

Avery Dennison × TagID × Style Union

How Style Union turned inventory intelligence into competitive advantage

Case study





About Style Union

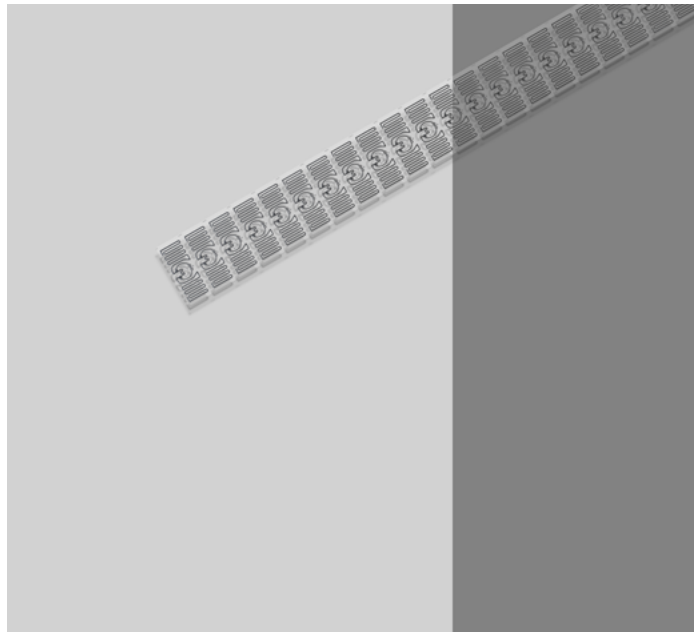
Style Union is India's first fully RFID-enabled fashion retailer, offering trend-led, affordable apparel and accessories for men, women and kids. Established in 2022 with a clear vision of scalable, technology-driven retail, the brand has grown rapidly into one of India's fastest expanding fashion retailers, serving a diverse and value conscious consumer base across a growing network of stores. Committed to getting the fundamentals right from the very start, Style Union embedded end-to-end RFID infrastructure at the core of its operations, ensuring exceptional inventory accuracy, supply chain visibility, and a seamless customer experience. This technology-first approach has not only powered the brand's rapid expansion but also set a new benchmark for how modern fashion retail should be built in India.

The partnership between Avery Dennison, TagID Solutions & Style Union

In pursuit of scalable, data-driven retail operations, Style Union identified two specialist partners in TagID Solutions and Avery Dennison, who could match its ambition and deliver at speed. Since 2022, the three organisations have worked together to establish India's first end-to-end RFID deployment in fashion retail, spanning suppliers, distribution centres, and every retail store in the Style Union network. This partnership has significantly improved Style Union's operational efficiency, inventory accuracy, and customer experience, laying a strong foundation for the brand's continued growth.

Supply chain optimization:

Achieving real-time visibility from supplier to store



The challenge

For a fashion brand scaling rapidly across multiple locations, supply chain accuracy is everything. Without item-level visibility, inbound processes at the warehouse are slow and error-prone, stock audits consume days of staff time, and transfer operations between stores and warehouses rely on manual, line-of-sight barcode scanning that creates bottlenecks at every step. As the store network grows, these inefficiencies compound, making it increasingly difficult to maintain accurate stock records and respond to demand in real time.

The solution

Avery Dennison's AD Miniweb and India-market-specific AD Cobra RFID inlays are applied at source across more than 100 suppliers, giving each individual item a unique digital identity before it leaves the manufacturing facility. The AD Cobra is specifically engineered for Indian operating conditions, with ETSI frequency tuning for maximum read accuracy across Style Union's supply chain. TagID Solutions' TagSmart platform connects this item-level data seamlessly across the entire logistics network, enabling automated inward and outward processes, accurate ASN creation, and fast bulk scanning for stock transfers.

Implementation

Source tagging	Avery Dennison's AD Miniweb and India-market-specific AD Cobra inlays are embedded or attached to retail items at source across 100+ suppliers, establishing item-level visibility from the point of origin. This is the foundational step for all downstream value chain benefits.
Vendor-level scanning & advanced shipping notification (ASN¹)	Scanning at the vendor level enables accurate Advanced Shipping Notification (ASN) creation, driving high confidence in inventory data and reducing goods receipt variance at the warehouse to less than 2%.
Automated inwards & outwards	Warehouse processes are automated using Avery Dennison RFID data, enabling fast and accurate dispatch. The key operational metric achieved: dispatch within 24 hours of receipt.
Warehouse stocktakes	Inventory audit times are drastically reduced from 7 days to under 1 day, ensuring highly accurate distribution centre stock records in near real-time.
Stock transfer operations	Unlike traditional barcodes that require one-by-one line-of-sight scanning, Avery Dennison RFID-enabled bulk scanning allows staff to process entire cartons of garments in seconds without opening the box, saving significant time on store-to-store and store-to-warehouse transfers.

