NEWSTORE X FAHERTY

Faherty Unlocks Growth and Value with Omnichannel

Store fulfillment represents 13.1% of GMV; BORIS drives 2.4% GMV uplift

Faherty Brand (Faherty) is an American clothing company, founded by twin brothers Alex and Mike Faherty. The family-owned and planet-minded business is focused on making great products that last a lifetime, with a strong commitment to Native and Indigenous initiatives. Faherty firmly believes its stores are an essential way to tell its story of quality, sustainability, and community, so it operates 53 locations in the U.S. today. It also sells its apparel through retailer partners big and small, and online at fahertybrand.com.

WHY NEWSTORE?

Faherty first launched in 2013 with a physical presence mostly in major cities. However, a diversified business model and supply chain, as well as a strategic investment in storytelling, allowed the brand to scale at an impressive clip quite early on. With 14 locations and hundreds of retailer partners, Faherty recognized the need for store technology that would provide it a foundation for further retail growth. So, the brand embarked on a POS replacement project.

Quickly though, the project grew from just a single system to an omnichannel transformation. It was important to Faherty to be able to optimize inventory between channels, while reducing the manual effort required at the HQ and associate level to run stores. However, this could not be accomplished with just a new POS, so the company decided to look for a platform. NewStore was a match for this vision with a unified commerce platform for POS, order management, and inventory, and was selected to help Faherty digitally transform its retail operations.

USES

- **Mobile POS**
- **Omnichannel OMS**
- **Store Fulfillment**
- **Store Inventory**
- **Endless Aisle/Mixed Cart**
- **Omnichannel Insights**

UNLOCKING GROWTH WITH OMNICHANNEL

From the onset of the NewStore and Faherty partnership in 2019 to today, the brand's store count has skyrocketed from 14 to 53, with more expansion in the works. The majority of this impressive growth occurred during the pandemic in 2021, where the company's strategy was to establish storefronts in resort towns. This approach allowed Faherty to meet customers where they were currently living, while also capitalizing on the cost-effectiveness of opening stores in vacation destinations. NewStore played a pivotal role in enabling Faherty's store expansion during this time by quickly making each location operational.

Since the launch of the NewStore platform across Faherty's fleet of new and existing locations, the brand has unlocked a significant amount of omnichannel value by optimizing inventory and unifying channels. Stores now serve as productive distribution centers, with 13.1% of online orders shipped coming from stores. Having ship-from-store in place means Faherty never loses a sale and always satisfies the customer. As a result, store fulfillment now represents 13.2% of the brand's total GMV.

Additionally, the brand has seen a 2.4% GMV uplift from buy online return in-store (BORIS), another omnichannel fulfillment capability made possible with NewStore. Faherty is able to flip a return from a negative retail moment into incremental revenue because of the convenience of the solution to customers. Even more, the workflow is easy for associates. They can combine returns and new orders in a single transaction using one system, resulting in a better overall associate-customer interaction.

As one Faherty team member proclaimed, NewStore "...is the easiest POS system I have used," and it's "...clean and simple which creates a smooth customer experience." So, not only is the business's bottom line benefiting from omnichannel with NewStore, but so are store associates who can now create seamless shopping experiences for customers with simplicity and ease.
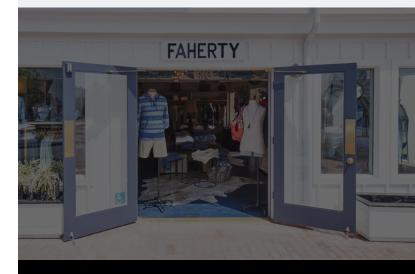
Want to reach your goals with NewStore? Contact us!

IMPACT

13.1%
of total units shipped from stores

13.2%
of GMV shipped from stores

2.4%
store GMV BORIS uplift

"As we grow, we want to be the best we can be. Having the NewStore platform at the core of our retail operations will allow us to create great shopping experiences that, like our products, last a lifetime."

ALEX FAHERTY
Co-founder and CEO, Faherty Brand