



Reformation Increases Operational Efficiencies and Simplifies Global Shipping with Deposco

Customer Success Story



Reformation

Overview

Sustainable fashion brand Reformation has been on a consistent growth trajectory. Primarily an ecommerce business, Reformation also operates a growing wholesale business and 50+ retail stores. The company is committed to sustainable fashion, emphasizing eco-friendly raw materials and practices across its supply chain.



50-100%
Increase in productivity



100%
Visibility of B2B & B2C in one system



Simplified
International shipping



We are making big strides to ensure that we put our growing wholesale business on the right process and technology stack. Deposco is very helpful to us in how we do B2B fulfillment versus our traditionally strong B2C business.”

Ivan Tchakarov
COO
Reformation



Challenge

Reformation expanded their international presence and saw healthy top-line growth, but wanted to further improve profitability. The existing system lacked visibility and had paper picking (no waiving). They needed a scalable, flexible warehouse management solution to streamline operations and support growth.

One robust technology stack would give them better control over inventory sold multiple ways, along with the ability to tap into new cost-reducing, environmental impact-reducing opportunities like transportation optimization and location-based shipping in Europe.

Solution

Reformation implemented Deposco's [warehouse management software](#) to address these challenges. The decision to partner with Deposco was driven by the need for a robust, enterprise-grade solution to scale with the company's growth and provide the flexibility required for a fast-moving business environment without overspending on labor.

The implementation of Deposco was part of a broader initiative to optimize Reformation's supply chain operations. We integrated our WMS system with Reformation's existing technology stack, which included NetSuite, tailored to meet the company's specific needs.

The solution also included custom developments for B2B fulfillment, parcel optimizations to reduce the international shipping tax burden, [order management](#) features, and in-store fulfillment through Deposco Bright Store. In addition, they are using Deposco for cycle counting in stores, which is slightly different than how you would do it in a warehouse.

Deposco gives Reformation a robust view of what comes in and is received into a store, what's received into a warehouse, and what comes out of the store – ensuring that they receive items with no discrepancies.



Results

Operational Efficiency

Implementation of Deposco's WMS resulted in a 50-100% increase in productivity, depending on the function, by streamlining warehouse operations and optimizing labor use. Reformation anticipates even further productivity boosts with the upcoming integration of an AutoStore solution.

Scalability and Flexibility

Deposco's WMS has empowered Reformation to scale their operations efficiently. The system's flexibility allows for quick adjustments to business processes, supporting their growth in both retail and wholesale markets.

"We are a mid-sized company now, but with a startup mentality still, so we move very fast and we want to implement things when we need them. Deposco allows us to make changes quickly so we can maintain that flexibility. If we want to do something on the international side, it is not going to take us two years to do it."

Enhanced Visibility

Our WMS has significantly improved Reformation's inventory visibility and accuracy, empowering precise control over fulfillment in all of their channels. This visibility is crucial for the company's lean inventory strategy and commitment to [sustainability](#).

International Expansion

[Deposco's integration with FedEx's international services](#) has optimized Reformation's international shipping processes, reducing costs and improving profitability in overseas markets. With our WMS as the central system, Reformation can consolidate and import shipments into warehouses to reduce the cost of goods sold to international customers.

Deposco not only empowers us to scale, but has moved us from paper picking into a setup where we can see doubling, tripling, and quadrupling of our volume with a tangible impact in terms of how many people we need to run our operation."



Our inventory is precious. We don't buy big quantities or pretend to have a crystal ball for what the customer wants. Because of that, we need to have an excellent understanding of where inventory is and be able to ship that inventory anywhere in the world where the customer is demanding."

Ivan Tchakarov
COO
Reformation

Future Initiatives

Reformation plans to continue leveraging Deposco's WMS to support its growth initiatives, including expanding its distribution capabilities with an AutoStore solution and enhancing its wholesale operations. The company is also exploring the use of Deposco's demand forecasting and planning tools to further optimize its supply chain and meet rapid changes in customer demand.

Conclusion

Reformation's partnership with Deposco is a strong foundation to support the company's growth and sustainability goals. Deposco provides the scalability, flexibility, and efficiency needed to press forward with their growth objectives.

Get In Touch

Speak to a Supply Chain Expert Today!

Deposco

info@deposco.com

1-(877) 770-1110