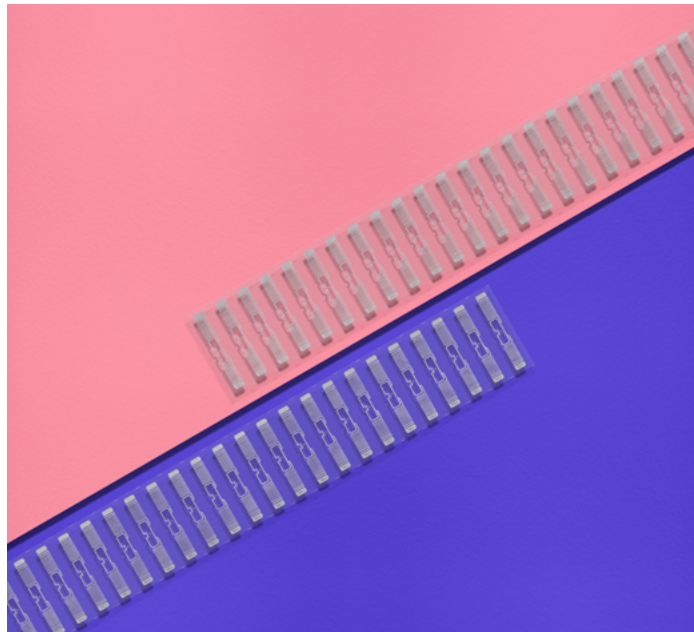
¹ ASN creation is the step that converts a physical shipment into a digitally verifiable, auditable transaction. Avery Dennison's RFID technology makes this accurate, instant, and scalable.

The results

- Warehouse stock audit times reduced from 7 days to under 1 day
- Goods receipt variance at the warehouse reduced to less than 2%
- Dispatch consistently achieved within 24 hours of receipt
- Entire cartons processed in seconds without manual unpacking
- Full supply chain visibility established from 100+ supplier sources

Smart in-store operations:

Faster checkout, higher accuracy, better customer experience



The challenge

Item-by-item barcode scanning is a slow, error-prone process that creates bottlenecks across in-store operations. Long queues at checkout frustrate customers during peak hours, while manual stock counts consume days of staff time and still fall short on accuracy. For a brand like Style Union, where omnichannel fulfillment and real-time stock visibility are non-negotiable, these gaps directly impact both customer satisfaction and business performance.

The solution

Avery Dennison's RFID technology transforms every touchpoint of the in-store experience. Incoming shipments are instantly verified against the ASN, store-wide stock takes that once took days are completed in hours, and RFID-based checkout replaces slow barcode scanning with bulk processing at the point of sale. The result is a faster, more accurate, and more customer-friendly store operation.

Implementation

Inwards at store	Avery Dennison RFID scanning instantly verifies incoming shipments against the ASN, eliminating manual errors and accelerating the process of moving product to the shop floor.
Stocktake (store-wide)	Full store inventory audits are completed in hours rather than days, delivering 98%+ stock accuracy and real-time visibility essential for omnichannel fulfillment across India's fast-growing instant retail market.
Point of Sale (POS)	RFID-based checkout powered by Avery Dennison inlays speeds up billing and reduces customer queues, directly improving the shopping experience and eliminating congestion at the counter during peak hours.

