



SAFIYAA solution by PSQR

Read more about our traceability
solution for the British high-end
fashion brand

Safiyaa





About SAFIYAA

Safiyaa is a London-based fashion label founded in 2011. The brand is renowned for its demi-couture collections that celebrate femininity and natural confidence, offering striking silhouettes crafted from luxurious fabrics in rich colors.

They reached out to PSQR looking for a traceability solution to **improve product tracking** and **manufacturing efficiency**.



Thanks to Saga, we've significantly improved traceability, operational efficiency, and readiness to comply with the DPP regulation, setting a strong foundation for future growth.



Problem statement



Challenges & Pain Points

Primary Challenge:

Safiyaa lacked a **standardized and efficient system** for managing inventory, tracking production, and ensuring compliance. They needed a digital solution to streamline and improve visibility over operations.

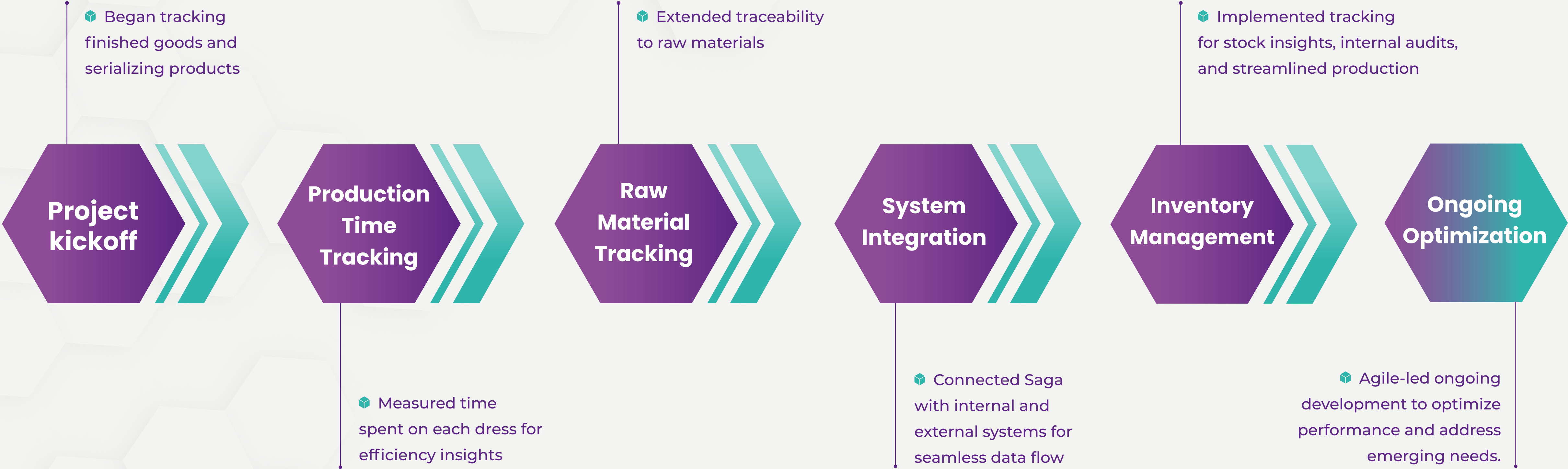
Impact on Operations & Business:

- ❏ **Inefficient Inventory Management:** No structured way to track raw materials and finished goods.
- ❏ **Limited Production Visibility:** No insights into time, effort, or material consumption.
- ❏ **Compliance Risks:** Needed to prepare for Digital Product Passport (DPP) requirements.
- ❏ **Operational Bottlenecks:** Reliance on spreadsheets and manual communication led to errors and inefficiencies.

Without a centralized system, Safiyaa faced challenges in **scaling operations and showcasing product value** to customers.



How we did it



Implementation Process:

Agile & Milestone-Based Approach

The solution was implemented using a Scrum Agile approach, ensuring continuous collaboration between PSQR's development team and Safiyaa. Regular meetings helped refine requirements and adjust the solution based on real-time feedback.

