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ACCELERATING THE WHOLESALE
SALES & BUYING PROCESS

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improving your sales team with threadvine

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“Don’t be passive,” are a few words of advice to apparel industry sales representatives from Ross West, Founder of Threadvine and Vice President at CGS. “As a sales rep,” West suggests, “if you’re waiting for your customer to call and place an order, or log-on to some third party site and *hopefully* enter an order, you’ll probably wait a long time.” Threadvine, by contrast, can make sales go substantially faster.

Originally envisioned by West as a fast and simple solution for creating linesheets for showrooms and independent reps, Threadvine quickly proved its true value at the enterprise level. The first company to sign with Threadvine was Komar Brands, one of the largest licensee manufacturers of intimates and sleepwear. As Threadvine continued to expand, it was acquired by CGS in 2012, and now has clients from hundreds of brands, including Nicole Miller, Adrianna Papell, Carmen Marc Valvo, Teri Jon, Amsale, Silver Jeans, Tea Collection, Gore Apparel, ViX Swimwear and many others.

Established brands see the advantages of Threadvine’s all-in-one sales toolbox. “Nicole Miller has been using Threadvine for five years,” says West. “It’s ‘how they sell.’ When you talk to their buyers, they’ll tell you the Nicole Miller reps are the best in the business.”

A dynamic sales tool that allows clothing wholesalers to visually engage buyers with image-rich emails linked to a brand-

ed portal for order entry and order status, Threadvine is a CGS application and part of the BlueCherry suite of solutions. “Images sell,” explains Threadvine Account Executive Daniella Platt. “Retailers are strategic and love visuals. Threadvine allows brands to showcase the correct price points, imagery, professionalism and reliable data regarding availability.”

Designed for brand managers, representatives, designers and customer service personnel, Threadvine allows wholesalers to reach customers on whatever device they use — from computers to tablets and smart phones. Cloud-based, Threadvine is a hosted service that offers a continually current platform with 24/7 access from anywhere. Customized sites mirror the brands’ crafted professional images. Threadvine is also a private platform, with the brands maintaining invitation-only access for who can view their collections. In addition, brands have the advantage of tracking what these invited buyers see and when they see it.

“As one of the first users of Threadvine in 2010, before working for the company, it became a part of my daily sales process,” shares now Threadvine Account Executive Jennifer Terrone. “Before Threadvine, availability reports with images was a manual process which took hours and resulted in a less-than-presentable presentation. Threadvine allowed me to create availability reports and market recaps in minutes versus hours. Buyers love the custom presentation.”

Other wholesale fashion systems have sought to achieve the same sort of visual bond Threadvine creates. Yet giant PDFs or image files that these competitors attach to their emails often frustrate users with their extended download times. Threadvine uses a different approach, generating emails on the fly with previews and links to images instead of attachments. This speeds up the viewing process immensely, eliminating the frustration of slow downloads and keeping buyers actively engaged from first look until the order is made. In addition, Threadvine has the added advantage of tracking when a buyer opens the sender’s email and looks at the featured items. This alerts the sales reps to the most opportune time to reach out to a buyer.

Buyers today are attending fewer runway and trade shows for their first look at the latest styles and designs. Instead, they rely on digital images to preview collections. Threadvine takes advantage of this development by instantly putting product images in front of buyers along with vital information such as pricing, availability and suggested order quantities. This keeps buyers’ focus squarely where it needs to be — on the seller’s brand. “Threadvine is a conduit to place a brand’s image center stage in front of buyers and enhance sales cycles in today’s fast-paced, digital environment,” says Platt. “People buy from people. Threadvine enables this flow.” Threadvine provides clients with six simple, essential functions:



Ross West, Xiomara Rozon, Jennifer Terrone, Cristina Polo, Daniella Platt and Neil Dorman

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- Rapid creation of customized linesheets with selected styles. Clients drag and drop to create linesheets, market recaps, hot sellers, availability, close outs and more.
- Instant sharing of product images, pricing and other essential information with buyers. Clients can proactively engage retailers around the world and outside of business hours with mid-season and at-once merchandise.
- Seamless transition from selling to order placement. Buyers move effortlessly from creating merchandise plans with sales reps, reviewing product images and ordering with the click of a mouse.
- Fingertip access to accurate inventory in real time. Clients see what they have available-to-sell and know what inventory they can move. Brands save money by keeping less in the warehouse and more product in front of buyers.
- Integration with existing systems.


Designed from the ground up to work in harmony with other systems, Threadvine integrates via Web Services, Flat Files, EDI or a combination of all three.

- Easy oversight of the sales organization. Management enjoys clear visibility and control of day-to-day sales activity.

Paul Magel, President of Application Solutions at CGS, is proud to offer Threadvine as part of CGS’s suite of products. “The ability to integrate Threadvine into an existing system allows our clients to seamlessly manage their entire concept-to-consumer product lifecycle, streamline processes, gain visibility, reduce costs, increase productivity and enhance their competitiveness,” said Magel. “Providing complete, end-to-end industry solutions is at the heart of what we do at CGS.”

Other BlueCherry offerings include Prod-

uct Lifecycle Management, Supply Chain Management, Shop Floor Control, Warehouse Management, Business Intelligence, Electronic Data Interchange and more.

Whether wholesalers take advantage of Threadvine as a standalone sales tool or one that fully integrates with their systems — where users can typically configure a Threadvine site with real time availability and order status within minutes — West observes, “The most successful users are instantly responsive and make it as easy as possible for buyers to place an order.” They’re also “proactive,” just like Threadvine. 

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