

## EDITED Unveils World's First Software to Help Retailers Conquer The Billion-Dollar Activewear Market

*Using big data, advanced machine learning and intelligent word recognition technology, brands gain real-time insights in pricing, assortments and promotions.*

NEW YORK and LONDON - 26 October 2016 - EDITED, the world's biggest source of real-time data for brands and retailers, has launched the first software feature to help companies capitalize on the billion-dollar activewear market.

Demand and sales in activewear continue to skyrocket globally, as more non-specialty retailers and premium brands launch activewear labels and compete aggressively with other retailers. EDITED's new "Sports and Active" feature is the only software available dedicated to on-demand activewear product and pricing insights.

Available now, the feature allows brands and retailers to:

- **Filter activewear versus non-active wear** - Separate items to gain greater granularity and analysis into the category, while comparing it to the overall apparel and accessories market;
- **Analyze by lifestyle or type** - Differentiate between athletic attire versus athleisure or "sports influenced" products, or evaluate particular apparel or accessory category;
- **Drill into keywords** - Add specific keywords typically used in the athleisure and activewear category (such as fabric details, product descriptors or sports types) to gain insights into micro trends and opportunities;
- **Spot gaps and best sellers** - Identify top moving products and take immediate action on promotions, pricing and replenishing.

"Activewear represents one of the most important categories for virtually all apparel brands and retail channels. To succeed in this space, it's absolutely essential to have the up-to-the-minute information on the most popular styles and price points," said Vyacheslav Zhiril, Head of Sport Category at online fashion retailer KupiVIP. "Our strong relationship with EDITED means that we can meet consumer demand, stay on trend, and continue to track opportunities for constant growth."

EDITED's technology harnesses the power of data science, advanced machine learning and intelligent word recognition to analyze the websites of brands and retailers around the globe, converting these into real-time insights for its customers. EDITED's in-house analyst team tracks over 520 million products, compiling billions of data points including styles, colors, prices and drop rates. This information is contextualized into graphs, visuals and reports for its customers to help them make strategic retail decisions.

"Consumers want to wear clothing and accessories that fit their active lifestyles, while retailers want the right insights to effectively target these consumers in this highly competitive market," said Katie Smith, Senior Retail Analyst at EDITED. "Our new Sports and Active feature means that our customers now have the data to immediately support critical pricing, promotions, product tracking and assortment decisions. When today's consumer is so invested in making a lifestyle shift built on healthy living and comfortable clothing, our insights can make all the difference."



335 Madison Avenue, Floor 16, New York, NY 10017, United States

Stylescape Inc • +1 (866) 450 1549 • [hello@edited.com](mailto:hello@edited.com)

For further insights into the activewear and athleisure market's biggest trends and opportunities, EDITED has also shared its key findings [here](#). The "Sports and Active" feature is available now to existing customers. For more information, visit [www.edited.com](http://www.edited.com).

### **About EDITED**

EDITED is the industry standard for real-time analytics of pricing, assortment, demand and competitive metrics. EDITED, a retail technology company, helps brands like Sears, Topshop, and Ralph Lauren have the right products at the right price, at the right time. This is the most important thing to get right in the apparel business, and is how all the value is created or lost in the industry. The software is used by buyers, planners and trading teams to generate a huge competitive advantage. For more information, visit [www.edited.com](http://www.edited.com).

### **Media Contacts**

Laura Kubica Grigerova

EDITED

[laura@edited.com](mailto:laura@edited.com)

Phone: +1 866-450-1549

Lisette Paras

Gravitate PR

[lisette@gravitatepr.com](mailto:lisette@gravitatepr.com)

Phone: +1 415-490-7613