

 FABLETICS

Drives 20% Sales Lift with
97% On-Floor Availability
and **Inventory Location Precision** within 3 Feet



The Challenges

Operational inefficiencies hindering store performance

Fabletics' retail operations were constrained by manual processes and limited visibility that created friction in the customer experience and store efficiency.

- ▶ **Low inventory visibility**
Frequent "Let me check in the back" delays due to a lack of real-time stock tracking
- ▶ **Unclear stock locations**
Items were hard to find across the floor, drawers and backroom
- ▶ **Static replenishment lists**
Outdated, static processes led to shelf gaps and poor SKU exposure
- ▶ **Manual, time-consuming audits**
Inventory counts consumed up to 12 hours, disrupting floor presence
- ▶ **Slow onboarding**
New hires relied heavily on shadowing and memorization due to a lack of guided workflows.

About

Fabletics is a digitally native activewear brand known for its membership-first model, curated collections and omnichannel innovation. With a strong DTC foundation and over 100 stores globally, the brand delivers a seamless experience across online and retail channels.

Geography: North America & Europe

GreyOrange Solutions: gStore

Deployment Specs

- ▶ **Live in** 74 stores (72 overhead RFID, 2 handheld RFID)
- ▶ **Planned rollout:** 115 + 20 pop-up stores
- ▶ **Hybrid RFID partners:** Keonn overhead readers and Zebra handhelds
- ▶ **Rollout pace:** Up to 20 stores/month

GreyOrange Projected Impact

- ▶ GPS-like location accuracy within 3-4 ft (1m)
- ▶ Improved stock fill rate from 80% to 95-97%
- ▶ Del Amo store saw **20%** sales lift from improved fill rates
- ▶ Eliminated cycle counts, saving hours



The Solution

Intelligent store operations through hybrid RFID + SaaS

The gStore app improved store operations by combining precise RFID tracking with intelligent task management and real-time analytics.

- » **Precise item location:** Associates instantly locate products on the floor or in the backroom, eliminating customer wait times
“gStore tells us what’s missing where and that changed everything.”
- » **Hybrid RFID infrastructure:** Overhead readers and handheld scanners deliver precise, real-time item tracking across all store zones
- » **Intelligent replenishment:** Replaced static, sales-based lists with dynamic, location-driven logic to fill faster and keep shelves ready
- » **Smart tasking and guided workflows:** In-app task prompts enable consistent execution, reducing training overhead
- » **Unified mobile platform:** A single app for scanning, restocking, task tracking and floor readiness
- » **Live dashboards and reporting:** Centralized single source of truth for managers and HQ teams to gain real-time analytics and insights into task completion, inventory health and labor performance



The Impact

Measurable boost in sales and operational efficiency

gStore delivered immediate improvements in customer experience, inventory accuracy and store performance across all key metrics.

- » **Location-driven stock decisions:** Real-time accuracy led to higher fill rates and faster item retrieval, directly improving conversion, including a **20% sales increase** in the Del Amo store
- » **Smarter replenishment execution:** On-floor availability rose from ~80% to 95-97% in key stores, boosting SKU visibility and reducing lost sales
- » **Enhanced operational efficiency:** Real-time inventory visibility eliminated audits, freeing up floor teams for a better customer experience



Our leaders are really looking forward to intelligent replenishment. They’re saying ‘floor compliance’ in their daily language.

- **Josh Quitiquit**
Sr Manager – Retail Inventory



I know exactly where the item is, and I can show it to the customer in seconds.

- Store Associate