The project was structured into four key milestones:

- ❖ **Order & Production Tracking:** Established product serialization and tracked manufacturing time.
- ❖ **Finished Goods Tagging:** Introduced **QR codes** for easy tracking and inventory registration.
- ❖ **Inventory Management:** Enabled real-time stock visibility and reporting.
- ❖ **Raw Material Traceability:** Linked raw material usage with production for **internal audits**.

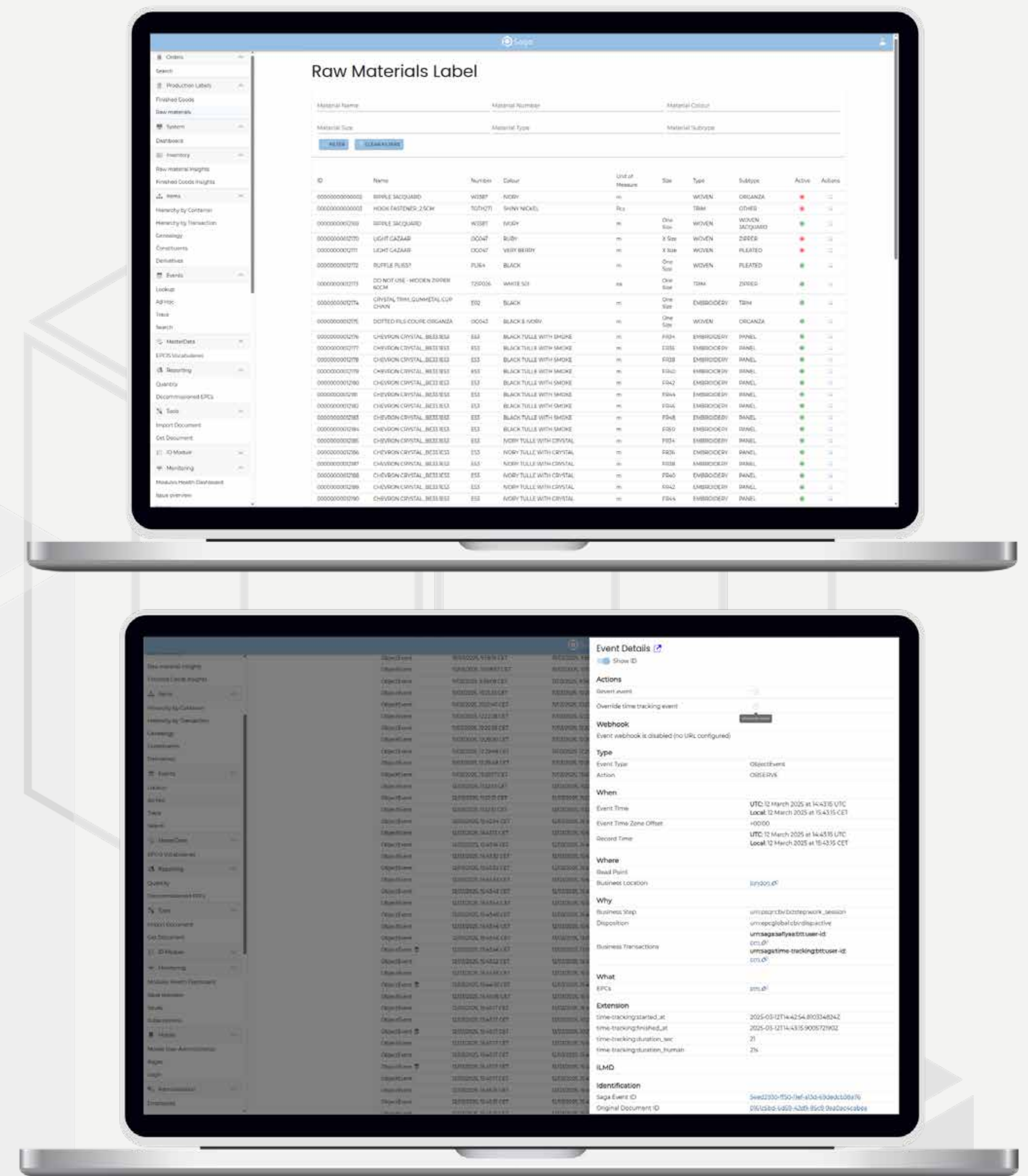


The Solution

The implementation of Saga addressed Safiyaa's challenges by providing a comprehensive, data-driven approach to their operations.