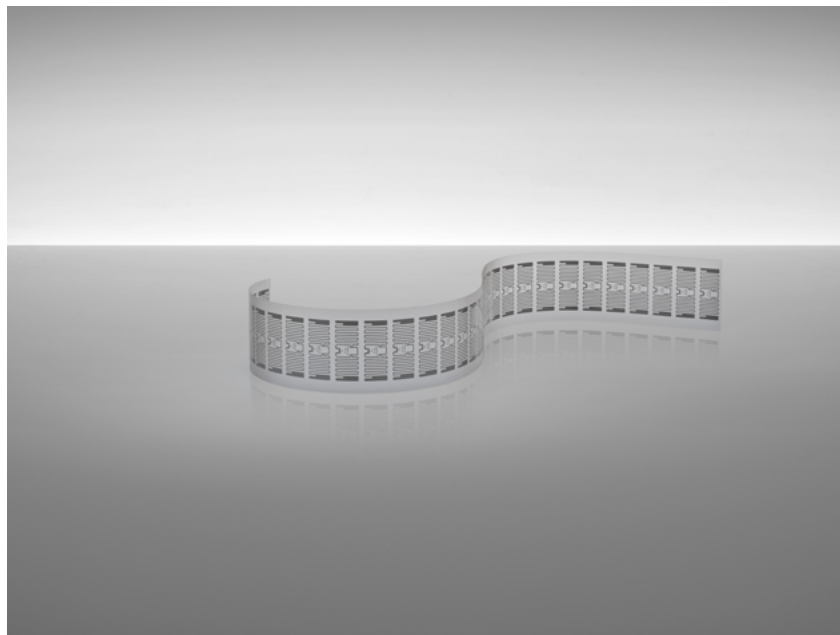
The results

- Stock accuracy of 98%+ across all stores
- Store fulfillment rates at 99%+
- Daily in-store replenishment enabled with an inventory turnover of 5x annually, compared to the 2–3x typical of traditional value fashion retailer
- Stock-out rate reduced to just 2%
- 30% lower inventory holding compared to the average inventory-to-sales ratios reported by listed fashion peers
- Significantly reduced customer waiting times at checkout



Intelligent loss prevention:

Reducing shrinkage and unlocking strategic retail insights



The challenge

Shoplifting and inventory shrinkage remain persistent challenges for fashion retailers, and conventional EAS security systems offer limited visibility into how, when, and what is being stolen. At the same time, fitting rooms represent a significant blind spot in understanding customer behavior. Without data on what customers try on versus what they buy, assortment and placement decisions are made on incomplete information, limiting the brand's ability to optimize for conversion.

The solution

Avery Dennison’s item-level RFID data is deployed beyond operations to tackle shrinkage and generate strategic intelligence. RFID-enabled exit gates automatically detect unpaid items, while RFID tags in fitting rooms capture try-versus-buy data that feeds directly into merchandising decisions. Together, these applications turn every Avery Dennison-tagged item into a source of actionable insight.

Implementation

Anti-theft (EAS Integration)	Avery Dennison RFID-enabled exit gates automatically detect unpaid items, acting as a highly effective anti-theft system. Unlike traditional EAS systems, this solution provides precise data insights into shoplifting methods, product types, quantities, and timing, enabling smarter and more proactive loss prevention across the store network.
Trial room analytics	Avery Dennison RFID tags capture try-versus-buy data in fitting rooms, providing unique insights into customer preferences and helping to optimise product placement and assortment. This capability is particularly valuable in India’s fast-moving value fashion segment, where conversion rate and sell-through are critical to profitability.

The results

- Inventory shrinkage brought below the 0.5–0.7% Indian fashion retail industry average through real-time RFID-enabled loss detection
- Precise data insights into shrinkage patterns enabling smarter security decisions
- Unique try-versus-buy customer data informing assortment and placement decisions
- A foundation for future AI-powered demand prediction and automated replenishment
- One of India’s fastest-growing value fashion brands



Voices from the partnership



Alok Dharadhar
Head of Retail
Style Union

“ When we built Style Union, we made a conscious decision to get the operations right from day one, not retrofit technology later. Partnering with TagID Solutions and Avery Dennison gave us exactly that foundation. Our DC variance is under 2%, our store teams complete full stock audits in hours, and our shelves stay replenished daily. What other retailers take days we achieve in minutes. The business impact is real. We have eliminated stockouts, we can fulfill omnichannel orders with confidence, and we carry significantly less inventory than our peers. RFID is not a nice-to-have for a brand growing at our pace. It is what makes the growth possible.”



Rajesh Seth
Executive Director
Nexon Omniverse Limited

“ Building Style Union on RFID from day one was a deliberate strategic choice. The operational gains are clear, but the larger opportunity is the data asset we are building — one that will drive smarter buying, leaner inventory, and a better customer experience as we scale.”



Sankatmochan
Head Supply Chain,
Style Union-Nexon
Omniverse Limited

“ From day one of our warehouse operations, we chose to implement RFID technology as a foundation for building a future-ready supply chain. Integrating RFID at the start & having partners like TagID and Avery Dennison has enabled us to create real-time inventory visibility, faster product movement, and higher Inventory accuracy without relying on legacy processes through out the Supply chain. This proactive approach has helped us improve efficiency, reduce manual intervention, and strengthen decision-making across the warehouse ecosystem. More importantly, it has allowed our teams to scale operations seamlessly while maintaining service excellence. RFID is not just a technology investment for us, it is a strategic enabler of agility, transparency, and long-term supply chain resilience.”



