



# Boutique with byte

Retail tech specialist sets out its stall to bring an omnichannel offering to indie fashion retailers

**A**s part of its 15-year anniversary celebrations, retail technology specialist Retail IT has opened a concept store in its Wimbledon office.

The store – dubbed “The Concept Boutique” – allows retailers to sample the company’s software and technology offering in a “real live” working shop environment.

Products stocked in the boutique have been supplied from some of Retail IT’s impressive clients list, which includes Intersport, Evisu, Issey Miyake, French Childrens Wear, Route One, Drake’s and Harvie & Hudson.

Retail IT managing director James Rodger said the company wanted to do “something special” to mark 15 years in the industry.

“We were revamping the office and the team thought it would be a great idea to have a space where our clients and interested retailers could experience the latest software, applications and

hardware we offer,” he explained. Those visiting the boutique can try Yourcegid Retail, an omnichannel retail-management solution from Cegid. This contemporary Epos and merchandise-management solution is an intuitive and complete solution, which has helped fashion retailers stay ahead of the competition and meet the ever-changing demands of their customers.

Boutique visitors can also understand how Retail IT can develop integrations from Yourcegid Retail into, for example, a retailer’s finance package, ecommerce and loyalty schemes.

They can also test the latest retail hardware equipment from a range of suppliers, such as Aures, NCR and Toshiba, including integrated units, scanners and mobile PoS devices.

“Our aim as a business is to give growing independent retailers the chance to compete with the bigger chains,” stated Rodger.

“Looking at how large fashion retailers operate

their omnichannel offering is a real motivation for me – it is exactly the type of functionality that I want to bring to our customers. We are able to give fashion independents the same features and functionality of a larger business, so they can offer the likes of click and reserve, click and collect and loyalty cards to their customers,” he declared, before adding: “We look forward to welcoming retailers into this space to show them how they can benefit from all these features.”

Retail IT and Cegid have worked together since 2009 and have developed a unique partnership that has seen them combine skills and expertise to help a number of clients – from independents to international chains – in the fashion industry.

To visit the boutique, contact Retail IT on 020 8605 9727 or visit [retailit.com/conceptboutique](http://retailit.com/conceptboutique) for further information

