**Superdry optimises Markdowns with Thought Provoking Consulting**

**British Retailer, Superdry, invests in data science-based Markdown Insight tool to improve operational effectiveness.**

London; January 02, 2020 – Markdowns have always been a tricky balancing act for retailers. Superdry has achieved improved sell-through rates of +2.1% and markdown sales increases of 10-20% (13-16%), after entrusting consultancy Thought Provoking Consulting in helping strike that infamous balance just right.

TPC’s robust proprietary price optimisation tools have allowed Superdry to leverage data assets to inform future events. By opting to let science do the hard work, rather than outdated manual Excel manipulation, Superdry has successfully adopted the standard for best practice merchandising and price optimisation. This optimisation is born from a marriage of TPC’s long-lasting expertise in pricing psychology and software development. TPC’s pricing experts have been able to pour their knowledge of markdowns into TPC’s proprietary tool with the power of cutting-edge technology.

Lucy Maitland Walker, Global Merchandising Director, Superdry, explains: "We here at Superdry have been thrilled to move away from old fashioned Excel style markdown optimisation and towards a more science-driven process. We have leveraged TPC’s best in class markdown expertise to provide the merchandising team with a better, more effective way of doing things. The results are evident already… this best practice approach has significantly improved our sales and sell-through rates.”

Superdry has embraced a change in approach to markdowns to get ahead of the competition rather than getting left behind. To this end, Subir Gupta, TPC Co-Founder and Managing Principal said, “Now, more than ever, it is vitally important for retailers to maximise the profit made on every item sold. After building a strong five year relationship with Superdry over many successful previous projects such as Space Optimisation last year, we were delighted to bring our unique, data-led Pricing tools to Superdry with great results.”

Here at TPC, we consistently challenge how data science can be used in retail. To allow us to utilise leading-edge science and AI techniques further we are launching a software sub-company: AIDA Intelligent Solutions. Keith Taylor, TPC Co-Founder shares more. "After successfully building a world-leading heritage in the Pricing space, it is time to bring together the powerful forces of AI and retail veteran knowledge together to create space for a software entity, which furthers our potential technical capabilities. We and our clients are excited about the wider positive impact of this new venture.”

**About Superdry:**

The contemporary British Japanese fusion Clothing brand, Superdry employs over 4,000 staff, has an annual revenue in excess of £870mn, and has been a staple of British fashion since 2003.  For more information please visit www.superdry.com.

**About TPC:**

Based in the UK and US, Thought Provoking Consulting (TPC) is a specialist retail consultancy, providing retailers with the necessary tools, processes and expertise to improve their performance and realise their strategic vision. TPC provides a range of services and solutions in Pricing, Merchandise Planning, PLM (including 3D), Programs of Change, Supply Chain and Change Management. We aim to make complex challenges simpler through experience and pragmatism, while always being thought provoking. Read more [here](https://thoughtprovokingconsulting.com/who-we-are/).