

Van de Velde tackles complexity and explores new market opportunities with Infor M3

About the company

Van de Velde designs, produces, and sells luxury lingerie under several owned brand names. Based in Belgium, Van de Velde undertakes most of its core operations locally, including design and product development, creation of prototypes, purchasing, quality control, fabric cutting, administration, distribution, and sales and marketing. Manufacturing and assembly is undertaken in Tunisia, Sri Lanka, and China. With 80 stores worldwide, the company had a turnover of \$224 billion US in 2015 and employs 1,500 people. To learn more, visit www.vandavelde.eu/en.

Facts at-a-glance



COMPANY

Van de Velde



HEADQUARTERS

Belgium



EMPLOYEES

1,500



INDUSTRY

Retail



INFOR PRODUCT

Infor® M3



WEB SITE

www.vandavelde.eu/en

Business goals

- Capitalize on new opportunities to drive business growth by upgrading Infor M3.
- Continue to meet demands of 5,000 independent retail trade customers.
- Accelerate business growth.

“ The main business benefit of Infor M3 is that it has allowed us to accelerate business growth. When we started out, we were a much smaller company. But as is the case for many businesses, we quickly grew over time, extending our production facilities globally with the creation of an owned facility in Tunisia, and sub-contracted facilities in China, Tunisia, and Sri Lanka. Infor M3 offers the capabilities to support our new endeavors.”

Hedwig Schockaert, I.C.T and Supply Chain Director, Van de Velde

Luxury retailer upgrades Infor M3

Adding functionality to support future growth

Operating in the fast paced and dynamic luxury fashion industry, Van de Velde's business is constantly evolving and expanding. What started as a small business in 1919 has, over the last 20 years, quickly become a large entity with overseas manufacturing facilities. And with approximately 25,000 SKUs to process every season, there is a huge amount of complexity and large data volumes inherent in the business. Van de Velde looked at deploying a new ERP system to meet these challenges, and selected Infor M3 from a short list consisting of Infor, SAP®, and Oracle®. The company chose Infor M3 because of its tight fit for the fashion industry—in particular, Infor M3's style configuration capabilities, which can manage large numbers of color-ways and sizes, are of paramount importance in a lingerie business.

Optimizing growth and performance effectively

Since initially deploying Infor M3, Van de Velde has regularly moved onto the latest version of the software in order to capitalize on the latest industry-leading functionality and technology. Van de Velde has been an Infor user for over a decade, and has been able to accelerate business growth, thanks to the ERP system. The company uses Infor M3 for forecasting, planning, purchasing, warehouse management, and sales order processing. With the support of Infor M3's flexibility, Van de Velde has been able to set up more divisions relatively quickly, establish additional warehouses, source increasing quantities of inventory, integrate acquisitions, and ensure that no process was compromised along the way.

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Ultimately, we couldn't manage the level of complexity we face, and pursue our growth plans without Infor M3 as the company's backbone. We face so many decisions on a daily basis and Infor M3 gives us the detailed insight we need in order to make the very best decisions about our performance.”

Hedwig Schockaert, I.C.T and Supply Chain Director,
Van de Velde



Streamlining manufacturing and supply chain operations

Taking advantage of Infor M3's integration

Van de Velde plans to take advantage of Infor M3's ability to connect customer and manufacturing orders more closely. With this capability in place, the company expects to be able to better ensure that expectations and schedules are met, enhance its supply chain efficiency, and reduce lead times even further. The next phase of Van de Velde's growth strategy is to extend its existing operations into a retail sales model through the introduction of an e-commerce platform. As Infor M3 becomes a more integral part of Van de Velde's IT landscape, the company plans to further refine its processes to keep them lean, and continue to grow.

Business outcomes



Improved supply chain and manufacturing operations.



Streamlined new acquisitions.



Established divisions more quickly and developed additional warehouses with greater efficiency.