

# Nutmeg

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## Background

Morrisons launched Nutmeg with one goal in mind, to create affordable, quality clothing that customers love. What began as a childrenswear line in 2013 has since grown into a full fashion brand offering womenswear and menswear across hundreds of stores nationwide.

Behind that growth lies a single system driving performance, scalability and stock precision, Merret, Barron McCann and Retail Assist's end-to-end retail ERP solution.

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Within just three years of launch, Nutmeg's popularity helped Morrisons become one of the top 20 fashion retailers in the UK, supported every step of the way by Barron McCann/Retail Assist and Merret.

## The Challenge

As Nutmeg expanded, so did the complexity. "We have expanded our brand very quickly," said Christine Bryce, Managing Director - Nutmeg Clothing. "Not only have we moved into men's and women's wear, but over the years we've gone from 85 stores to 500 stores, and we also have some of the product in our convenience stores and in our Channel Islands."

To keep pace with customer expectations, Nutmeg needed accurate, real-time visibility across its supply chain, ensuring the right stock reached the right stores at the right time.

"We wouldn't be able to provide the right amount of stock in the right stores at the right time of year without a system like Merret," added Matthew Barnes, Merchandiser - Boyswear, Back to School and Branded.



## The Solution

Nutmeg selected Barron McCann and Retail Assist's ERP solution, Merret, unifying buying, merchandising, warehousing and store operations prior to the brand launch.

"For us, Merret is our end-to-end, basically how we get our orders on the system and how we get our stock out to stores," explained Jo Jones, Senior Trading Manager – Stock & Operations Clothing. "We use it from our buying and merchandising teams all the way through to our warehouse, where stock is picked and sent to stores. It's a full end-to-end for us."

Merret's simplicity enables the Nutmeg team to move fast and focus on what matters most: the product. "The simplicity of the system allows us to work at speed, which means that the main focus of the teams can remain on product," continued Jo Jones.

As Nutmeg evolved, Merret scaled effortlessly. "It's been seamless, to be honest. We never really felt that we had to work hard with the system, it just kind of worked with us. We've been able to expand without any issues... and as we carry on expanding, it's great to know that we've got that support," said Gabriela Scott, Junior Branch Merchandiser.

Merret also provides powerful data insights to inform decision-making. "Merret has been very important to the growth of Nutmeg. It has enabled us to get into the real granular level of detail, whether that be store, product, or size, to make the right decisions for our customers, but equally for the business needs," added Christine Bryce.

## The Partnership

The relationship between Morrisons and Barron McCann and Retail Assist is built on collaboration, communication and trust.

"I think we have a very strong relationship, which is key," said Jag Sodhi, Technology Manager. "The collaboration between the teams is fantastic. Communication is key to anything, and that's what we have with Barron McCann and Retail Assist."

As both businesses have grown, the partnership has continued to evolve. "As we are evolving and changing as a business, and Barron McCann and Retail Assist is evolving and changing as a business, we can come together and learn and grow together," explained Jo Jones.

Nutmeg regularly brings Barron McCann and Retail Assist into strategic discussions to explore innovation and opportunities.

"We've had several occasions where we've brought members of the Barron McCann and Retail Assist team in to work closely with us," continued Jo Jones. "We've really been able to bounce off each other, ideas we want to explore, opportunities we want to explore, areas where we want to increase our stock flow. They've not just listened to us, but actually come up with some really good ideas." Above all, trust underpins the collaboration. "It's really important to have a partner that we trust. We couldn't have got to where we've got to today without the data, to be able to do the right thing for the customer," added Christine Bryce.

## The Result

Since launch, Nutmeg has grown from a single childrenswear range into a multi-category fashion brand in over 500 Morrisons stores nationwide, all powered by Merret's scalability and reliability.

"It helps us from the basics, from stock allocation and replenishment all the way to the more complex business needs, such as new stores or multi-channel retailing," said Gabriela Scott, Junior Branch Merchandiser. "We've gone online, we've done all sorts really and it's just really been there and supported us all the way."

Today, Nutmeg continues to rely on Merret to keep shelves stocked, stores supplied and customers happy, ensuring that every garment, in every size, is available exactly when and where it's needed.

"The Merret system really does enable us to get the best data so that we can make the right decisions for the customer and deliver business growth," concluded Jo Jones, Senior Trading Manager – Stock & Operations Clothing.

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