

Vintage Clothing company Rokit selects Eurostop's retail solution

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Unique vintage clothing retailer chooses Eurostop systems to ensure seamless stock management between central warehouse, London stores and website.

Eurostop has announced that Rokit Vintage clothing has chosen Eurostop e-rmis, software for their head office stock management and e-manager and e-pos touch software for the retail shops. Rokit has a long established reputation for providing unique vintage clothing with shops in Covent Garden, Camden and Brick Lane. Rokit has invested in Eurostop's retail systems to support its fast turnaround of bespoke 'repurposed' branded designer items to the four London stores from its warehouse. Rokit's unrivalled selection of vintage items caters for Thirties through to 90's fashion and every street style and catwalk trend in between. Using Eurostop's e-rmis head office solution connected to e-pos touch in stores, the team at Rokit will be able to respond to the live sales and stocks to track and manage the lifecycle of all items from selection and merchandising through to sale.

Rokit selected Eurostop systems to replace its existing retail hardware and software systems – the growth of the retailer's business has resulted in over 1million SKUs, which its incumbent systems could no longer manage. Eurostop is also providing additional bespoke development to the warehouse software provided to support the retailer's unique business model. Rokit's management team of vintage experts are all based under one roof in London. In the warehouse hundreds of individual one of a kind pieces are hand selected, prepared and despatched daily to its four London stores and added to the website.

The high functionality of the software and hardware provided by Eurostop and level of support and services were also important factors in the selection, as the Rokit stores are open for long periods, seven days a week.

Phillip Moylan, Sales Manager at Eurostop said; "Like many successful independent retailers, Rokit's business operations require flexible, connected retail systems to enable them to manage the fast paced demand in today's retail market. The management team have extensive retail knowledge but the growth of the business presented the challenge of tracking sales and stock for over a million items. Eurostop is assisting the Rokit team with extensive management reporting, processes and future proofed software".

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NOTES TO EDITORS

About Rokit Vintage Clothing

Rokit is a vintage clothing and designer clothing retailer. Over the past three decades, Rokit has recycled over a million tonnes of discarded clothing and accessories to become the highly regarded regular haunt for style savvy Londoners with a worldwide online audience.

Rokit began with a stall in London's iconic Camden Market in 1986 specialising in vintage denim thrifted from American cowboys. Within a few weeks the stall was exchanged for a two storey shop on the high street and the Rokit vintage brand was born. Three further stores have been opened in Brick Lane and Covent Garden, each bringing Rokit's diverse and unique product range to a loyal band of regular

customers, celebrities and tourists alike.

Rokit's team of vintage experts are all based under one roof in the UK's biggest vintage warehouse. Rokit's unrivalled selection of vintage caters for Thirties through to 90's fashion and every discernible street style and catwalk trend in between. Every item is cleaned and pressed before being added to the web page or sent to store.

The company has also developed its own Rokit Originals Range, a collection of reworked vintage and limited edition statement pieces for the style obsessed & sustainability conscious.

For more information please visit: Rokit (<http://www.rokit.co.uk>)

About Eurostop

With over 25 years' experience, Eurostop provides a range of products and services to help retailers of all sizes in the fashion, footwear and lifestyle sectors manage their business. Founded by retailers Eurostop demonstrates time and again its deep understanding of the issues that retailers face every day.

Eurostop solutions manage EPOS, stock control, merchandise, fulfilment, warehouse picking and packing, and footfall. To ensure that retailers get the best out of the systems and keep on top of their business, Eurostop provides a range of easy to use analysis and reporting tools. Eurostop systems integrate with all the major ERP and e commerce platforms, providing customers with a truly best in class approach.

People use Eurostop's systems in over 30 countries worldwide, and are supported from operations in London, Singapore, Shanghai and Hong Kong. High profile customers include: ANTA, Aquascutum, Erke, FatFace, Help for Heroes, Joseph, Marks & Spencer, Missguided, Pavers Shoes, Pentland Brands Plc, Trespass and many more.

For more information visit: Eurostop (<http://www.eurostop.com>) or contact:

Editors' Contacts

Deborah Loh
Eurostop Limited
Tel: +44(0)20 8991 2700
Email: deborahl@eurostop.com

Andreina West
PR Artistry Limited
Tel: +44 (0)1491 845553
email: andreina@pra-ltd.co.uk