



CUSTOMER STORY

How La Vie en Rose Cut Order Processing Time **32%** as Peak-Season Online Orders Grew **55%**

with Tecsys' order management system, a model built
for global scale





Overview

Boutique la Vie en Rose Inc. is a Canadian retail leader in lingerie, swimwear and loungewear, with roughly 400 boutiques across Canada and more than 110 additional stores in 19 countries. When peak-season demand outgrew its homegrown order management system, la Vie en Rose turned to OrderDynamics to process orders in real time, protect inventory accuracy and support its store-led omnichannel strategy.

CUSTOMER

Boutique la Vie en Rose Inc.

INDUSTRY

Retail — lingerie, swimwear and loungewear (also owns the Bikini Village banner)

LOCATION

Montreal, Canada

SCOPE

5,875 employees; approximately 400 boutiques across Canada, plus 110+ stores in 19 countries

TECSYS SOLUTIONS

Tecsyes' OrderDynamics® (order management system)

“We fulfilled orders faster and showed more available inventory because we had more accuracy. We tuned thresholds and regions through August and September, and we were ready for Black Friday and Cyber Monday. It was a great success.”

Éric Champagne
CIO, la Vie en Rose

The vision

Black Friday didn't break la Vie en Rose's legacy order management system, but it exposed a constraint the business could no longer afford to tolerate. At peak, the retailer's homegrown OMS could only process about 300 transactions per hour, even as demand continued to climb. Orders would come in faster than the system could handle them, pushing transactions into a growing queue. As that backlog built, products appeared available online after they had already sold, and stores were asked to fulfill orders for items that were no longer there. Customers waited, then canceled. For a promotion-heavy retailer, that put revenue and customer trust at risk on the days that mattered most.

The stakes were higher because roughly 400 stores drive about 90% of la Vie en Rose's revenue, and any promise made online had to hold up when a store tried to fulfill it.

“We'd have three, four, five thousand transactions sitting in the queue. Stores couldn't find the inventory because it wasn't available anymore. It created a big problem.”

Éric Champagne
CIO, la Vie en Rose

Why Tecsys

As Éric Champagne, la Vie en Rose's CIO, evaluated the OMS market, the differences that mattered most were structural. La Vie en Rose wanted a flexible, out-of-the-box system that covered the majority of its roughly 600–700 documented requirements, avoiding the long-term burden of custom development, and one complete enough to execute complex routing decisions and support real-time inventory confidence across the business. After scoring vendors against the full requirement set, OrderDynamics came out on top.

The solution

La Vie en Rose set five non-negotiable requirements for its new OMS: SKU-level inventory thresholds so the system never promises what it can't fulfill; regional routing logic to avoid shipping across the country when closer inventory existed; capacity for more than 2,000 transactions per hour at Black Friday-level demand; a SaaS foundation with strong SLAs and full API support; and clean point-of-sale integration, including tax calculation and promotion-heavy baskets.

OrderDynamics met that bar, and the go-live was built around protecting store execution. Rather than asking associates to learn a second system, la Vie en Rose kept store staff anchored in the POS experience they already used, with OrderDynamics orchestrating decisions and syncing data behind the scenes. By May 2025, la Vie en Rose had moved onto the new OMS and met its core launch requirements: stability and continuity for stores.

“The system worked. Orders went through. We didn't lose a single transaction in the transition.”

Éric Champagne
CIO, la Vie en Rose

The results

- **Faster, more accurate order processing**

When orders sit unprocessed, inventory data becomes unreliable, and customers can be promised products that have already sold. With stronger visibility after the transition, la Vie en Rose can make more reliable promises at checkout, turning accurate inventory into a selling advantage.

- **Inventory you can trust**

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- **Smarter, lower-cost fulfillment**

La Vie en Rose can now prioritize speed over rigid, cost-driven consolidation patterns, cutting unnecessary shipping cost and delay across the network.

- **More online volume at peak**

Online orders rose 55% year over year during the November-December peak, as a stronger order management foundation let la Vie en Rose execute a more aggressive web strategy at its most important time of year.

Looking ahead

Champagne views the OMS as a foundation for continued tuning. With the biggest constraints removed, the next opportunity is carrier strategy: with better control over orchestration, inventory and fulfillment decisions, la Vie en Rose can look more closely at how it ships orders, which carriers it uses and where it can reduce cost while protecting delivery speed.

Discover how Tecsys helps retailers modernize order management without disrupting the in-store experience that drives their business.

About Tecsys

Tecsys is trusted by mission-critical organizations in healthcare and distribution to power resilient, efficient and secure supply chains. A global provider of cloud-based, AI-driven software with deep domain expertise, Tecsys delivers real-time operational visibility and execution across critical workflows when performance and reliability matter most. Tecsys is publicly traded on the Toronto Stock Exchange (TSX: TCS).



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