

TODD SNYDER X QUIET:
A TRANSFORMATIVE PARTNERSHIP

Game-Changing Logistics Makeover

The Challenge: Rapid Growth, Strained Logistics

Between 2019 and 2021, Todd Snyder's volume surged 70% year-over-year. While a clear sign of the brand's growing popularity, this expansion exposed areas for improvement in their logistics infrastructure. As Kelli Royle, VP of Planning and Allocation, explains, "We faced shortcomings when it came to DC operations. The warehouse setup couldn't support the pace and complexity of our growing operations."

Peak seasons, especially the holidays, highlighted these inefficiencies, leading to routine backlogs and delays that impacted customer satisfaction. "Backlogs were routine every year," Royle adds, emphasizing the operational strain.

Quiet's Game-changing Approach

In 2023, Todd Snyder partnered with Quiet to address these challenges. Quiet, with its deep understanding of apparel logistics, was uniquely positioned to provide the scalability and flexibility Todd Snyder required.

Quiet's scalable solutions allowed Todd Snyder to manage seasonal spikes and complex inventory with ease, significantly improving operational efficiency.

A particularly noteworthy achievement was Quiet's handling of garment-on-hanger logistics, which was essential for Todd Snyder's suiting and tailoring lines. Quiet's expertise in this niche area showcased its adaptability and commitment to meeting Todd Snyder's specific needs.



Todd Snyder, a prestigious menswear brand under the American Eagle Outfitters umbrella, has earned a reputation for blending American heritage with modern style. With a dedicated following, the brand has experienced significant growth, particularly during the pandemic years. However, this expansion brought challenges, notably within their logistics operations, requiring a strategic shift to keep pace with demand.

"2021 was the big leap year for Todd Snyder—exploding from modest growth to a \$100M+ brand!"

Kelli Royle, VP of Planning and Allocation, Todd Snyder

Exceeding Expectations Through Innovation

Quiet's commitment to innovation has been a cornerstone of the partnership. With the introduction of Quiet's freight program, Todd Snyder gained enhanced visibility into shipping costs and the ability to automatically select cost-effective carriers. This tech-driven approach resulted in a \$3 reduction per package.

Moreover, Quiet's dedication to clear, proactive communication—through tools like Slack for real-time support and the provision of dedicated account managers—helped foster a close-knit, collaborative partnership.

A Path Forward with Quiet

Following the shift to Quiet, Todd Snyder expanded confidently into new markets across the West Coast and Middle America, free from logistical constraints. "It's been a monumental year. We exceeded forecasts and maintained exceptional service levels throughout peak times," shares Megan Casteel, Senior Director of Supply Chain & Trade Management at Todd Snyder.

Quiet's deep understanding of Todd Snyder's operations, combined with its tailored solutions, has enabled the brand to not only resolve previous logistical challenges but also exceed its goals. Todd Snyder continues to evolve, with Quiet supporting the brand's sustainable growth.

As Todd Snyder continues to grow, Quiet remains an essential partner, helping the brand navigate expansion, refine inventory strategies, and ensure long-term success.



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Quantifiable Improvements with Quiet

11% **REDUCTION** in refund requests year-over-year

32% **DROP** in cancellation requests year-over-year

174% **DECREASE** in shipping status requests year-over-year

11% **INCREASE** in customer satisfaction year-over-year

6% **SURPASSED** customer satisfaction goals

"The partnership with Quiet has been nothing short of transformative," **says Todd Snyder himself.** "Their strategic insight and unwavering support have empowered us to grow confidently and focus on continuing our brand's upward journey."