

Merchandising Studio



Meet Tim:



Tim is the Senior Merchant on this team. He is responsible for leading product development and plays a pivotal role in setting in motion each season's direction. Working from new trend input, past sales and years of experience, Tim brings together product development, sourcing and marketing to hit calendar objectives, introduce new products, and maintain product flow and gross margins.

What does Tim want?

“A big challenge for me is having visibility into everything going on in my department. When we start a season and set direction, everyone needs to know where we are going and how we get there. Tons of information needs to be shared to get on the same page: color, themes, silhouettes, trends, deliveries and timelines. With visibility, I can then begin to manage the accountability of my key people. Ultimately I need to see the line plan, to make sure that it is being executed.”

Before Zweave



“My pet peeve is needing last minute meetings with all my people in the room (and someone is always traveling, which makes accountability a nightmare) just to get a sense of where we are now. On a daily basis, I need to be informed not only of the status of every WIP, but if we sourced a specific product or fabric, are we approved on colors, do we have enough product for the assortment meeting, are my agents and vendors on time? The tools I use today are mostly spreadsheets, some reports from PDM, color copies of storyboards, tear sheets, pictures of samples...mostly visual information that is sent through email or dropped on my desk. Keeping it organized and finding it when I need it is not pretty.”

After Zweave

“In the morning I log onto Zdesign. I use several Studios but my home page is Merchandising Studio. My Portal has my favorites, latest projects, and bookmarks of important pages. Any changes I subscribe to in design, trend, fit or color automatically route to my “to do” list. The calendar is set up with milestones and key dates. When we set up Zdesign we developed some custom workflows to make sure I get what I need from my team and they get what they need from me...nothing like being a bottleneck to stop progress. What I really love about the system is Merchandising Manager, a great tool that allows us to structure our brands, classifications, seasons and collections visually. It's like putting everyone in one building, one room, with one binder and one tab: everyone is seeing the same thing at the same time (if they have permission, of course). This guarantees that the entire organization is structured and the information we create, pounds of it, is put where it needs to be. I can look at a collection and drill into an item and see that the new Jean we found and updated is already spec'ed and a sample is on its way, without even having to ask. I can access everything in the system and see it on a computer anywhere, anytime - great for those late nights in Hong Kong keeping up with New York. I still use email, but most of my work is in Zdesign. As a merchant, my biggest challenge is managing the plan. Zdesign On-demand gives us the same edge a vertical retail operation has without having to own our factories. I can now compete with some of the more vertically integrated competitors and introduce new products faster. Collaborative Design Studios are changing the way we work.”