we were highly impressed with how quickly we were able to implement the new Manhattan Associates solutions and with some of the efficiency improvements we've already seen."

"At Vanity Fair Brands we are constantly on the look-out for new market and business opportunities. Pursuing these opportunities as they unfold inevitably presents new requirements for extending and increasing our capabilities. The excellent results we have achieved with Manhattan Associates so far makes them a strong candidate to provide future solutions that will support us in our pursuit of such opportunities and as we seek to continue improving the way we run our supply chain and serve our customers," continued Fernando Camps.