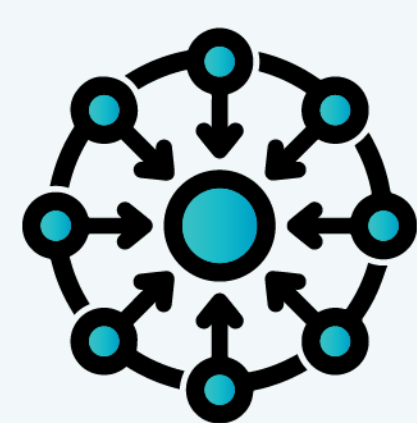




● Customer Success Story

# How Consuela Quadrupled Production in 4 Years with WFX



Increased  
Visibility



Easier Vendor  
Collaboration






Better Sample  
Tracking





## About The Brand

 Texas, USA  40+  Bags & Accessories

Conceived by Conni Reed in 2006 on holiday in Mexico, Consuela is an Austin-based women's handbag brand known for its distinct design philosophy and commitment to uplifting women.

- Specializing in handbags and extending to fashion and lifestyle products, reflecting a commitment to bold, seasonless designs.
- Distributes products to more than 2,000 retail locations across the United States, including Consuela stores.
- Embraces the motto “making today ridiculously awesome,” encouraging joy and celebration in everyday life.
- Collaborates with artists and makers worldwide, infusing global artistic influences into its products.

## Challenges

As a fast-growing brand, Consuela faced significant challenges in managing their rapidly expanding product line. The need for a sophisticated software solution became critical as traditional methods proved inadequate for their growing operations.







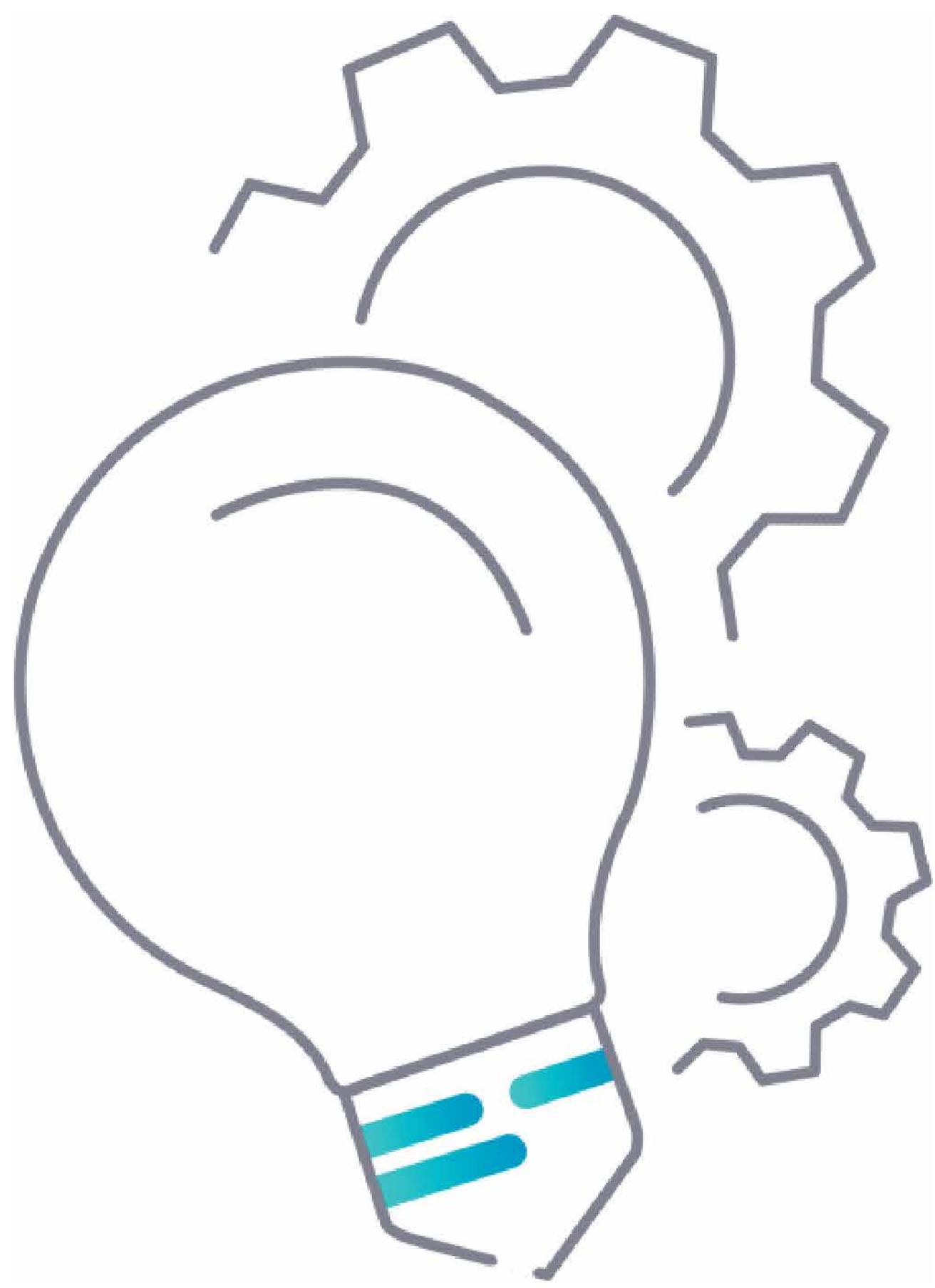
We were using Dropbox and Excel to track the product life cycle but managing everything was getting painful as we started expanding both in Austin and Mexico. We really needed a way to see everything together and track our sample requests.”



