



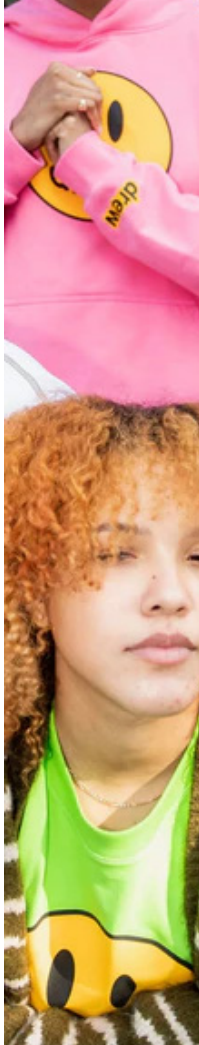
How Floship Fueled Drew House's Growth by 82% in 90 days





Redefining Fast Fashion: About Drew House

Drew House is an LA-based fashion house co-founded by Ryan Goode and Justin Bieber in 2019. As a brand centered around community and self-expression, providing an excellent customer experience is always the priority. They see seamlessness in fulfillment capabilities as critical in this aspect.



The challenges they faced

- ◆ The unpredictability of **freight delays**
- ◆ Supply chain **disruptions & cost fluctuations** during the pandemic
- ◆ **Inefficient cross border fulfillment** from Asia to across the globe
- ◆ **Exceptional customer service disruptions** due to delayed shipments
- ◆ **The incapability of a dated and archaic WMS** supporting operation needs



Time For A New Partner

The evident need for change in the business logistics area called for a partner hunt with **clear-cut criteria:**

- ◆ Access to a **transparent and user-friendly WMS**
- ◆ Capacity to support all the needs of a lean team with roaring business
- ◆ Ability to **mirror the velocity and intensity of the sales model***
**Every flash sale drop generates an average of 8,000 - 16,000 orders.*
- ◆ **Optimized Technology** with existing integrations and agility.
- ◆ **Flexibility** on building new tech features in a responsive manner.



“ There's quite a list of things we're looking for with a potential partner. The amazing thing is your team (Floship) was able to accommodate all of these things. ”



Game Changing Solutions

With all the supply chain challenges Drew House had faced, they contacted Floship in October, kick-started by the first week of November, and began to fulfill the first and largest drop the same month.

1 The 4-Week On-boarding Sprint

A supporting 4-week onboarding sprint despite operational complexities such as shipment urgencies and different time zones.

2 Speedy Fulfillment Time

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3 Transparency

While there was a limitation of carrying capacity given the time of year, the team remained transparent and willing to go above and beyond to find immediate solutions. All items were shipped and picked up by the carrier before the year-end.

“Most 3PLs provide a base level. The only thing they provide is labor and a service. But when it comes to being solutions oriented, that is typically where 3PLs falls off. “I can provide you the service, but I cannot provide you the solution.”

Floship provides the service differently. But in addition to that, they provide the resources, the knowledgeable account managers, and tech strategies: “This is what we think can help grow your business, solve an issue that you’re having.”

4 A Valued Account Manager

An honest, solution-oriented account manager who understood the objectives went above and beyond to help the business grow.



The Results

Thanks to the agency of December's drop Floship spearheaded, Drew House was able to:



Increase performance by **82%** vs same quarter in 2020.



Decrease fulfillment time by **50%**.



Project a **20%** growth for the first quarter of this year.



Improve company health with faster inventory turnover than ever.



2022 and Beyond

“We ended on a really strong foot, despite conditions that may have otherwise impacted most businesses.

We've since decided to continue growing with Floship and plan to expand our footprint in other countries where Floship offers warehousing solutions. Over time you guys have proven your value. When I think about 2022 and beyond, we'll continue shipping up Floship. We like what you guys provide and we're ready to grow a second warehouse with you. ”

- **Matt**, spokesperson at Drew House.

Inquiries?

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