

In the Lab | Petrus Clothing

January 2012

Overview

One of Cambridgeshire's premier fashion retailers of men and women's designer labels and unique catwalk apparel.

The Methodology & Apparatus

Petrus Clothing operate in a competitive and extremely fast-paced sector, having to provide designer brands at prices that consumers feel offer real value for money. With many High Street chains and supermarkets now entering the designer label arena, the marketplace has never been busier. This can have a damaging impact on overall sales volume for a company of this nature.

At the end of every season, Petrus has a sale to clear the older lines and make room for the new stock as is the 'norm' for a clothing retailer.

Initially knocking 10% off the retail price, then 25% on to 50% and 75% reductions. The sales last for 4 to 6 weeks, by which time the new lines need to be pushed into the stores and the old stock is boxed up and stored - effectively written-off from a tax perspective.

Alchemistic provided a solution to re-sell all the boxed, 'end of sale' stock via eBay, without harming Petrus' outward facing brand, especially within the Cambridgeshire area. The stock is stored in our secure premises, allowing Petrus to bring in new lines. Due to the nature of the fashion industry, old product lines become unpopular quickly and are no longer appropriate for display in the shop.

Alchemistic help keep the old stock active by taking 1000's of previously stored items and listing them on eBay. This way, the stock remains for sale and any issues surrounding storage/space are removed.

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Results

Petrus & Alchemistic have enjoyed a very fruitful partnership with over 95% of the stock that had previously been written off; sold for at least the wholesale cost. From the Petrus perspective it was a real “no-brainer”.

Owner of Petrus Clothing, *Petra Slack* -

“Alchemistic have proved a valuable resource to help us ride out the recession. All the clothing that we previously had to discard can now live on via eBay. It was a simple & easy process to get the stock up to Sheffield and leave them to it. Within a month we had started to receive a return on the clothing and it continued all the way up to the end of the next season when we were ready to send up the next load”.

Key Developments

Since the beginning of our relationship with Petrus, Alchemistic have:

- ✓ Remarketed and sold just over 95% of written-off stock provided
- ✓ Developed an ongoing solution for all seasons over the next 2 years
- ✓ Formed a loyal customer base of buyers who continue to purchase products
- ✓ Allowed Petrus to use their additional space for stock expansion
- ✓ Keeping all the stock alive; all items will remain on eBay until sold

Alchemistic Services

- ✓ Storage Solutions
- ✓ Product Cataloguing and Inventory Management
- ✓ Customer Query Resolution
- ✓ Competitive Commission Charges
- ✓ Internet & Social Media Marketing