- Rachel Kiester  
Director of Product Development, Consuela

Some of Consuela’s main challenges included:

- **Limited Tracking Capabilities:** Initially relying on basic tools like Dropbox and Excel, tracking a high volume of samples and styles was becoming increasingly cumbersome.
- **Communication Barriers:** As the team expanded internationally, particularly in Mexico, efficient communication and coordination posed a significant challenge.
- **Material Management Complexity:** With products featuring multiple materials, managing and tracking these components was intricate and prone to errors.
- **Scaling Difficulties:** The manual and fragmented processes were not scalable with the rapid growth of the company.
- **Information Centralization:** A lack of a centralized system led to information being scattered across various platforms, leading to inefficiencies.
- **Visual Representation Needs:** Being a design-driven company, the need for a system that could effectively handle and display visual elements was paramount.



## Challenges

- Limited Tracking Capabilities
- Communication Barriers
- Material Management Complexity
- Scaling Difficulties
- Information Centralization
- Visual Representation Needs





# Solution

WFX PLM was Consuela's first foray into using specialized software for managing design and product development. It has proven to be user-friendly and has easily integrated into their existing workflows, replacing multiple Excel trackers with a single, efficient platform.



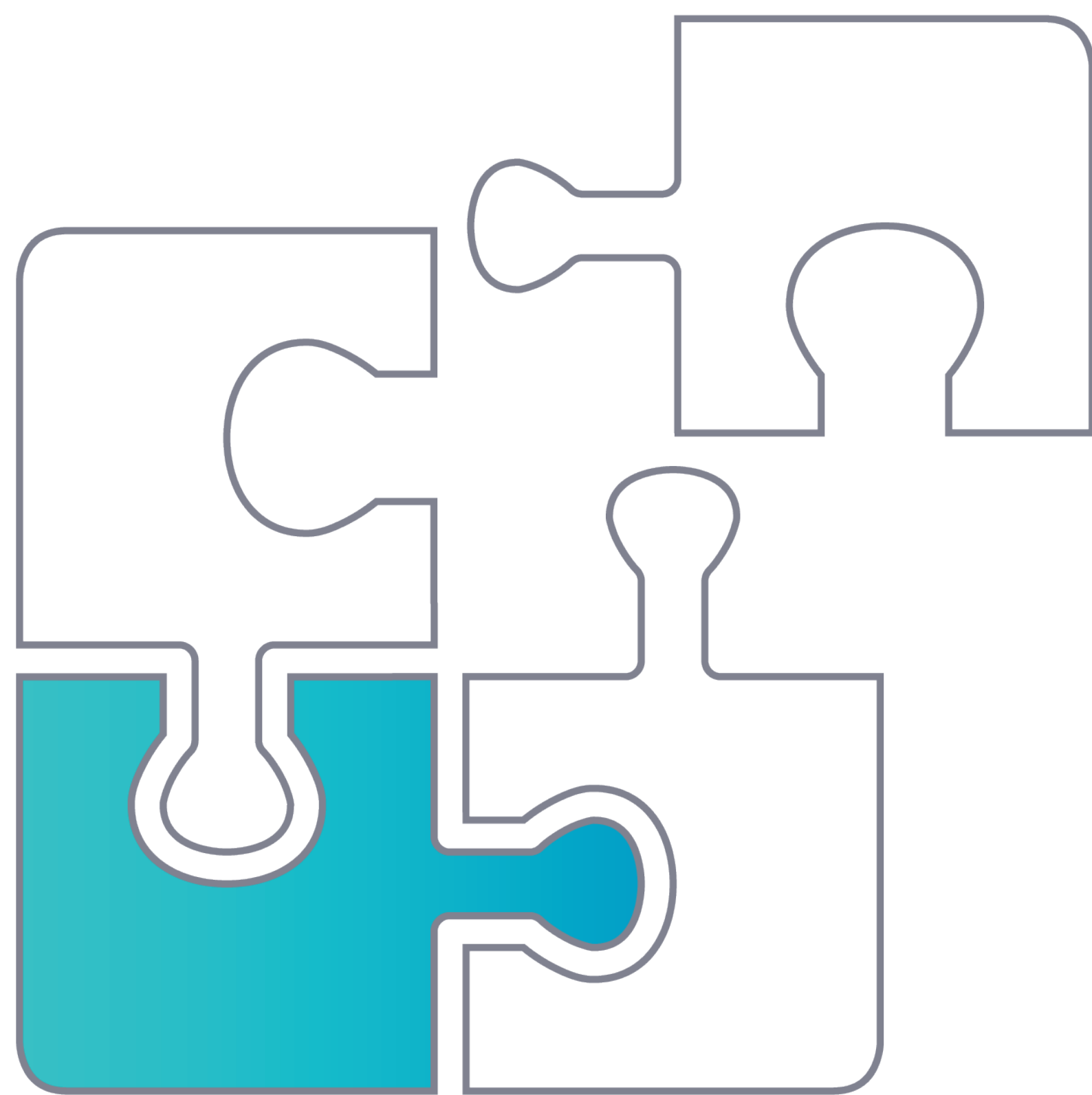
