

APPAREL AND ACCESSORIES

## Prada looks to automate retail solutions

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*Prada has a handle on it. Image credit: Prada*

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By STAFF REPORTS

Italian fashion company Prada Group is hoping to strengthen customer relationships and build an intelligence business strategy moving forward.

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Through the use of retail platform Oracle, Prada will be introducing new solutions to all of its brands, including its namesake, Miu Miu, Car Shoe and Church's. The solutions will be built throughout the group's core retail systems, tapping data from historical standpoints as well as current market trends to make intelligent business decisions to ensure the highest level of customer experience.

### Automating retail

Oracle is providing Prada with a multitude of solutions in a variety of different categories.

For Prada's merchandising business, it will be using solutions such as merchandise financial planning, assortment and item planning. This will allow the brand to better forecast trends, determine sales, analyze performance and manage inventory and its supply chain.

Oracle Retail Customer Engagement Cloud Service and Oracle Retail Xstore Point of Service will allow Prada to manage customer-related touchpoints, personalizing the shopping experience, says Oracle.

"By integrating Oracle's advanced digital technologies with our operations, we will be able to unlock increasing value within our business and offer further opportunities to our global customer base," said Lorenzo Bertelli, head of marketing and communication of Prada Group, in a statement. "Our collaboration with Oracle is part of our wider strategy focused on enhancing our group with a strong investment in technology to boost operational efficiency and effectiveness."



*Prada teases its resort 2020 runway show*

Chinese ecommerce site Secoo also worked with the automation system to upgrade the company's technology and streamline all of its management systems.

Working alongside management consulting and information technology provider Accenture, Oracle will help Secoo implement cloud solutions for its ERP and HCM management. The partnership is likely to boost Secoo's business efficiency and push its strategy to globalize ([see story](#)).

"For luxury brands, delivering a unique and positive brand experience is paramount," said Mike Webster, senior vice president and general manager at Oracle Retail, in a statement. "Whether they are shopping in Milan, San Francisco or online, Prada Group's customers expect that inventory will be fresh, current and available.

"With Oracle, the company will be able to better understand and anticipate customer demand and optimize inventory assortments accordingly to ensure every brand connection results in a satisfied customer," he said.

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