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Delta Global introduces bespoke supply chain management platform

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Delta Global Intelligence supply chain provides supply chain insights. Image credit: Delta Global

By LUXURY DAILY NEWS SERVICE

With COVID-19 putting unexpected and prolonged stress on the global supply chain, a luxury packaging provider has launched a new intelligence platform to streamline sustainable supply chains.

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To help brands make better informed decisions, Delta Global a packaging provider for luxury brands including Coach, Este Lauder and Tom Ford has introduced a bespoke supply chain management tool. Dubbed Delta Global Intelligence, the online portal provides clients with information about their stock, forecast and product.

"In the fashion industry in particular, some of the biggest obstacles of this are the result of poor supply chain management," said Robert Lockyer, founder/CEO of Delta Global, in a statement. "Issues such as overstocking can create wasted stock, which retailers can try to sell discounted and risk devaluing their brand or throw away and let them end up in landfill.

"Either case is damaging to the brand, whether reputationally or financially, so there is clear motive to find a more efficient way to manage supply and demand," he said. "This is where brands need to start utilizing data and insights from the supply chain to track trends and patterns, which in turn, can inform decisions on order quantities.

"Many will have learnt this lesson the hard way in recent months due to the COVID-19 pandemic. Retailers have found themselves with huge amounts of deadstock and although shops are reopening, items are out of season and no longer satisfy adjusted consumer requirements."

Delta Global Intelligence

Extended lockdowns relating to the coronavirus pandemic have brought to light the limitations of today's luxury supply chain.

Sudden shutdowns meant that important infrastructural parts of the supply chain were locked out of the system essentially overnight. When the pandemic hit China earlier than the West, many Western brands saw delays in fulfilling orders ([see story](#)).

The situation has also highlighted how brands have relied on outdated tracking and communications systems.

Instead, Delta Global Intelligence uses data and built-in artificial intelligence technology to give clients more well-rounded insights into their supply chains.

The AI helps identify increases and decrease in items to forecast stock trends. This will help clients determine future product and budget needs.

Delta Global Intelligence also has an added emphasis on sustainability efforts.

As a result of increasing efficiency across supply, procurement and logistics, luxury brands can work to reduce costs and minimize waste. This includes recycling or reusing unwanted material during design and delivery, rather than placing the onus on customers to responsibly dispose of packaging.



Tom Ford packaging made by Delta Global

Enhanced supply chain insights can also draw attention to changing delivery patterns, allowing brands to adapt and implement more efficient and streamlined processes.

While sustainability is becoming more embedded in the fashion industry, 44 percent of consumers say they do not trust product sustainability claims, according to a new report from Capgemini Research.

Meanwhile, 80 percent of companies cited cost as a challenge in scaling sustainability initiatives ([see story](#)).

"If supply chains are empowered by digital intelligence, real-time data and insights on consumer buying habits and seasonal trends," Delta Global's Mr. Lockyer said. "this can help brands make more mindful decisions about the amount of stock they need at any specific time."

"Ultimately, sustainability starts with the supply chain," he said. "To create a truly green business model, and to fulfil any responsibilities to combat the effects of climate change, brands need to manage their whole end-to-end process in a fully sustainable way."