



## Paul Smith Designs Distinctive Omni-Channel Growth Strategy With Manhattan Associates

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LONDON and ATLANTA, April 22, 2015 (GLOBE NEWSWIRE) -- [Manhattan Associates, Inc.](#) (Nasdaq:MANH) today announced that iconic, global fashion brand Paul Smith has selected Manhattan's Supply Chain Commerce Solutions to optimize order fulfillment across its international omni-channel retail operations and to drive business growth.

From opening its first store in England in 1970 to managing a global enterprise across six continents today, Paul Smith represents the quintessential international, omni-channel fashion company. To help deliver on its brand promise and to keep pace with customers' rising service expectations across the globe, Paul Smith identified the need for a proven, world-class supply chain commerce platform to optimize its fulfillment operations and drive service level improvements for its stores and customers. With ambitions to continue expanding its commerce footprint, the retailer also recognised it needed a scalable solution that would enable growth for many years to come.

James Horsley, Finance director at Paul Smith, commented, "With the continued business growth we expect in the years ahead, the selection of a market-leading supply chain commerce solution had become a prerequisite for our business strategy. Manhattan's technology will give us better visibility of inventory and will help us ensure product availability for our customers. It will also give us flexible fulfillment options and will drive efficiency enhancements across our UK and global distribution operations. All of this is key to our long term business success."

Paul Smith selected Manhattan based on its 25-year success working with many of the world's leading fashion brands, and its vision for the future of commerce technology. The Manhattan solutions will replace Paul Smith's legacy supply chain systems and will complement the business's other enterprise systems.

Craig Sears-Black, UK managing director at Manhattan Associates, added, "Our platform will create exceptional value: it will help Paul Smith deliver on its customer service, distribution efficiency and business growth goals. We look forward to playing an important role in the next phase of the Paul Smith global success story."

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### About Paul Smith

In business for over 40 years, Paul Smith is today a truly global, multi-channel business. The retail network spans Europe, Middle East, Asia and America and includes showrooms in key locations such as London, Paris, Milan and New York. The collection is wholesaled to 71 countries and promoted via the company's strong online presence. For more information, please visit [www.paulsmith.co.uk](#).

### About Manhattan Associates:

Manhattan Associates makes commerce-ready supply chains that bring all points of commerce together so you're ready to sell and ready to execute. Across the store, through your network or from your fulfillment center, we design, build and deliver market-leading solutions that support both top-line growth and bottom-line profitability. By converging front-end sales with back-end supply chain execution, our software, platform technology and unmatched experience help our customers get commerce ready—and ready to reap the rewards of the omni-channel marketplace. For more information, please visit [www.manh.co.uk](#).

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