



**PRIMA  
SOLUTIONS**  
From Aptean

*Paul Smith*



**PRIMA IS OUR  
TECHNOLOGY PARTNER OF  
CHOICE & WILL ENABLE US  
TO DELIVER.**

Paul Smith is an internationally renowned, omnipresent designer clothing and lifestyle brand.

Established in 1970, the iconic and well-renowned British fashion designer Paul Smith has an international business operating in more than 70 countries, in over 3000 retail outlets ranging from standalone stores, departments in high-end stores, along with airport terminals, and a successful international e-commerce site.

Paul Smith offers complete collections of high quality clothing, footwear and accessories for men, women and children, and more recently homeware, generating an annual turnover in excess of £200m.

The Paul Smith brand champions positivity, curiosity and creativity. These qualities underpin every Paul Smith design, whether it's a shirt, a shop or a special collaboration. The stripe has become something of a trademark for the brand.

In 1994, Paul Smith received a CBE for his services to the British fashion industry, and in 2000, he became the first UK fashion designer to receive a knighthood. In 2022, he became a Companion of Honour, a privilege that only 65 people hold.

The brand is ever conscious of the fashion industry's impact on the environment and has a clear direction on its path to become more environmentally and socially responsible, today and into the future.



The sun logo featured on products indicates that a minimum of 50% of that product has been produced using lower environmental impact materials. These low impact options use materials that range from organic cotton and natural rubber, to recycled wool and recycled polyester, and innovative new materials made from vegetable waste.

Eventually, the brand will make PS Paul Smith a 100% sun logo collection. But this mark is not exclusive to just one range of products: for their AW21 collection, for example, 33% of everything produced carried the sun logo, and they aim to increase this season-on-season.

## PARTNERING WITH PRIMA

Paul Smith identified the importance of establishing an IT solution that would support its plans for continued business development and growth over the coming years. It was important for them to not only find a partner that would understand the specific challenges they faced but one they could continue to work with and develop over the years.

Prima were awarded the contract to replace all ERP applications at Paul Smith following a wide-searching, competitive tendering process in 2016. Paul Smith was looking for a partner to deliver a modern, proven, flexible solution that would:

- Support the company's diverse, international, omni-present sales and distribution network, including Wholesale, Retail, Digital, and Franchised operations
- Support a complex supply chain, including design, development, manufacture, and global sourcing of a large and varied product range (over 10,000 sku's)
- Support the company's short-, medium-, and long-term development plans
- Be adaptable, and supportive of change
- Deliver improved processes and better controls

As an industry leader with world-class systems and a reputation built on partnerships, Prima was the perfect match for Paul Smith's requirements.

## THE PRIMA SOLUTION

Our partnership touches all areas of the business, delivering more efficient processes, maintaining customers at the heart of everything they do and creating a single view of customers, products, service, stock, financials and all other key performance data.

The introduction of the PrimaNet suite of software has resulted in:

- A dependable, adaptable platform to support the company's future plans
- Improved communication and collaboration throughout the whole supply chain
- Improved customer service, supported by real-time accurate data
- Increased management insight, supported by real-time accurate data
- A creative, powerful approach to process review and design
- Streamlined processes across the entire business
- Additional security and resilience to data and data recovery
- Solid and resilient integration of a 3rd party EPOS system into the ERP software
- Global compliance – supported by the ability to audit any transaction
- Maximised cashflow through improved stock forecasting



## THE IMPACT

From the very beginning, the team at Prima and Paul Smith have established strong relationships at all levels. This has resulted in a stated commitment from the Paul Smith senior leadership team to further extend the PrimaCloud footprint across the business.

There is also an intention to continue to work with the Prima team to implement a program of further process optimisation initiatives, including:

- Customs Warehouse - The establishment of a tax/duty efficient supply chain
- Retail Merchandising - Using the PrimaCloud technology to maximise sales and growth through enhanced retail/digital merchandising capability
- Multi-Source Inventory - The efficient utilisation of inventory regardless of its global location

The new system produces a fully integrated business solution to support their ambitious objectives of global growth via store expansion and enhanced retail and wholesale customer interaction while supporting ongoing customer trading activities.

From a strategic viewpoint, the system has rebalanced business intelligence by providing the appropriate reporting cube structures and managing report distribution to provide a platform for future growth at Paul Smith.



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*"We saw a cultural fit with Prima and continue to have a shared understanding of our objectives and how we best achieve them. As the world constantly changes, our systems and processes obviously need to adapt accordingly. Working hand in hand with Prima allows us to keep up with our ever-changing environment."*

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**Finance Director**

### TO FIND OUT MORE

about Paul Smith, visit:  
<https://www.paulsmith.com/uk>

Discover how we can help your business succeed.

### OUR COMMITMENT TO YOU

*Our products are the result of decades of expertise. But what really matters to us is building long-term relationships, so we understand your needs and can help you achieve your goals.*



### GET IN TOUCH!

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