Simbus
Simplifying your Business

INTRODUCING

SimbusVelo

In fashion retail, the season’s merchandise is decided before it starts.

Then the customer decides otherwise.



Swipe to see how →

THE SEASON, AS IT ACTUALLY PLAYS OUT

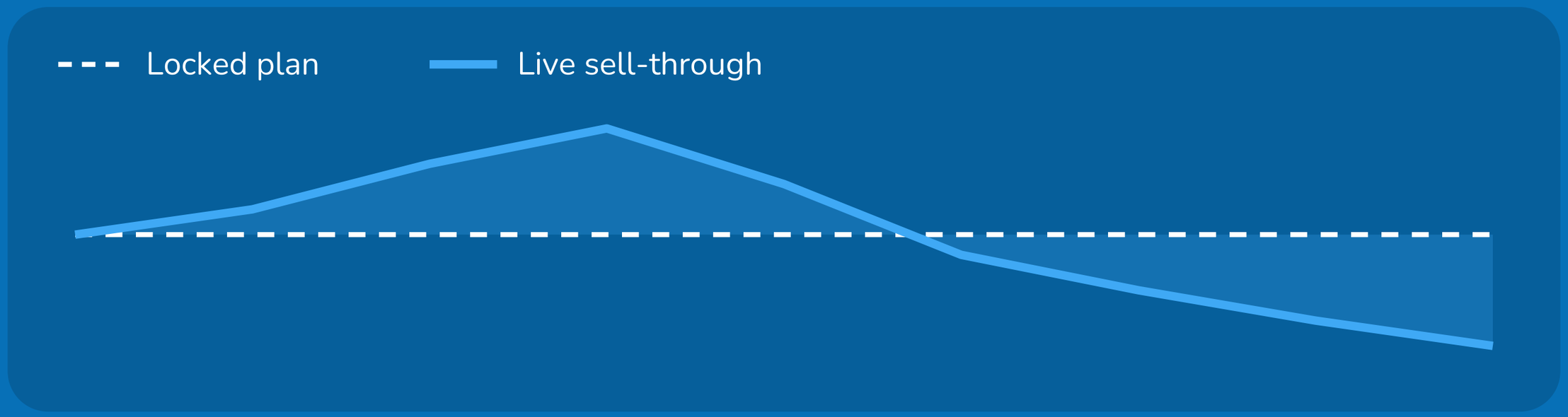
Here’s how most seasons actually play out.

1. T–120 **days** — Range, options, depth and ratio packs signed off, on a forecast for styles that haven’t sold a single unit.
2. Week **1** — Allocation goes out by store grade and gut feel. The warehouse empties into doors that may never sell it.
3. Weeks **2–4** — Bestsellers lose core sizes in A-grade stores, while replenishment waits for the next weekly stock & sales review.
4. Weeks **5–10** — Dead options hold fixture space and inventory cover climbs. Fresh newness has nowhere to go.
5. End of **season** — The end-of-season sale discounts what never sold. The winners sold out at full price weeks ago.

THE ROOT CAUSE

Open-to-buy is spent and the option plan locked 90–120 days before the range hits the floor.

Once selling starts, the plan is rarely re-cut.



When live sell-through diverges from plan, and it always does, the losses aren’t occasional.

They’re structural.

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Sell more at full price. Hold less of the stock.

Agile replenishment for fashion retail: every store and option, replenished nightly to actual sell-through. Built on Databricks.

+22%
Full-price sell-through

−34%
Markdown spend

+15–20%
Store in-stock rate

Replenish
winners

Replace
dead options

Remove
slow movers

Which week of the season hurts your business most?

See where the revenue leaks →