



Xcel Brands debuts new inventory management model

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Brand development company Xcel Brands has agreed a strategic partnership with Hudson's Bay and [Lord & Taylor](#), which will allow the retailers to manage dynamic assortments of inventory in response to customer demands.

Under the deal, Xcel will oversee and manage the design and supply chain for four of its own brands in what it describes as its "ground breaking" Quick Time Response supply chain model created to offer a new way for retailers to manage inventory. The brands include IMNYC (designed by Isaac Mizrahi), H Halston, C Wonder and an additional brand targeting millennials created for the programme.

Hudson's Bay and Lord & Taylor will be the exclusive retail partners for the programme in the US and Canada.

"This new business model will help us quickly react to what's working and better serve our customers," said Liz Rodbell, president, Hudson's Bay and Lord & Taylor.

The collections will be available at Lord & Taylor and Hudson's Bay retail stores, and online from spring 2016.