

The return of McGregor: The fashion retailer relaunches stores after digital transformation with RFID software partner Detego

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American fashion brand McGregor New York, that operates out of its Amsterdam headquarter, have implemented Detego's RFID software platform as part of the brand's digital transformation and relaunch. McGregor's use of RFID across their stores and warehouse aims to optimise stock accuracy and support their new omnichannel model, as they continue to open new stores in the Netherlands and Belgium.

After a brief hiatus, McGregor New York is back with a new e-commerce website and their first four retail stores, with more on the way soon. Despite being a 'legacy brand', McGregor has committed to embracing new technologies for the fashion industry as part of its relaunch. At the heart of this is their new omnichannel model, designed to more effectively leverage their products and provide more options to their customers such as click & collect and ship-from-store. McGregor sees the Detego platform as a crucial tool to achieve this, as the improved stock accuracy and inventory visibility the software provides is key to delivering reliable omnichannel services to their customers.

McGregor began using RFID alongside partner Detego in February this year, initially implementing the technology within their factories, outlets and distribution centres to satisfy web order fulfilment. With this baseline already secured, McGregor is now rapidly re-establishing their brick-and-mortar presence, making use of Detego's 'SmartShield' feature which bypasses the need for physical RFID shielding and means store openings aren't held back by expensive installations. With this technology in place, McGregor now has item-level visibility across its entire network, ensuring a frictionless shopping experience across all channels.

McGregor's retail relaunch continues to build momentum, with several more store openings in the pipeline, including three stores in Belgium. The retailer will also continue to digitally expand alongside this. As well as implementing RFID in all upcoming and future stores, the brand is looking to explore future investment in the technology alongside Detego. McGregor's VP of Digital and Omni-channel, Jurryt van Arend, commented on the RFID project, "While we are still implementing RFID, we already see stock accuracy has improved dramatically. This is important not only for our online business but also for instore replenishment improvements. New features to come are currently being investigated but may likely relate to supply-chain improvements and improving customer experience."

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