1. Centralized & Smart Operations

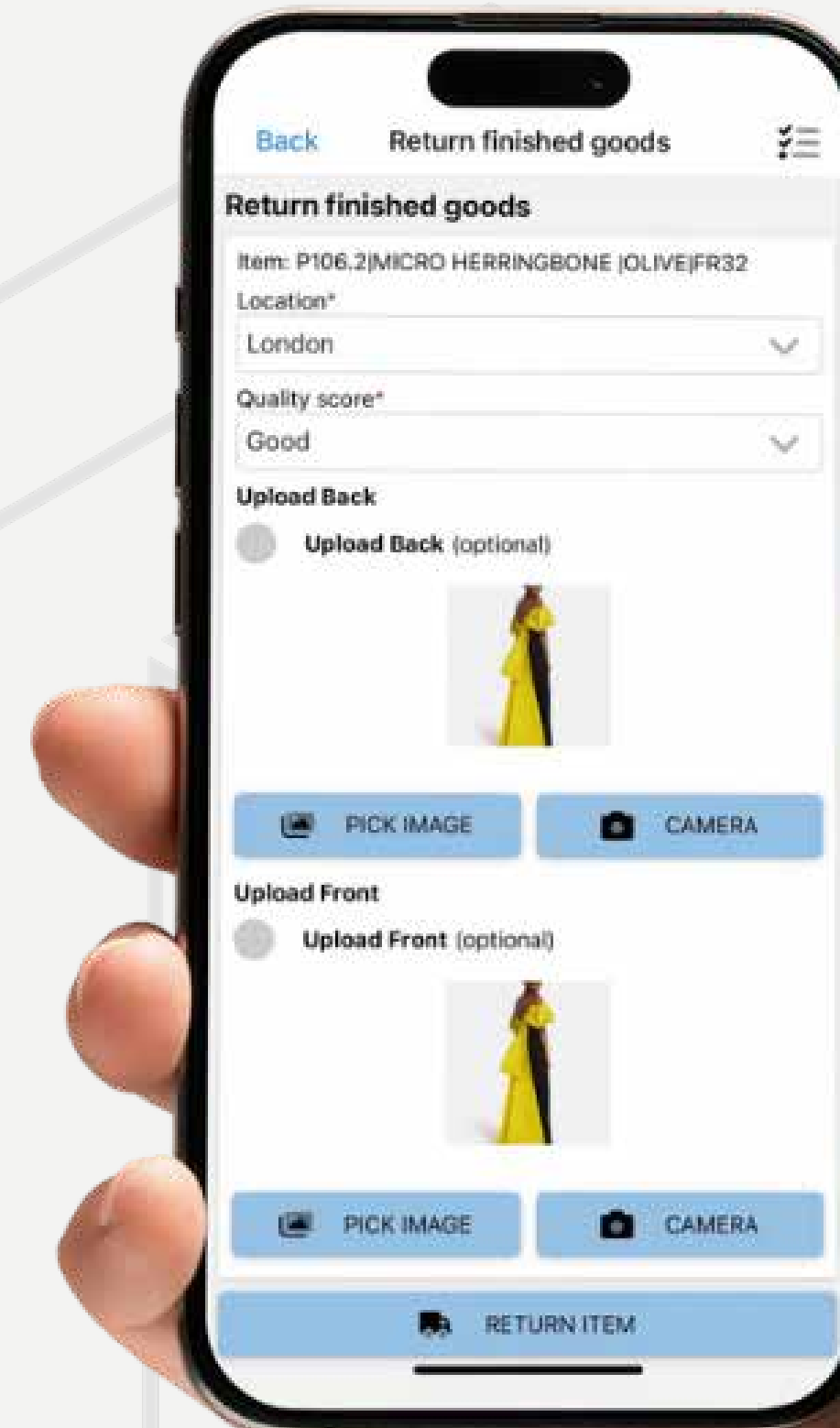
- ❏ **Unified Data Systems:** Consolidated scattered information from Excel sheets, informal records, and different systems into a single, structured platform.
- ❏ **Enhanced Inventory Management:** Sales teams now have real-time visibility into stock, allowing them to sell existing products before initiating new production, optimizing budget and time.
- ❏ **Manufacturing Process Standardization:** Provided a structured, measurable approach to production across multiple factories in different countries. This helped track factory performance, balance workloads, and improve employee satisfaction.