We had a million different Excel trackers before WFX. So, just being able to have one place where everything lives, knowing where every collection is, being able to easily search everything, easily filter everything, is a huge time saver.”



- Rachel Kiester  
Director of Product Development, Consuela

Key aspects of the WFX solution include:

- **Integrated Design and Development Tools:** WFX offered tools that catered to both the design and development aspects of Consuela’s products.cumbersome.
- **Visual Line Sheet Capabilities:** The platform supported visual line sheets, aligning with Consuela's emphasis on visual representation.
- **Material Tracking with Visuals:** Enhanced tracking of materials with visual aids, crucial for Consuela's material-intensive products.
- **Centralized Data Hub:** WFX serves as a single source of truth, consolidating various aspects of product development and management.
- **Better Communication Channels:** The platform facilitated better communication between teams in different locations, especially between Austin and Mexico.
- **Scalable for Growth:** The system could scale up to meet the expanding needs of Consuela, accommodating an increasing number of samples and styles.



## Solution

- Integrated Design and Development Tools
- Visual Line Sheet Capabilities
- Material Tracking with Visuals
- Centralized Data Hub
- Better Communication Channels
- Scalable for Growth



Managing the diversity of materials at Consuela, with at least three exterior fabrics per SKU - without even counting insides, handles, and leather trims - is a complex task. With over 100 materials this season, WFX PLM's visual tracking feature has been invaluable. It simplifies understanding and managing this variety, which is a big deal for our team.”

