The events of 2020 have accelerated retail and ecommerce operations forward. With quick, creative thinking and the right partner, we were able to pivot operations, satisfy our customers and prepare for the future.”

DAVID HERRIDGE, EVP GLOBAL VALUE CHAIN TECHNOLOGIES, PVH
“Clearly our agility was a great tool as we tried to mitigate the business impact of the pandemic. Our store operations played a vital role by quickly adopting new procedures to pick, pack and ship online orders to consumers. These efforts are a proof point of our overall ability to adjust to shifts in behavior to best serve the consumer now and into the future.”

EILEEN MAHONEY, EVP AND CIO, PVH

FULFILLMENT EXPANDED FOR THE PRESENT AND FUTURE
PVH is one of the most admired fashion and lifestyle companies in the world with a portfolio that includes the iconic Calvin Klein, TOMMY HILFIGER, Van Heusen, IZOD, ARROW, Warner’s, Olga and Geoffrey Beene brands, as well as the digital-centric True&Co. PVH sells directly to consumers through company-operated digital commerce sites and brick and mortar stores. As the COVID-19 pandemic spread, PVH’s stores were temporarily closed to comply with governmental orders. As a result, demand through digital channels grew exponentially, driving the need to access in-store inventory to expand consumer options and enable fulfillment of orders.

Rerouting longstanding fulfillment processes typically can take weeks or months, but as sales turned almost entirely digital, this was not an option. PVH leveraged its longtime partnership with Manhattan Associates, and the flexible and agile Manhattan Distributed Order Management, to solve the problem. The company maximized ROI on existing investments and internal store applications by connecting ecommerce sales to store inventories that were available for direct-to-consumer shipments. In just three weeks, fulfillment processes were rerouted, expanding capacity for ecommerce sales and increasing the available assortment for online shoppers.

During the second quarter of 2020, PVH’s revenue through digital channels grew more than 50 percent, with sales through its directly operated digital commerce businesses up 87 percent compared to the prior-year period.

AN OMNICHANNEL FUTURE
With clear, early success meeting the increase in ecommerce demand and fulfillment, PVH is now incorporating ship-from-store efforts into its regular fulfillment model to maximize sales and meet customer expectations for fast, convenient shopping. Contactless, omnichannel fulfillment methods continue to play a major role in the company’s success amid high ecommerce volume during the 2020 holiday season. And that’s just the beginning. It’s clear that going forward, shoppers will continue to look for greater flexibility and more options in their purchasing decisions. With the remarkable brand strength of PVH and the omnichannel optimization expertise of Manhattan, a solid framework is in place for the company to continue thriving as challenges and opportunities arise.