

ASSORTMENT PLANNING

Line plan at option, size and channel — **from demand.**

Options, depth and newness sized to the real demand curve — not last-season silhouettes with new colours.

THE NUMBER

Per option

Line plans built at option x size x channel level from demand — not last year copied over.

WHAT'S INSIDE

- 01 Line plan at option x size x channel from real demand.
- 02 Store archetype clustering — mall, flagship, outlet, boutique treated distinctly.
- 03 Cluster-inherited size curves for new styles. No manual splits.
- 04 Drop cadence tuned to customer re-engagement, not a static calendar.

THE APPROACH

Range built from demand, not from last year.

Assortment planning at most brands still starts with last season's line copied over and re-coloured. It skips the two questions that actually decide the season: how many options, at what depth, in what size curve, per channel. Tightly's assortment surface builds the plan at option x size x channel from demand — with store archetype and channel mix as first-class inputs.

Plan / Assortment · in-season moves
● Live

TIA'S MOVES · TRADING THE SEASON
5 proposed


Yarrow Dungaree	+14%	Double down	reorder \$44k
Margot Tee	+6%	Double down	add colour
Fern Rib Crew	+2%	Hold	in plan
Posy Knit	-4%	Slow	defer drop
Birch Dungaree	-9%	Exit	clear stock

Approve to update the plan for the rest of the season.
Approve moves

Live product surface — the line plan at option x size x channel, with the agent proposing which options to add, deepen or drop.

WORKED EXAMPLE

A colour-cosmetics brand planning a 40-option SS26 range — last season's line copied over and re-shaded, with no read on depth per channel.

<p>BEFORE</p> <p>Line built from Last season</p> <hr/> <p>Option count Guessed</p> <hr/> <p>Shade curve Manual split</p> <hr/> <p>Channel depth Blended</p>		<p>WITH TIGHTLY</p> <p>Line built from ✓ Demand</p> <hr/> <p>Option count ✓ Modelled</p> <hr/> <p>Shade curve ✓ Cluster-inherited</p> <hr/> <p>Channel depth ✓ Per-channel</p>
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The range gets built at option x shade x channel off real demand. Twelve slow options come out, six proven heroes get more depth, and the shade curve on the new launches inherits from their cluster instead of a flat split. Newness lands when customers actually re-engage, not on a static calendar.

WHAT IT DOES

- ✓ **Demand-sized options**
Options, depth and newness sized to real demand, per channel.
- ✓ **Store clustering**
Doors don't trade the same. The plan respects that, at archetype level.
- ✓ **Size-curve inheritance**
New styles inherit from their cluster. No manual size splits.
- ✓ **Drop cadence**
Newness lands when the customer actually re-engages, not on a static calendar.

WHAT OPERATORS SAY

“We stopped building the range by copying last season and re-shading it. The line plan comes off real demand now, option by option, and each channel finally gets depth that matches how it actually sells.”

 **Director of Demand Planning**
Colour cosmetics · scaling past \$500M · US

WHERE IT FITS IN YOUR STACK



Assortment reads the demand forecast and channel mix across site, marketplace and wholesale (Shopify, BigCommerce, Square, plus eBay, Etsy and social commerce), with product and cost master data from your ERP (NetSuite, SAP, Microsoft D365). It publishes the line plan straight to open-to-buy and allocation on the same platform.

SECURITY & TRUST



Enterprise posture from day one.

Enterprise posture from day one — designed for retail and DTC data governance, not retrofitted on top of a startup stack.



SOC 2
Certified



GDPR + CCPA
Compliant



SSO / SAML
Okta · Azure AD · Google



Encryption
AES-256 at rest · TLS 1.2+ in transit



Uptime target
99.9%



API
REST · fully documented

TALK TO US

Bring a category. We'll run the line-plan through the model and show what would change — real SKUs, real doors, real numbers.

[Book a demo · tightly.io/demo](https://tightly.io/demo)

[See product tour · tightly.io/platform](https://tightly.io/platform)