



## CHALLENGE

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A major body jewelry retailer was looking to expand their design, manufacturing and supply chain portfolio without having to invest money into the set ups costs associated with running the day to day operations of an off shore design, manufacturing and supply chain team.

### **The challenges the client had were as follows:**

- Difficulty managing supply chain from 8k miles away
- Difficulty qualifying and setting up supply chain and manufacturing network in an unfamiliar foreign market
- Real time line changes and decision making capabilities
- Setting up and managing quality control and factory audit teams
- Ability to hire quality designers and manage their production output
- Managing a design team that continuously provides and delivers on trend styles

## SOLUTION

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**Mavric recognized the unique needs of this client and tailored its existing operating model to provide a solution that best suited the client's end needs.** Working closely with the client to provide high quality design services while still allowing them to work in real time was a key need for this client. Additionally, the client had complex delivery logistics which had proven to be challenging to their previous vendors.

Mavric set forth to build an in-house design and manufacturing team that would be able to respond swiftly and effectively to the client's needs, all while providing a clear viewpoint through the entire process. Mavric provided end to end support beginning with the design phase, continuing through product manufacturing, and finishing with delivery logistics. Throughout the project real time updates were offered to the client, making tracking any project from concept to delivery simple and transparent.

## BENEFIT

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Through a successful trial, Mavric proved its ability to meet each of the clients needs, and since that time Mavric has now become the client's top vendor for their private label fashion accessory category.

**The specific benefits that the client were able to realize were:**

1. Increased Profitability in body jewelry retail sales
2. A more streamlined supply chain
3. Less dead inventory as the styles are more on trend
4. Higher sell through margins by style
5. Better quality product

## WHY MAVRIC?

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With thousands of design houses to choose from for their accessory needs, finding and vetting a design and manufacturing vendor can be a daunting task. Many design houses fall short in consistently producing on trend designs, others fail in manufacturing quality goods, while others find it challenging to deliver products to the correct location on time. Failure at any of these points results in loss of potential revenue, missing current trends, and ultimately being viewed by the consumer as behind the times with regards to design.

**Mavric has solidified its position in the industry by developing a service model that brings transparency and first class service to a marketplace that often times lacks those core values.** Increasingly, retail buyers are looking to their vendors to take a more active role in the design of new products. Mavric believes that each client is a partner, and the goal of that partnership is to create products which succeed. Whether a client comes with an exact product design, is looking to build on an existing design, or needs a fresh new design or perspective, Mavric's design team will work to realize each client's unique goals.

## CLIENT TESTIMONIAL

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"We are a specialty retailer with over 600 stores. We were struggling to get fashion trend driven product with a 4-6 week delivery to achieve optimal selling and stay current with our customer demographics' fashion needs. Working with Mavric has enabled us to reach extraordinary sales growth and provide our customers unique product. Mavric guides you through making a product work for your business and the 24 hour responsive staff never disappoints."

**Director of Procurement, National Body Jewelry Retailer**