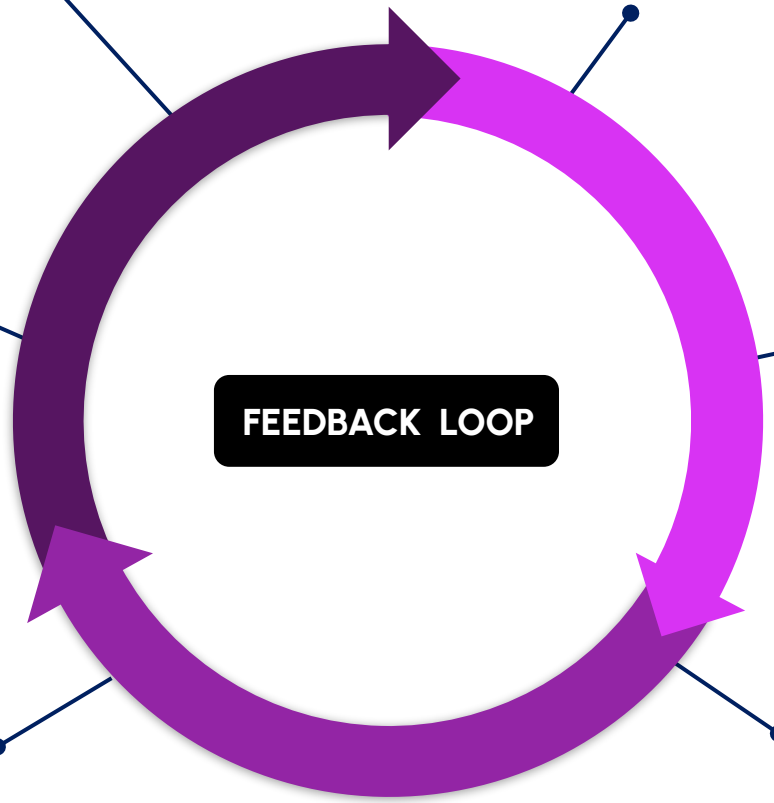
Fashion's Feedback Loop

Preventing Insights From Being Held Hostage in a Spreadsheet.



1 - Pull in insights at Key Alignment Moments.

2 - Collaborate With Consumers During Design and Development.

3 - Continuous Feedback; Iterations on Product Before Assortment Lock.

4 - Stakeholder Assortment Feedback.

Stakeholders include brand ambassadors, regional merchants and sales teams.

5 - Product Goes In Store.

6 - Post-Sale Returns, End of Life Journey.

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