

PREMIUM SKINCARE · PARIS · DTC ON SHOPIFY

Curculia

AI-driven Integrated Business Planning for premium skincare — live inside Shopify.

A Paris-based DTC skincare brand replaced spreadsheet planning with AI demand and supply planning — improving forecast accuracy by 15 points and preventing €720K in stock losses within six months.



INDUSTRY

Skincare & Beauty

Premium DTC brand based in Paris, France, selling on Shopify.

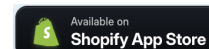
CAPABILITY

Integrated Business Planning

Unified AI demand planning and supply planning in one workbench.

TIME TO VALUE

Native Shopify App



Installed from apps.shopify.com/truegradient — no engineering lift.

THE STORY IN ONE LINE

A premium Paris skincare brand replaced manual spreadsheet planning with TrueGradient's AI-driven Integrated Business Planning platform, installed directly from the Shopify App Store — turning live store data into a trusted demand and supply plan.

Curculia transforms Integrated Business Planning with TrueGradient

A fast-growing Shopify skincare brand moves from spreadsheets to connected AI planning — in weeks, not quarters.

THE CUSTOMER

CURCULIA

curculia.fr

INDUSTRY

Skincare & Beauty
DTC on Shopify

HEADQUARTERS

Paris, France

CATALOG

Formulations, seasonal bundles,
limited-edition drops

THE ARC

01

THE OPPORTUNITY

Improve forecast accuracy, reduce excess and stockouts, and plan drops and bundles with confidence.

02

THE SOLUTION

Integrated demand and supply planning, native to Shopify — installed from the App Store, no data warehouse, no engineering project.

03

THE RESULT

Forecast accuracy improved by 15 points. €720K in stock losses prevented in six months. Live inside Shopify.

Six months from install to measured impact.

IN SUMMARY

Curculia, a premium skincare brand based in Paris, sought to modernise demand and supply planning to support a fast-growing Shopify business. With an expanding catalog of formulations, bundles and limited-edition drops, complexity was rising across **demand forecasting, inventory planning and promotional planning**. Legacy spreadsheets made it difficult to align inventory with real demand or plan drops with confidence.

By adopting TrueGradient's Integrated Business Planning platform, installed directly from the Shopify App Store, Curculia now plans with AI-driven forecasts and connected inventory decisions —

improving forecast accuracy by 15 points and preventing €720K in stock losses within six months.

WHY IT MATTERS

Curculia extends a platform already proven in cookware, sporting goods, fashion, pet care, baby care, into a fast-moving, promotion-heavy beauty catalog.

Every drop is a fast-fashion supply chain moment

Getting inventory right — everywhere, every time — was becoming impossible to do by hand.

FOUR COMPOUNDING PRESSURES

1 Manual forecasting

Forecasts managed across spreadsheets, consuming significant planner time.

2 Disconnected promotions

Promotions, drops and pricing changes were not reflected in demand forecasts.

3 Fragmented data

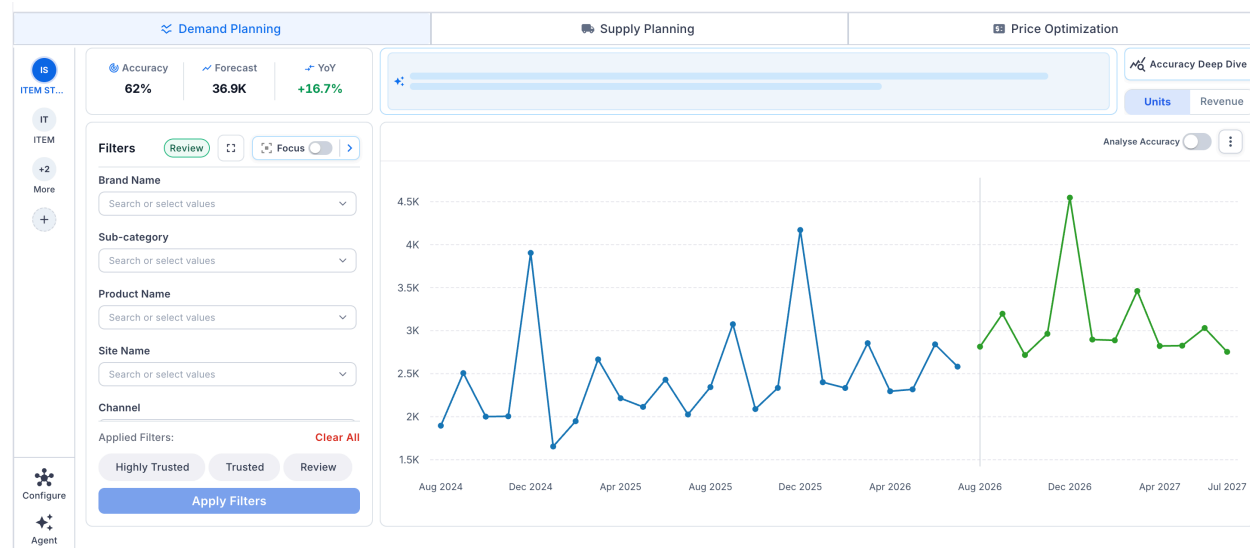
Sales, inventory and reorder data were not connected in one system.

4 Rising complexity

Growing SKU and bundle count increased planning uncertainty and risk.

The problem was not data availability. It was turning live Shopify data into confident, connected plans.

DEMAND PLANNING IN TRUEGRADIENT



WHAT THE PLANNER NOW SEES

Live forecast accuracy, year-on-year growth and item-level trend detail — refreshed continuously from Shopify. Trust filters (Highly Trusted, Trusted, Review) split the catalog so planner attention goes where it is actually needed.

