

HOPE & IVY

CASE STUDY

hopeandivy.co.uk



CLIPPER OVERVIEW

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Clipper Logistics has been operating at the forefront of retail logistics for over two decades, from 46 sites across the UK and Europe. With a workforce of over 6,500 people, the business is celebrated for continually evolving to meet the needs of retailers by developing innovative solutions.

Clipper has won numerous awards for its progressive and innovative multichannel services – including Boomerang™, a bespoke returns solution, and Clicklink™, a retail-focussed Click & Collect service.

THE CUSTOMER

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Hope & Ivy is a contemporary British fashion brand, which uses embroidery and hand-drawn prints to portray femininity through bohemian styles. Fronted by Beth Chilton and Sarah Sleightholm, the brand flourished from the off, with Beth's experience in managing and producing fashion brands, working hand in hand with Sarah's experience in designing high-profile fashion pieces. The brand gained further notoriety in 2016, when it was put before the 'Dragons' of the TV show Dragon's Den, and subsequently received investment from entrepreneur's Deborah Meaden and Peter Jones.



returns processed
and returned to
stock for re-sale in

24hrs

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THE CHALLENGE As its business and the associated challenges of online retailing grew, Hope & Ivy approached Clipper to devise a retail logistics solution that could help the brand scale and grow, whilst maintaining customer service excellence.

In Clipper, Hope & Ivy found a partner capable of guiding them through their journey from a small start-up to an established retail brand.

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THE SOLUTION To support Hope & Ivy's growth ambition, Clipper developed a shared-user solution, based in their fashion e-commerce centre of excellence at Ollerton; a 722,000 sq. ft. multi-user logistics facility. The initial move saw Hope & Ivy migrate over a single weekend whilst transitioning the current web-based WMS. Clipper then set out to design processes to implement its tier 1 WMS, JDA, offering Hope & Ivy a bespoke platform that can facilitate their forecasted rapid growth, allowing the business to realise its full potential.

What Hope & Ivy were doing themselves, as a small business, with limited capabilities, has now transitioned to a more effortless, and efficient operation through the development of Clipper's solution, enabling Hope & Ivy to unlock further opportunities for growth.

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THE RESULT As a result, Clipper delivered a successful implementation of the operation. After mobilising quickly in order to reach a go-live within a short time scale, the operation soon evolved, with a second migration planned for the wholesale channel of the business. Hope & Ivy had increased clarity with forecasting, which yielded increased order volumes. With additional space, Hope & Ivy was able to purchase more stock with the turn of each new season, and Clipper's on-site services and capacity have already enhanced the customer proposition.

Returns, which had previously taken days to process, are now returned to stock and available for re-sale within 24 hours. It is evident that emerging brands greatly benefit from experienced, committed partners to help them navigate through the intricacies of supply chain management.

Clipper's Ollerton facility continues to adapt to Hope & Ivy's needs, and the ongoing partnership provides scope and capacity for expansion in order to future-proof their retail and online business as growth continues.