



Trussardi chooses Stealth for Retail

First established in Bergamo, Italy in 1911 as a luxury gloves manufacturer, Trussardi Group is recognised worldwide as a lifestyle brand known for its excellence, tradition and unique style. Leather craftsmanship and innovative techniques, together with attention to detail, put the Trussardi Group at the centre of the contemporary fashion and design industry, with its two accessories and ready-to-wear lines - Trussardi and Trussardi Jeans.

Always evolving, the Group's brand portfolio has expanded to include sunglasses, fragrances, watches, childrenswear, bespoke menswear and furnishings.

Trussardi is also one of the first fashion brands to actively work in the food sector, with Café Trussardi and Il Ristorante Trussardi Alla Scala. Trussardi products are distributed in Italy, Europe, Asia and Middle East.

1911

Establishment
year

190

Mono-brand
stores

1.500

Multi-brand
stores

TRUSSARDI


DEDAGROUP
STEALTH

The background

Repositioning and new retail model

The Trussardi Group has been involved in a fundamental strategy project to reposition the brand in the contemporary luxury market, evolve its business model from wholesale to retail, and successfully develop an omnichannel strategy.

The Trussardi's organisational transformation affects all areas of the Group's business core and it is essential to achieve its objectives of efficiency and competitiveness at a time when the market is demanding more coherent brands, high-quality and recognisable products, and fast go-to-market strategies.

An integral part of Trussardi's transition from a wholesale to a retail model is based on a network of proprietary and franchised stores. The wholesale model was underpinned by a fairly rigid system built on a strong internal

production footprint and characterised the company in the Nineties.

To meet its today's needs, Trussardi selected Stealth®, The Fashion Platform, as the best platform to manage and control the Group's entire product chain, from factory to point of sale (POS).

"Dedagroup Stealth has no equal in terms of its experience and knowledge of the production and management of fashion brands. They provided the ideal solution for us, both for their software and people."

*Massimo Dell'Acqua,
Managing Director at Trussardi*

The choice

Stealth® as a platform to manage the entire product chain

The new platform project, which started in 2017 to reach full operation this year, involves the adoption of Stealth® - production, logistics and integration with SAP for financial administration; and Stealth® Retail - distribution, organisation of orders and integration with different POS systems.

Stealth® Retail is now at the heart of the Group's new management system, and it is already being used throughout Europe to optimise stock, manage replenishment and distribute goods to points of sale, without being compromised by IT.

Stealth®'s interconnectivity with POS is one of the key benefits recognised by Trussardi for this project, minimising the impact on the opening and operation of its stores and ensuring an effective, ongoing retail strategy.

Stealth® has also facilitated organi-

sational efficiency across various processes, for example wholesale orders that require a much greater simplicity and speed of execution. Also, from an accounting and financial point of view, Stealth® Retail allowed Trussardi to record all POS transactions simultaneously, redirecting them to its various departments (cash, tax, goods, etc.) without unnecessary duplication. Trussardi relied on Dedagroup Stealth not only for its Stealth® solution, but also for the group of professionals that make up the project team.



Unique management of stock optimization and replenishment



Simple, fast and reliable interconnection with points of sale



Single point of registration for all sales movements with automated redirection to other departmental systems