

# Multi-brand, DTC retailer Studio Moderna joins forces with Nextail to automate merchandising decisions across its global network

- **The omnichannel retailer has deployed the Nextail AI platform to centralize decision-making and automate inventory management across channels**
- **Thanks to increased operational efficiency, Studio Moderna will increase agility across its large international network**

**LJUBLJANA, SLOVENIA – March 2nd, 2021** – [Studio Moderna](#), a leading multi-brand DTC retailer in the home, living, health, and wellness categories in Central and Eastern Europe, has chosen the [Nextail](#) cloud-based AI platform to automate and centralize decision-making across its international retail business.

Studio Moderna has a network of approximately 400 retail stores across 21 countries and a strong foothold in e-commerce with over 180 websites visited by around 350,000 customers every day. Consumer brands include Dormeo, Delimano, Walkmaxx, Top Shop, Rovus, Wellnewo, Pink Panda, and more.

The deployment with Nextail, a recognized market leader in algorithmic retail merchandising solutions, will allow Studio Moderna to take a **unified, agile approach to merchandising**, making it possible to coordinate inventory management across its network which is spread across its large, international store and online footprint.

Additionally, Studio Moderna will be able to **automate and optimize** inventory management such as **stock movements** which, until now, had been a process carried out manually. Not only will this retail automation free staff from hours of manual work, it will also **increase the efficiency of allocations for increased agility and sell-through across the entire network**.

“For more than 29 years, Studio Moderna has been committed to giving customers a strong offering of products that improve their lives, many that have become household names,” said **Marija Cekić, Central Planning Manager leading the project at Studio Moderna**. “As customer demands and needs have evolved in complexity and scope, we sought a solution powerful enough to help us continue offering a great experience over such a vast, diverse network. Our partnership with Nextail allows us to take our merchandising to the next level, ensuring that we meet customer demand from all sources while responsibly using our inventory.”

Regarding Studio Moderna's selection of Nextail technology and partnership, **Nextail Region Leader of Central & European Europe, Piotr Podsiadło**, expressed admiration for the "bravely innovative" homegoods multi-brand retailer.

"Studio Moderna is an excellent example of a leading retailer that is investing in ensuring continued success through an agile retail approach," said Piotr Podsiadło. "Nextail is proud to partner with Studio Moderna as it continues to strive for excellence in its retail operations. Eventually, that increased agility will prevent lost sales related to products piling up in stores with lower demand, as well as increase customer satisfaction."

### **About Nextail**

Nextail is a new-generation platform for fashion merchandising. Leveraging advanced analytics and AI, Nextail empowers brands and retailers to sell more with less stock through hyper-local demand forecasting and agile process automation.

Founded by fashion retail experts in 2014, Nextail calls more than 25 global retailers customers, including major fashion brands such as River Island, Versace, and Pepe Jeans. Nextail was named a [2020 World Economic Forum Technology Pioneer](#) for contributions toward creating responsible models of consumption for the benefit of business and society.

Learn more: [www.nextail.co](http://www.nextail.co)

### **About Studio Moderna**

**Studio Moderna** is a leading omnichannel, multi-brand and direct-to-consumer retailer with significant scale and reach across Central and Eastern Europe. Over the past 29 years Studio Moderna has built strong proprietary brands across the home, living, health and wellness categories. Today its portfolio of well-known and trusted brands including Dormeo, Delimano and Rovus touch millions of people, simplifying and improving their everyday life and wellbeing. The company is present at every step of the customer journey through its numerous digital and physical distribution channels. It has a network of more than 390 retail stores across 21 countries and a strong foothold in e-commerce with over 180 websites visited by around 350,000 customers every day.

Additional information about Studio Moderna can be found by visiting [studio-moderna.com](http://studio-moderna.com) or [linkedin.com/company/studio-moderna](https://linkedin.com/company/studio-moderna).

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