

# CASE STUDY

## Re-Fashion

<https://re-fashion.co.uk/>



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*Often, start ups and scale ups have a fantastic operational core, but lack the detailed understanding of the technology stack that they will require for the future. At this stage, they rarely have the funds for a full time CIO or IT Director and a few days or weeks of an experience interim is sufficient.”*

## THE BUSINESS CASE

*Steve Lyons and Rick Cockburn had come with a wonderful concept: selling online second-hand clothes donated to charity. They called it Re-Fashion.*

The average person buys 60% more clothing than they did 15 years ago and keeps them for half as long. This has created a waste problem for our planet. Re-Fashion recycles second-hand clothes through an online portal.

As a start-up, Re-Fashion needed a little help putting together a digital strategy for the systems and technical stack that they would need when scaling up. The strategy also had to be converted into a roadmap for implementation.

On top, they needed to articulate this strategy and plan it in a certain way suitable for a round of funding.

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Enrique completed a high level tech plan for our business Re-Fashion. There were quite a few moving parts and Enrique grasped the business model quickly and was able to respond within tight timescales. He is straight talking and explained our technical solution in an easy to understand way.” **Steve Lyons, CEO and Founder**

## METHODOLOGY

The clue was in understanding the business need as quickly as possible through visits to their operation and discussions with the leadership team. These discussions made very clear the core needs: E-Commerce, CRM tools, core office tools, ERP, and reporting. During the discussions, it was also clear that there was a need for AI and Robotics in places. Re-Fashion was a particularly interesting case, because they need both B2C (customers) and B2B (charities and retailers) tools.

For E-Commerce, I was supported by a colleague, expert on Shopify, who could advice on specific configuration items beneficial for Re-Fashion. For CRM and ERP, I had previous experience in Microsoft Dynamics and could recommend the right modules that they would require. This Microsoft stack would be complemented by Power BI, a potent analytical tool.

Once the stack was decided, we had to stage the implementation into a plan, from foundation stage, to growth stage, to maturity stage.

## RESULTS

- End to end, it took less than a month to produce an output suitable for a round of funding.
- The strategy satisfied both the B2C and the B2B needs, keeping in place most of what was already there. No systems waste.
- An implementation plan that took into account the need for accelerated deployment, with the limited size of the business.