



## Lilly Pulitzer Lights Up Customer Experience with Omni-Channel Capabilities

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### Retailer Selects Manhattan Associates Point-of-Sale, Mobile Applications

ATLANTA, May 14, 2015 (GLOBE NEWSWIRE) -- Prints tell a story, and [Lilly Pulitzer](#) has something to say. The iconic women's apparel brand and retailer not only lights up a wardrobe, but soon it will also brighten its customers' shopping experience with [Manhattan Associates, Inc.'s](#) (Nasdaq:MANH) [Point-of-Sale](#) (POS), [Clienteling](#), [Store Inventory Management](#) and [Tablet Retailing](#) applications. Additionally, Lilly Pulitzer will implement Manhattan's [Warehouse Management System](#) (WMS) to optimize its warehouse operations and deliver measurable return on investment.

Combined with Lilly Pulitzer's previous implementation of Manhattan's [Enterprise Order Management](#) and Store Fulfillment solutions, the new POS, Clienteling, Store Inventory Management, Tablet Retailing and WMS implementations will form the backbone of its Commerce-Ready Enterprise.

With Manhattan Associates' technology, Lilly Pulitzer store associates can access enterprise-wide inventory and rich customer data from their mobile devices—and gain the ability to:

- Facilitate highly personalized interactions using a 360-degree view of customer transactions for better customer service.
- Complete transactions anywhere from the store floor through a wide range of payment methods, including EMV, NFC, Apple Pay and more.
- Sell items in the store and enter “save the sale” orders with a single swipe transaction.
- Deliver product finders, look books, interactive demos, multimedia content and documentation through tablets on the show floor.

Lilly Pulitzer Chief Information and Logistics Officer Keary McNew will discuss the retailer's omni-channel strategy when he takes the main stage at Manhattan's highly anticipated [Momentum 2015](#) on Monday, May 18.

“We are focused on making our products seamlessly available to our loyal customers through any channel they choose,” said McNew. “Technology continually revolutionizes the way Lilly customers shop—raising the bar for how we deliver a customer experience that is as appealing, informative and economical as it is meticulous and efficient.”

“It is imperative that retailers have the competency to see a complete, omni-channel view of the customer and any unit of inventory across the entire network, while effortlessly handling cross-channel transactions, such as returns and exchanges,” said Brian Kinsella, vice president, product management, Manhattan Associates. “We are thrilled to work with an iconic brand like Lilly Pulitzer and a visionary IT team led by Keary.”

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#### About Lilly Pulitzer

Lilly Pulitzer designs and distributes apparel and accessories for women, children and men. It all started 50ish years ago with a simple shift dress in Palm Beach, Florida. Today, Lilly Pulitzer provides a collection of modern resort wear inspired by the authentic Palm Beach lifestyle. Lilly Pulitzer can be found online and in 30 company-operated retail stores, over 70 Signature Stores and major department stores nationwide. For more information, please visit [www.lillypulitzer.com](#). Sugartown Worldwide LLC d/b/a Lilly Pulitzer is a wholly owned subsidiary of [Oxford Industries, Inc.](#) (NYSE:OXM).

#### 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.com](#).

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