

# Thomas Pink Truly In The Pink

thanks to new key performance indicators from Synovate Retail Performance

## The Client

It's a little known fact that the phrase 'in the pink' comes from the up-market 18th century Mayfair tailor Thomas Pink who made the very best hunting coats. The expression 'hunting pink' for a coat which is actually red is also thought to be a reference to this most talented man.



The company he inspired, founded in 1984, is now part of the mighty LVMH (Moët Hennessy - Louis Vuitton) Group. It most recently reported turnover is 16.5 billion euros and it has 71,000 employees worldwide. Its brands include the cream of the most prestigious on the planet including Louis Vuitton, Loewe, Givenchy, Christian Dior, TAG Heuer, Ebel, Zenith, Moët & Chandon, Dom Perignon, Veuve Clicquot Ponsardin, Krug, Hennessy and Chateau d'Yquem. Today, Thomas Pink is the fashionable shirt, tie and accessory maker with branches from Jermyn Street in London to Madison Avenue, New York where it boasts the world's largest shirt store, as well as Brussels, Paris, Boston and San Francisco. The company has also opened a women's only store called, appropriately, Pink Woman in Sloane St. Knightsbridge.

Thomas Pink's reputation for quality derives not only from its superb choice of fabrics and its unfailing attention to detail in the craftsmanship, but also from its relentless pursuit of excellence in its service to customers.

## The Reason

Part of that relentless pursuit is where leading customer counting and analysis company Synovate Retail Performance comes in. It has installed state of the art customer

counting and tracking equipment in several Thomas Pink stores, with more planned. Synovate was mindful of the fact that the Thomas Pink stores are incredibly well appointed and so the company went out of its way to ensure that its systems matched the Thomas Pink style - including having brass fittings specially made. The installations and the resulting data analysis are designed to give the company vital new Key Performance Indicators.

## The Benefits

Thomas Pink Sales & Marketing Director takes up the story: "At Thomas Pink we are highly focused on serving our customers to the best of our abilities. This means we must understand our demand patterns and that's where Synovate comes in. We can break down our retail traffic data into half hour segments and compare it to sales data, staff stretch and new promotions in order to see how well we are meeting the needs of both our customers and our targets. To that end, we have Synovate construct weekly league table reports with comparisons of sales versus traffic versus conversion rates. These reports are now a vital, mission-critical business tool, enabling constant fine tuning and improvement of our offer."

## The Conclusion

Says Dominic McGuinness, Commercial Director at Synovate Retail Performance: "We are delighted to welcome this fashionable yet timeless part of the LVMH Group to our customer portfolio. Thomas Pink recognised the need for a professional solution to its need for constant improvement in serving its customers and it naturally came to the market leaders."

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