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FOR IMMEDIATE RELEASE

Product Finder, a New Tool From EDITED, Gives Brands the Power to Dominate Their Channel

LONDON — September 23, 2015 — Brands that sell their products wholesale know that getting retailers to stick to the pricing plan can be a nightmare. When retailers discount items too early, or introduce them for less than was agreed upon, it creates a problem. One that EDITED is helping brands solve with the launch of Product Finder, a tool that finds and displays the entire pricing and discounting histories for millions of products worldwide. All with a single search.

Using billions of real-time data points on the global apparel retail industry, Product Finder gives brands instant and full visibility over their products at wholesale retailers. Everything from how they were priced when they came online to the exact dates they were marked down. This means brands can see how their wholesale contracts are being honored and be sure they are competing on a level playing field. Especially as they push to gain more control over their own online offerings through white-label e-commerce platforms such as Demandware, Yoox and Farfetch Black & White.

For brands that were granted early access to Product Finder, it has been received with open arms. “So far, the response has been completely positive,” says Shannon Lockhart, a product specialist at EDITED. “We’d had a lot of requests from our customers to help them find products and get performance data quickly. And with Product Finder, they can. It gives them all that data instantly, including the pricing history, for any product, anywhere in the world.”

By giving brands the ability to keep wholesalers in check and instantly access product data worldwide, EDITED is furthering its commitment to helping brands and retailers trade better in every department with data.

About EDITED

EDITED is a retail technology company that helps apparel brands and retailers on six continents have the right product, at the right price, at the right time. By collecting and contextualizing real-time data of the entire industry, EDITED gives brands and retailers like Gap, Topshop and Saks Fifth Avenue the ability to make better retail decisions every day.

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