The Solution

2. Quality Control & Process Validation

- ❖ **Integrated Quality Control:** Introduced a dedicated quality control page where dresses are photographed, categorized, and assessed using filters such as ready to sell, discarded, or returned.
- ❖ **Automated Validation & Compliance:** Saga ensures all manufacturing requirements are met, detecting any missing steps (e.g., incomplete material usage) and providing real-time alerts before shipping.
- ❖ **Improved Decision-Making:** With centralized data and automated tracking, Safiyaa can now make informed decisions, improve efficiency, and streamline operations, ensuring better organization, cost savings, and product traceability.



What made PSQR's approach unique?

PSQR's solution seamlessly linked production time, raw material consumption, and finished goods, providing Safiyaa with unmatched visibility into their manufacturing process.

1 End-to-End Traceability

Each dress is connected to the time spent and materials used.

2 Production Sheet Integration

Workers log materials and time directly into the system.

3 Cost & Efficiency Insights

Data-driven tracking helps optimize budgeting and resource use.

4 Automated Validation

Saga ensures accuracy in materials and production steps.

#	Image	Material Number										
1		HC119	HEA									
2		FF006	FUS B40									
3		TZIP027	HIDDEN ZIPPER_T3_70CM	Trim				1	1		ea	NUDE ON ALOE WITH MULTI-COLOUR
4		LIN151	NORMAL LINING	Lining		LINING		0.9	1.053		m	NUDE ON ALOE WITH MULTI-COLOUR
5		TU100	LIGHT TULLE	Self Fabric		CONTRAST B		0.3	0.351	150cm	m	NUDE ON ALOE WITH MULTI-COLOUR
6		FC029	C-C_WHITE NO HORSEHAIR_CANVAS	Fusing		CANVAS		0.2	0.234		m	NUDE ON ALOE WITH MULTI-COLOUR
7		TBIN088	BINDING	Trim	ESTIMATED CONSUMPTION, PLEASE FOLLOW THE PATTERN.			1.1	1.287		m	NUDE ON ALOE WITH MULTI-COLOUR

Order number: test-order-2

Shopify order number: -

Client name: test-client

SKU: D453.2E47*DL570.1E43|HEAVY CREPE & SATIN BACK CREPE & LIGHT TULLE & DIAMOND GRID_D453.1E47|NUDE ON ALOE WITH MULTI-COLOUR|FR34

