

Challenge

- ★ Locate a 3PL to meet multi-channel fulfillment requirements
- ★ Meet stringent requirements of a new national retail partner

Solution

- ★ Conducted a specific and thorough RFQ process
- ★ Located the ideal 3PL partner

Results

- ★ Launched new 3PL partner on-time and on-budget
- ★ Successful high volume Sephora launch

Shani Darden launches with new 3PL partner to prepare for Sephora launch

Opportunity

Shani Darden is a skincare brand that offers a line of cleansers, moisturizers and retinol. The brand was outgrowing their existing warehouse partner and planning a launch with Sephora, a large multinational cosmetics retailer. In order to grow their existing brand with a multi-channel strategy consisting of direct-to-consumer, dropship and brick-and-mortar retailers, they needed a more capable third-party logistics (3PL) fulfillment partner to provide services across all three channels.

Challenge

For an upstart brand in a competitive skincare market, identifying and launching with an ideal fulfillment partner can be a challenge without an understanding of the U.S. distribution providers, capabilities and pricing. In addition, launching with a large retailer like Sephora created the need to find a 3PL partner with the ability to scale rapidly as their products gain in popularity across the country and throughout the world.



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CASE STUDY

Brand growth after launching
with Sephora

300%

Ability to scale orders with
national retail partners

Unlimited

"We wouldn't have been able to launch with Sephora without the help of Blueprint and the certified 3PL they partnered us with."

- Crisanta German, Sr. Director

Solution

After an in-depth review of the requirements for Shani Darden's launch and distribution plan, we authored a Request for Quotation that narrowed a broad field to three qualified candidates. Our deep knowledge of the current distribution landscape proved invaluable to the Shani Darden team who needed to make a decision quickly to prepare for the Sephora launch.

Results

Our extensive search located an ideal 3PL partner able to meet Sephora's EDI routing requirements in addition to allowing them to scale the brand without any operational concerns. The Sephora launch was successful and has grown into a thriving partnership. With the *3PL Search and Setup* complete, the Shani Darden team has confidence in their operational capability and is able to focus their efforts on growing the brand.

About Blueprint Partners

We're former startup operators with deep experience in logistics, order fulfillment, warehousing, supply chain and inventory control. We've helped multiple high-growth consumer brands locate capable fulfillment partners, optimize warehouse efficiency, upgrade operations technologies and improve overall operating performance.



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