

# Real-time retail data platform Edited raises £23.1M

Founded by CEO Geoff Watts and Julia Fowler in 2009, Edited is used to analyse markets, drive sales, maximise margins and trade more efficiently. Advised by GP Bullhound, retail decision-making software received a £23.1M growth investment from Wavecrest Growth and Beringea.

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Providing global brands with a leading provider of real-time retail product information and analytics decision-making software, the Edited Retail Decision Platform is used daily to analyse markets, drive sales, maximize margins and trade more efficiently.

The software combines machine-learning with image and text recognition to understand pricing, discounts, selection and trends in real-time across the retail industry. The Edited Retail Decision Platform is used daily to analyse markets, drive sales, maximize margins and trade more efficiently.

Edited is built by a team of world-class data scientists and engineers working alongside former buyers and merchandisers from global brands and retailers.

The company also decided to support retailers as the coronavirus outbreak damages the retail sector economy and created an interactive dashboard for retailers to see the impact of COVID-19 on the market in real-time, including

key metrics on newness, discounting and the top-performing categories.

<https://www.facebook.com/GETEDITD/videos/536212860371040/>

*“We are thrilled to welcome Wavecrest and Beringea as our new partners to help us accelerate international expansion and scale the business. GP Bullhound was instrumental in guiding us to find the best partners to help realise our global ambitions.” – Geoff Watts, Co-founder and CEO of EDITED*

The firm currently works with leading fashion brands and includes Zara and Boohoo among its clients. The funding, from Beringea Wavecrest Growth Partners with participation from Hermes GPE, will be put towards R&D and new hires as the company expands globally.

*“We are delighted to have advised EDITED and their founders as the company enters its next phase of growth. This investment will enable Geoff and Julia to build on their success to date and strengthen EDITED’s leadership position in the market – we look forward to supporting the company as it continues to scale.” – Alexis Scorer, Executive Director at GP Bullhound*

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Article by MADDYNESS