

How Mavi increased revenue by 9.6% with invent.ai's inventory optimization solutions

Key Results

9.6%

more revenue

10.6%

gross margin gain

Solutions

Allocation
Replenishment
Transfers
Markdowns

Background:

Leading global denim brand with complex inventory needs

Mavi is a leading premium denim brand operating in 33+ countries, known for its stylish, high-quality clothing and strong international presence. With operations in US, Canada, Germany, Russia, Australia and Turkey, Mavi sells its products across a network of 439 stores and over 4,500 points of sale. The company is recognized for its wide selection of denim products, which it offers through a combination of retail stores, department stores and online platforms.

mavi

Case Study

About Mavi

Number of employees: 4,060

Number of stores: 439

Number of points of sale: 4,500



Invent.ai delivers speed to value, understands our operational constraints and uniquely tailors their inventory optimization solutions to meet our needs.

Sinan Sefai
Chief Sourcing and Supply Chain Officer
Mavi

Challenge:

Balancing inventory and demand across multiple regions

Mavi faced challenges in balancing inventory optimization across multiple locations, including managing stock levels to increase availability and reduce lost sales. As a global retailer, Mavi struggled to maintain an efficient allocation system across different store sizes and product types, especially as demand fluctuated across regions and seasons. Traditional methods were no longer able to support Mavi's growing business, which required a more intelligent approach to inventory and markdown management.

Mavi needed an agile inventory management system that could enhance product availability, optimize revenue and support flexible allocation management. With the growing complexity of their global operations and expanding product offerings, Mavi sought a solution that could provide inventory visibility and control markdowns and replenishment strategies.

The company needed a solution that would reduce manual intervention, improve forecast accuracy and provide real-time insights into product demand. Mavi also wanted to enhance its revenue by optimizing product allocation and replenishment, ensuring that stores were consistently stocked with the right products in the right quantities.



Solution:

AI-powered allocation, replenishment, transfer and markdown optimization

After evaluating several technology providers, Mavi partnered with invent.ai, leveraging its AI-powered inventory optimization solutions. Mavi implemented invent.ai's suite of solutions, including Allocation Optimization, Replenishment Optimization, Transfer Optimization and Markdown Optimization, to improve inventory planning and decision-making across its retail network.

Invent.ai's solutions leverage advanced AI-driven algorithms to make over 20 million inventory decisions daily, considering factors like sales history, store-specific KPIs, product attributes and future events (e.g., special promotions, holidays). The system was customized to address Mavi's unique needs, including size and color replenishment at a granular level to integrate seamlessly with Mavi's existing infrastructure. The implementation was smooth with quick adaptations to data transitions and internal processes. Mavi also benefited from invent.ai's flow-through allocation model, which reoptimizes store-size forecasts as new shipments arrive—accelerating product distribution and reducing warehouse backlogs.



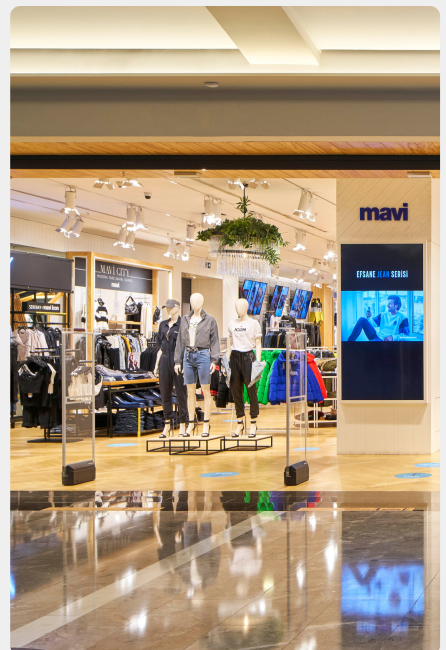
Results:

Revenue growth and enhanced inventory efficiency

The implementation of invent.ai's AI-powered solutions delivered impressive results for Mavi, improving revenue and operational efficiency across its stores. Key outcomes included:

- ✚ **9.6% increase in revenue**, driven by better allocation and more accurate inventory positioning
- ✚ **10.6% improvement in gross margin**, achieved through optimized markdown strategies
- ✚ **Significant reduction in lost sales**, as AI minimizes stockouts across store locations
- ✚ **Higher product availability**, ensuring customers find the right items in the right sizes and colors
- ✚ **Improved operational efficiency**, reducing manual planning and enabling faster data-driven decisions
- ✚ **Fewer unnecessary markdowns**, cutting discounting costs and preserving brand value

With these results, Mavi is now exploring additional ways to enhance its retail operations, including further advancements in inventory optimization and planning. Through its partnership with invent.ai, Mavi is well-positioned to continue growing and achieving its business goals, while maintaining a focus on delivering high-quality products to customers.





About invent.ai

Invent.ai is a multi-agentic AI-decisioning platform that enables retailers to turn data into real-time decisions and automated actions across inventory, pricing and merchandising. Powered by a multi-agentic AI architecture, the platform predicts outcomes, refines strategies and executes merchandising decisions at scale —driving measurable sales, revenue and margin performance. By combining advanced AI with deep retail expertise, invent.ai helps retailers across the globe navigate dynamic markets, improve operational efficiency and achieve sustainable financial outcomes.

Invent.ai is recognized in the Gartner® Market Guide for Retail Forecasting, Allocation and Replenishment Solutions and for Retail Unified Price, Promotion and Markdown Optimization Applications – Short Life Cycle. The company has also received the RetailTech Breakthrough Awards' Customer Experience Award, SupplyChainBrain's Great Supply Chain Partner recognition and Supply & Demand Chain Executive's Top Supply Chain Projects award. With SOC 2 and ISO 27001 certifications, invent.ai ensures security and data protection across all AI-powered solutions.



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