Integrated Business Planning, native to Shopify

One workbench for demand and supply — installed from the App Store, with no data warehouse and no engineering project.

NATIVE SHOPIFY INTEGRATION

- Installed directly from the Shopify App Store — apps.shopify.com/truegradient
- Products, orders, pricing and inventory synced automatically
- Demand signals stay current as SKUs, bundles and promotions change
- First working forecast delivered within days of installation

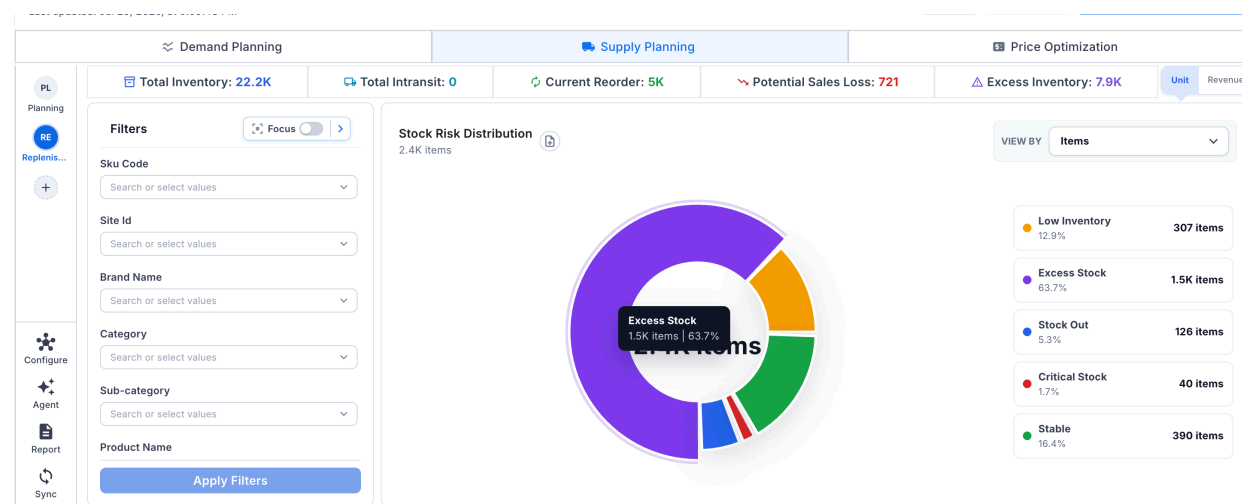
Demand Planning

AI/ML forecasts at product and channel level, refreshed continuously from live Shopify data.

Supply Planning

Reorder points, safety stock and stock-risk visibility connected directly to the demand plan.

SUPPLY PLANNING IN TRUEGRADIENT



STOCK RISK, FLAGGED AUTOMATICALLY

Every SKU classified across excess, low, critical and stable — so planners act on exceptions rather than scanning the whole catalog.

Embracing AI-native planning to drive IBP

Four goals set at kickoff — each mapped to a capability already live in the platform.

1

Demand Forecasting

Generate item-level forecasts across the full catalog, refreshed continuously from live Shopify sales data.

2

Inventory & Reorder Planning

Define the optimal inventory mix per SKU, including reorder points, safety stock and stock-risk visibility.

3

Promotion & Drop Planning

Incorporate seasonality, bundles and limited-edition drops directly into the demand plan.

4

Fast Time to Value

Go live natively inside Shopify with no separate data warehouse or engineering project required.

“

Moving off spreadsheets and into TrueGradient gave us one connected view of demand and inventory. We can finally plan drops and restocks with confidence instead of guesswork.

Curculia Leadership Team

Operations & Planning, Curculia

“

TrueGradient has been a responsive, hands-on partner from day one — we went from spreadsheets to a working AI forecast inside a matter of days, right inside Shopify.

Ankur Verma

IMPACT Forecast accuracy +15 pts • €720K stock loss prevented in 6 months • Native Shopify integration, zero engineering lift

Fifteen points of accuracy. €720K of losses prevented.

Six months from go-live — all running natively inside Shopify.

+15 pts

Demand forecast accuracy

Improvement measured against the pre-platform baseline.

€720K

Stock losses prevented

Excess and stockout exposure avoided in the first six months.

7 Days

Time to first forecast

From App Store install to a working AI forecast — no engineering lift.

IN CURCULIA'S WORDS

Curculia

United Kingdom

2 months using the app

★★★★★

Absolutely love this app! It completely changed the way we manage and forecast our inventory and we no longer stress about stock planning. The app is well built, easy to use, and the team is amazingly helpful and responsive. I Highly recommend it to any Shopify store that are struggling with the stock inventory tracking

July 14, 2026

Verified Shopify App Store review

TrueGradient is simple yet powerful — it takes the daily firefighting off our plate and gives the team room to think about growth instead of stockouts.

Curculia Planning Team

Curculia's shift from spreadsheets to an AI-driven Integrated Business Planning system has been transformative for a brand moving as fast as ours.

Ankur Verma, CEO, TrueGradient

WHAT'S NEXT Curculia's next steps extend Integrated Business Planning into price and promotion optimisation — capturing greater value as the catalog and drop calendar keep growing.

READY TO UNLOCK THE VALUE IN YOUR SHOPIFY BRAND?

From App Store install to a working AI forecast — in days.

Integrated demand and supply planning, native to Shopify. No data warehouse. No engineering project.

INSTALL

apps.shopify.com/truegradient

EMAIL

info@truegradient.ai

WEB

truegradient.ai

AI Demand Forecasting

Item-level forecasts, continuously refreshed

Allocation & Replenishment

Reorder points, safety stock, stock-risk flags

Pricing Optimization

Promotion, bundle and drop planning