CASE STUDY

Y&R

Young & Reckless Migrates to Stitch and Sees 35% Decrease
in Margin of Error for Inventory Counts

COMPANY
Young & Reckless

HEADQUARTERS
Los Angeles, CA

FOUNDED
2009

WEBSITE
youngandreckless.com

INDUSTRY
Fashion & Apparel

COMPANY SIZE
11-50 Employees

35%
Decreased Inventory
Margin of Error

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Embodying the spirit of today's generation, Young & Reckless is a streetwear brand that embraces the mentality of living outside the box. The lifestyle brand offers affordable, fashion-forward apparel and accessories for both men and women.

THE CHALLENGE

The Young & Reckless team was originally managing inventory using labor-intensive spreadsheets and a cumbersome ERP system. Anjulei Aurelio, Business Operations Manager at Young & Reckless, said, "It was incredibly difficult trying to track stock accurately with various spreadsheets floating around accounting for different components of the business like our website and wholesale operations."

When they decided to split the business into two eCommerce sites—Y&R and Reckless Girls—they knew they needed a nimble solution with multichannel capabilities and a quick ramp-up time. They struggled to find a solution that would allow them to track inventory not only across both sites, but also across their wholesale channels. Additionally, the team lacked visibility into when and which items were pulled for promotional activities and events and how this affected inventory counts.

THE SOLUTION

Young & Reckless turned to Stitch in order to gain transparency into their inventory counts. With increased control, they gained the ability to accurately forecast and react more quickly to customer demand.

Anjulei said, "With Stitch, we're able to have more meaningful conversations across our teams to produce the styles our customers want. We now have the transparency and the tools to better analyze, forecast, and react to the changing needs of our customers."

Implementing Stitch's multi-warehousing functionality increased visibility across the whole organization.

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>
> —Anjulei Aurelio, Business Operations Manager, Young & Reckless

35%
Decreased Inventory Margin of Error

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"There are so many moving parts and now we can see exactly how many units are set aside for marketing, how many for wholesale, etc. We used to have to manually separate inventory which was disorganized and chaotic. If we didn't have enough units to fulfill a retailer or independent order, there was always the question: why don't we have it? It was horrible. Managing our inventory with multi-warehousing is amazing."

STITCH SOLUTIONS Y&R USES MOST

- Multi-warehousing
- Reporting

THE RESULTS

Six months after implementing Stitch, Young & Reckless's inventory margin of error was reduced from 40 percent to 5 percent on average. Anjulei noted that the 5 percent remaining margin of error is likely a result of human error.

"The huge decrease in margin of error showed us that we definitely need Stitch Labs. Before, we didn't have full control over who was pulling what inventory from which location and we'd have to shut down our warehouse for a week to do an end-of-year inventory count. Now, I just download a report off Stitch and it's so simple and easy for everyone to understand."

Additionally, with a single platform for syncing inventory for all their sales channels, Young and Reckless has been able to leverage Stitch to implement Amazon and Amazon FBA for a stronger eCommerce presence and additional order processing. By expanding beyond their wholesale channels into eCommerce and other marketplaces, Young & Reckless has more control over their sales performance.

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–Anjulei Aurelio, Business Operations Manager, Young & Reckless

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