Style code: D453.2E47*DL570.1E43

Fabric: HEAVY CREPE & SATIN BACK CREPE & LIGHT TULLE & DIAMOND GRID_D453.1E47

Colour: NUDE ON ALOE WITH MULTI-COLOUR

Size: FR34

Units in order: 1

Shipping destination: -

Sales Notes: -

Notes: -

Order Notes: test-order-notes

Ship date to customer: -

Style & Fabric: -

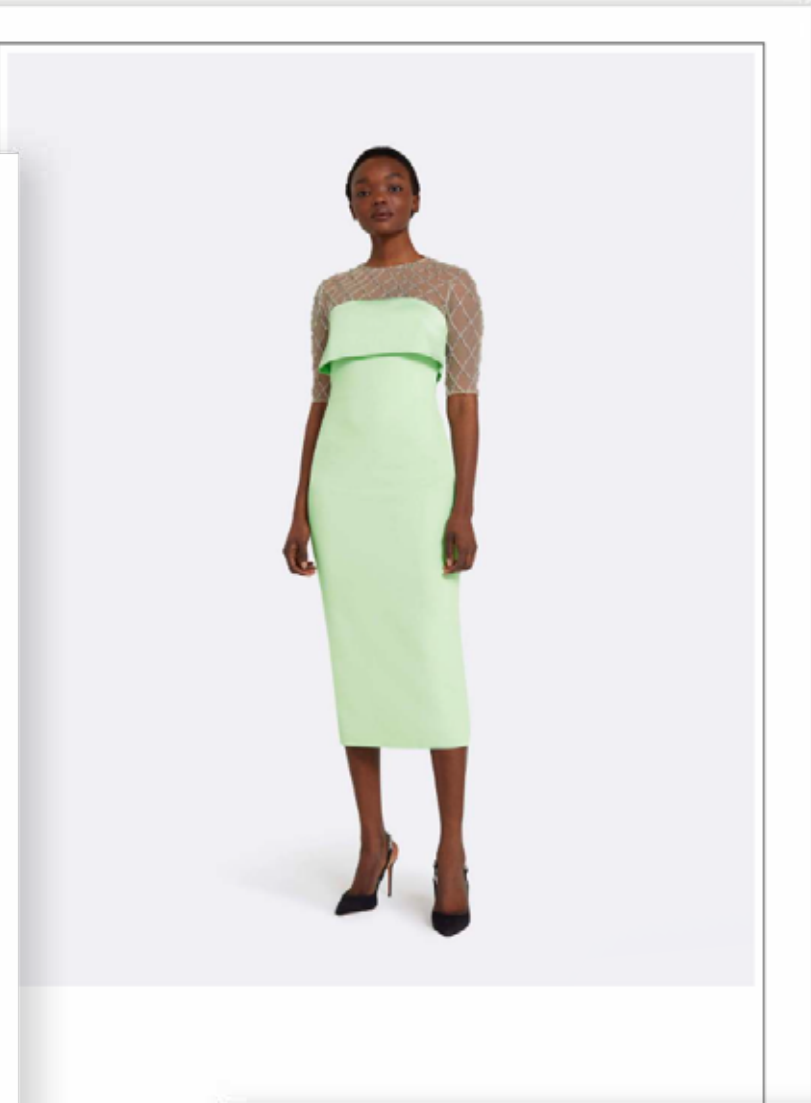
Size Alteration: -

Embroidery Alteration: -

Scan to record



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Implementing Saga has been a game-changer for Safiyaa.

Before, we struggled with scattered information, manual tracking, and inefficiencies across our production and inventory management. Now, with Saga, we have a centralized, automated system that seamlessly integrates with our existing tools, giving us real-time visibility into every step of our process.

