

Safeguard Sample Collections Everywhere with RFID Brand Labels

The fashion industry is moving faster than ever before. Today's consumers are demanding new styles all the time, and the ability to capitalize on current fashion trends relies on moving designs from design desks and catwalks to display shelves as quickly as possible. Brand manufacturers are producing several sample collections a year, each consisting of hundreds to thousands of unique items – shirts, blouses, trousers, accessories, etc.

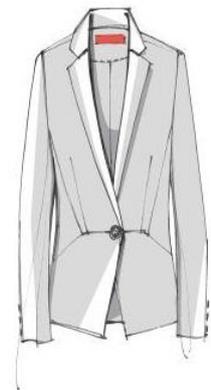
It's no surprise that a number of the items that make up these collections routinely come up missing as they travel around the world for presentations on catwalks and in showrooms ranging from New York City to Hong Kong. While some items are legitimately lost in transit and in showrooms, others are stolen.

In fact, some brands have reported sample item losses up to 60 percent per collection, representing potential financial losses in the millions. Yet this staggering figure is just one aspect of the issue. Brands also need to consider the opportunity cost of each lost sample item. A truly unique, "hand-made" sample gone missing cannot be presented, and therefore will not be purchased by the wholesale customer. Replacing these items requires immense effort and expense, given the unique nature of each item, as well as the pressure of time constraints. For example, if a replacement item is made in Italy, but needed for a high-profile show in New York City, is it even possible to get it there in time?

Track and Trace Every Item

Fortunately, today's brand owners have access to advanced technology that makes it simple to track and trace each and every unique item of their sample collections. TexTrace integrates radio frequency identification (RFID) tagging into an innovative, woven label that is attached securely and discreetly because it is sewn onto each item. With the [TexTrace® Woven RFID Brand Label](#) attached from the start, all of the items in each collection get a unique identity and can therefore be reliably and efficiently traced from production, to the catwalk, and on to the display shelf. Not least, the woven RFID brand label helps brands save their reputation as well by thwarting would-be counterfeiters.

The woven RFID label is quickly and easily sewn onto the item right during production, provides wearing comfort for models, and stays securely attached as items travel the world through countless hands and countless wearings. Unlike a sticker or RFID hang-tag, the RFID woven brand label does not fall off, is able to withstand washing and dry cleaning, and still can be reliably read with standardized technology. The TexTrace solution enables both the speed and reliability needed to produce and distribute sample collections in an extremely short timeframe, moving from place to place within hours, not days or weeks. Based on RFID tracking, brand owners have [accurate sample collection inventory information](#) at all times.



Applications in the Showroom

Increasing globalization means supply chains stretch far and wide. A TexTrace woven RFID brand label allows brands to track and trace samples in real time from the start, wherever they are needed; from production through outbound goods, to the showroom and into end-of-season inventory.

The real-time location tracking and [anti-theft capabilities](#) (in a store environment those would be called EAS) of the RFID label provide a discreet, yet secure system for protecting sample merchandise, even in a hectic backstage environment at a fashion show. When someone wants to pass an exit point with a sample item, the system can identify the specific item and trigger a request for approval. This same anti-theft capability will already be securely attached to the sample when it moves quickly and efficiently to the end-of-season sale rack.



In addition to safeguarding items, the TexTrace RFID label also enables [value-added customer experience](#) applications when samples are presented to buyers at the company headquarters and in showrooms. For example, an installation of fixed antennas and RFID-triggered screens or smart mirrors can be used in conjunction with RFID handheld readers for an enhanced buyer experience. In fact, the RFID tag and a touchscreen system could be used to place the buyer's order on the spot during the presentation.

Peace of Mind

A luxury brand customer implementing the TexTrace solution has been able to decrease lost sample items from 60 percent to less than 10 percent, realizing a priceless return on their investment. The company found that the benefits of drastically reduced financial losses, time savings, brand protection and peace of mind far outweigh the costs of implementing RFID-enabled brand labels.

Accommodating the short turnaround times, long travel distances and high-stakes value of sample collections creates unique and formidable challenges. Today's savvy brand owners can address these challenges efficiently and effectively with the TexTrace woven RFID brand label. Overall, this solution delivers a discreet and reliable all-in-one remedy for safeguarding valuable sample collections, wherever they go.

About TexTrace

[TexTrace](#) designs and produces woven RFID brand labels to match the look and feel of your brand. Consulting and services complete our offering - you can count on our full support in realizing your RFID vision. Our know-how in integrating electronics into textile is unique: TexTrace's leading proprietary technology is protected by more than 10 patents and trademarks.

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