

Apparel & Luxury

Grow relevance and full-price sell-through while protecting brand equity across markets and channels.

 **munvo** × **ARiSTiD**



INDEPENDENT INDUSTRY SIGNALS



15–16%

expected EBIT margin for selected personal luxury-goods brands in 2025, versus 21% in 2022. [1]



35–40%

of luxury-industry revenue came through discounted sales in 2025 [1]



30–40%

potential increase in conversion and cross-sell from personalized complete-the-look recommendations. [2]

THE BUSINESS PROBLEM

Margin compression and heavy discounting make relevance more valuable than volume. Brands need faster launches and personalized selling without weakening creative control.



Content multiplication:

collections, drops, markets, languages, stores, client segments and channels expand asset demand faster than traditional production models can absorb.



Brand and margin leakage:

delayed launches, broad markdowns, disconnected clienteling and uncontrolled local adaptations dilute equity and full-price sell-through.

OUTCOME POTENTIAL | Munvo retail promotion opportunity ranges



30–75%

potential reduction in production costs



40–60%

potentially faster campaign deployment



25–40%

potential reduction in manual workflows

Screening benchmarks, not guaranteed results. Munvo validates the addressable range against current spend, cycle time, workflow, technology and adoption readiness.

HOW MUNVO CREATES VALUE



01 DIAGNOSE

Baseline cost, cycle time, pain points, maturity and value.



02 REDESIGN

Define the operating model, workflows, governance and KPIs.



03 ENABLE

Select, implement and integrate the right technology.



04 SCALE

Pilot, adopt, roll out, operate and continuously optimize.

PRIORITY MUNVO ENGAGEMENTS



Growth and personalization strategy: prioritize high-value audiences, clienteling and complete-the-look use cases with explicit margin and brand guardrails.



Global-to-local content operating model: define asset rights, approvals, localization, reuse and decision rights across creative, regional and channel teams.



Connected experience delivery: integrate product, content, availability and customer signals to activate on-brand experiences across commerce, CRM, stores and media.



TECHNOLOGY FOLLOWS THE CHALLENGE

ARISTID can support governed, high-volume product-offer content and localized catalogs; Adobe Workfront/AEM can support work and content management; Adobe, Salesforce, SAS, HCL Unica, Redpoint or other platforms can support customer intelligence, clienteling, decisioning and activation. Munvo assembles only what the target experience requires.

MEASURE FROM DAY ONE | full-price sell-through • cross-sell • launch cycle time • content reuse • local compliance • production cost

SOURCES: [1] Bain Luxury Study 2025 | [2] BCG Consumer Personalization | [3] Munvo Retail Benchmarks