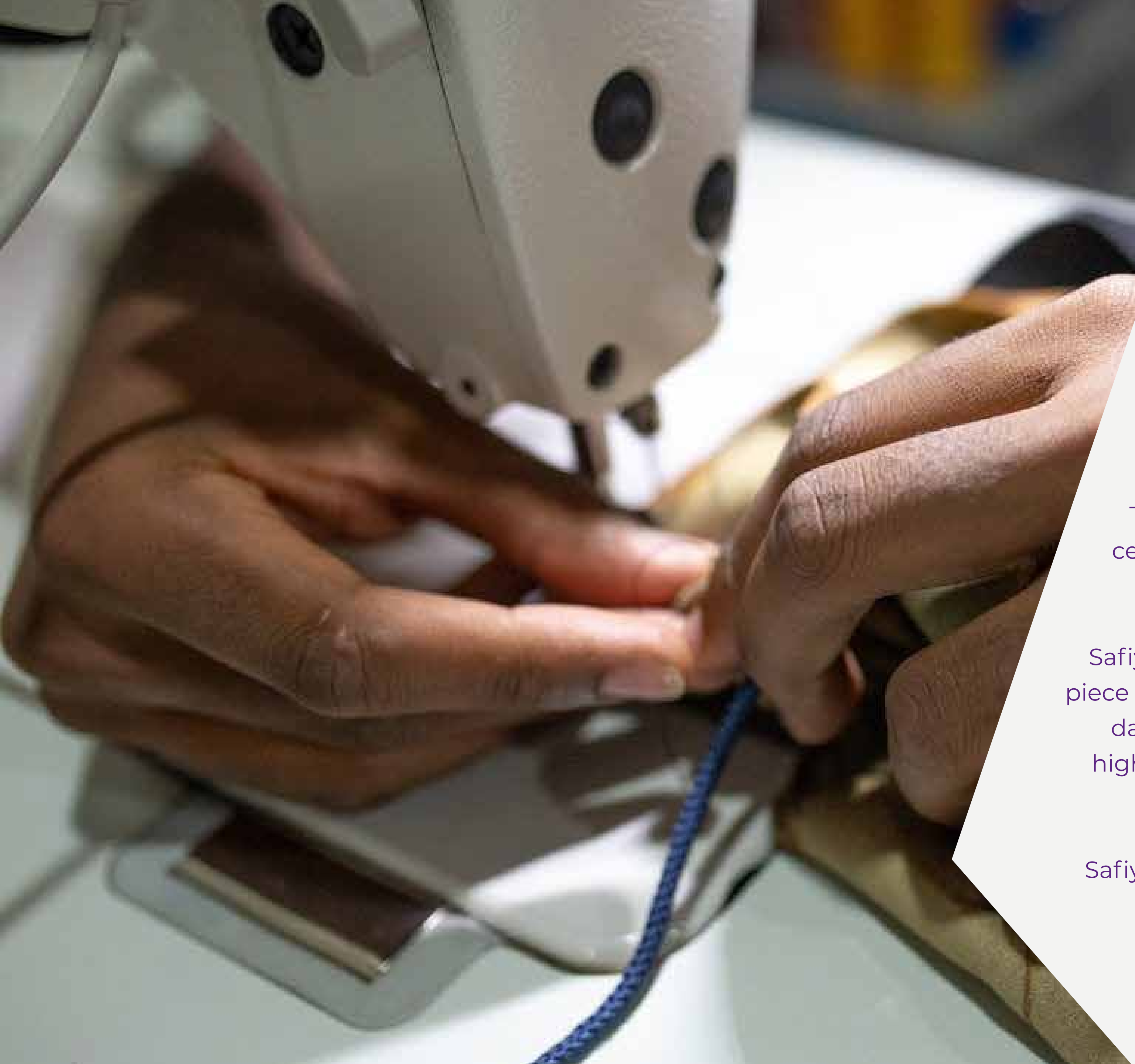
We can now track production time, raw material consumption, and finished goods all in one place, ensuring better cost control, resource allocation, and overall efficiency. The ability to validate material usage and streamline quality control has helped us reduce errors, optimize workflows, and improve decision-making.

The PSQR team has been an incredible partner throughout this journey, listening to our needs, adapting the solution to fit our processes, and providing constant support. Thanks to Saga, we've significantly improved traceability, operational efficiency, and compliance readiness, setting a strong foundation for future growth.

Daniela Karnuts

Owner and Creative Director





About **SAFIYAA**

Safiyaa is a London-based fashion label founded in 2011 by Daniela Karnuts, named after her daughter, 'Safiya'.

The brand is renowned for its demi-couture collections that celebrate femininity and natural confidence, offering striking silhouettes crafted from luxurious fabrics in rich colors.

Safiyaa's commitment to artisanal craftsmanship ensures each piece embodies modern elegance, seamlessly transitioning from day to night. The label has garnered a notable following, with high-profile clients including Jennifer Lopez, Kate Winslet, and Meghan Markle, the Duchess of Sussex.

Safiyaa's collections are available through select luxury retailers and their official website.

About PSQR

PSQR is a Danish software vendor providing **specialized industrial software** for Supply Chain Digitisation and Traceability related to compliance and business excellence.

The company partners with track and trace software integrators, solutions providers, consultancies and industry bodies to bring best-of-breed IT solutions to the world of traceability.

PSQR's mission is to empower manufacturers, corporations and governments across the globe with digital track and trace capabilities and the ability to tell the true story of the origin, journey, whereabouts, and consumption of products and resources across the supply chain.



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