Gautam Gupta
Director
TagID Solutions
Private Limited

“ The Style Union RFID rollout is a great example of what is possible when technology is deployed with intent, not as a pilot. From source tagging to factory ASN audits, fully automated inward and dispatch, and RFID-based billing at checkout, the adoption has been end-to-end and operationally meaningful. This success came from a true partnership between the retailer, TagID as the solution provider, and Avery Dennison as the inlay partner.”



Marcel Cote
Senior Director
Strategic IL Channel
Development
Avery Dennison

“ Our strong partnership with TagID Solutions has unlocked significant benefits for Style Union as they leverage RFID technology to address a number of retail challenges across their entire supply chain and growing retail store network. We look forward to the future as they leverage this seamless RFID deployment to enable AI-powered analytics, providing Style Union the ability to unlock the power of predictive inventory management in the future. This will no doubt enable them to maintain a competitive edge within the fast-paced Indian fashion retail landscape.”



Tirthankar Kshetrimayum
Senior Business
Development Manager,
South Asia
Avery Dennison

“ Style Union partnered with Avery Dennison to adopt state-of-the-art RFID inlays, including the AD Cobra, specifically designed for Indian conditions with ETSI frequency tuning for high performance. The integration significantly increased inventory accuracy, reduced theft, and streamlined the supply chain, allowing for faster restocking and a better customer experience.

By feeding the real-time, accurate data generated by Avery Dennison RFID inlays into AI-powered analytics, Style Union plans to move from reactive to proactive inventory management. This includes predicting demand, identifying high-risk theft areas, and automating replenishment.”



Style Union is revolutionising the Indian fashion landscape as the first brand to fully launch an end-to-end RFID-based retail solution. Avery Dennison's technology provides item-level visibility from the warehouse to the store floor, completely redefining the customer experience. By ensuring unprecedented inventory accuracy and real-time stock availability, it drastically improves operational efficiency, reduces out-of-stocks, and enables future innovations like smart mirrors and streamlined self-checkout, positioning Style Union as a true technology leader in Indian fashion retail.

Looking ahead

The partnership between Style Union, Avery Dennison and TagID Solutions continues to grow, with RFID adoption extending to more locations and use cases. The focus now turns to AI-powered analytics, moving Style Union from reactive to proactive inventory management and keeping the brand ahead in India's fast-moving fashion market.

As Style Union scales toward 200+ store locations, the priorities are clear: Integrating AI-powered demand forecasting with RFID replenishment signals, extending RFID infrastructure to every new store, and exploring smart fitting room and self-checkout capabilities that build on the item-level data foundation already in place.

About TagID Solutions: end-to-end RFID Partner across industries

TagID Solutions is a full-stack RFID solution provider specializing in transforming enterprise inventory management and operations through a holistic platform encompassing hardware, software, and services. Their core mission is to digitize the entire supply chain, from production line to retail, replacing manual methods with an RFID-led approach that elevates item-level accuracy from the industry standard of 75-80% to over 98%. Their comprehensive TagSmart platform provides an integrated execution environment, connecting seamlessly with existing ERP, WMS, and POS systems. With a manufacturing capacity of over 800 million pieces annually, serving 600+ clients across Asia and the Middle East, TagID delivers end-to-end value and immediate efficiency gains for clients worldwide.

Avery Dennison

Avery Dennison Corporation (NYSE: AVY) is a global materials science and digital identification solutions company. We are Making Possible™ products and solutions that help advance the industries we serve, providing branding and information solutions that optimize labor and supply chain efficiency, reduce waste and mitigate loss, advance sustainability, circularity and transparency and better connect brands and consumers. We design and develop labeling and functional materials, radio-frequency identification (RFID) inlays and tags, software applications that connect the physical and digital and offerings that enhance branded packaging and carry or display information that improves the customer experience. Serving industries worldwide — including home and personal care, apparel, general retail, e-commerce, logistics, food and grocery, pharmaceuticals and automotive — we employ approximately 35,000 employees in nearly 60 countries. Our reported sales in 2025 were \$8.9 billion. Learn more at www.averydennison.com.

Contact us to learn more about Avery Dennison's RFID solutions
for fashion retailers: at rfid.averydennison.com/en/home/contact.html



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