



# Psycho Bunny builds omnichannel fulfillment network in stores with Deposco

Customer Success Story

## Overview

Psycho Bunny is a luxury clothing brand known for its playful designs, colorful and vibrant collections, and high-quality products. The brand faced challenges due to a fragmented system that did not provide real-time inventory visibility, resulting in stock-outs and lost sales.

Visibility problems created additional costs and delays that were having a negative impact. They were looking for a solution that could unify inventory management and streamline their order fulfillment process while offering a positive omnichannel experience to their customers.

Psycho Bunny needed a system that would enable them to implement a ship-from-store functionality, being able to fulfill orders directly from their 60+ store locations without inventory complications or delays.



**3-day**  
Reduction in order processing times from DC



**60%**  
of stores in available-to-sell fulfillment network



**20%**  
increase in inventory available to sell online



**Go-Live**  
1 week before Black Friday

Psycho  Bunny



## Solution

Recognizing the importance of omnichannel as a key pillar of their business strategy, Psycho Bunny selected Deposco Bright Store. We implemented our [store inventory fulfillment solution](#) across 60+ stores in only 6 months. With the Brand's first store live in only three months, Psycho Bunny was shipping more than 62,000 orders alongside a reduction from 2 to 5 days of processing time for orders sourced from the DC to under 48 hours out of the stores with Deposco.

The software gave Psycho Bunny real-time visibility into their inventory across all of their stores, with room to grow seamlessly. The ship-from-store functionality created a scalable process for fulfilling orders directly from Psycho Bunny's store locations with significantly reduced order fulfillment time, increased customer satisfaction and loyalty, and brand growth through a unified omnichannel experience.

Deposco's solution with Psycho Bunny earned a [Top Supply Chain Projects 2023 award](#).



*I would recommend Deposco because of the real partnership. We work with many vendors, and the difference between them and Deposco is understanding our speed, our needs. We believe Deposco can go as fast as Psycho Bunny and we grow very fast!"*

**Monica Provenza**  
Director, Omnichannel & Experience,  
Psycho Bunny

## Get In Touch

Speak to a Supply Chain Expert Today!

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