- Rachel Kiester  
Director of Product Development, Consuela

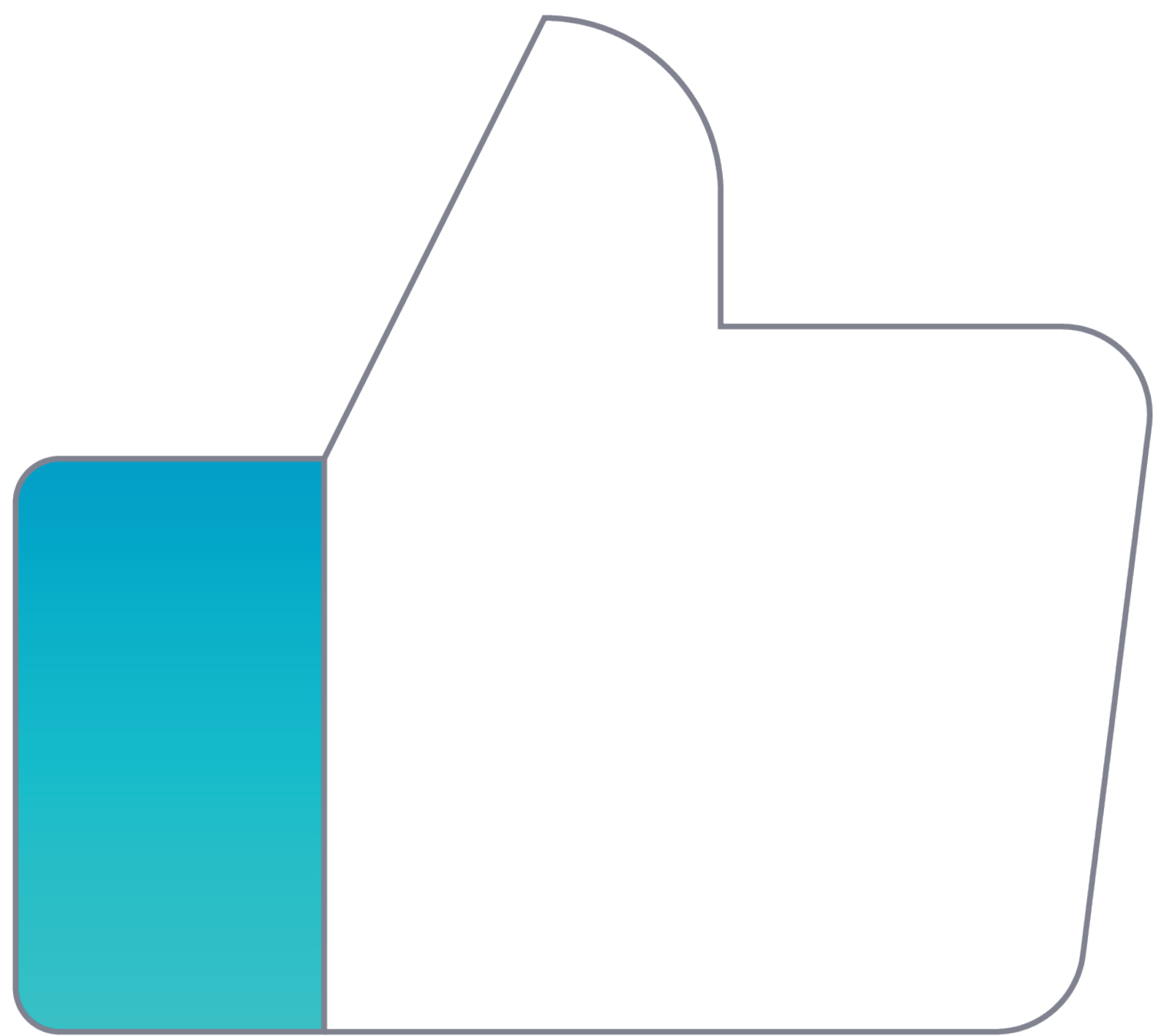


# Results

Post-implementation of WFX, Compressport witnessed significant transformations in their operational efficiency, communication dynamics, and overall product management. The solution brought forth several notable benefits that revolutionized their day-to-day operations and strategic decision-making processes.

After implementing WFX, Compressport reaped substantial benefits:

- **Enhanced Information Accessibility:** All collaborators, including global teams and external suppliers, gained easier access to product information and sample comments, promoting efficient decision-making.
- **Efficiency and Productivity:** The system streamlined day-to-day tasks, reducing time spent on tracking approvals, statuses, and modifications, ultimately boosting operational efficiency.
- **Improved Communication:** Communication gaps were bridged, enabling better discussions and clarity on product statuses, especially during unforeseen circumstances like team members' absence.
- **Holistic Product Management:** WFX enabled comprehensive management of collections, from socks to various apparel and accessories, allowing for a consolidated view of product details.
- **Seamless Supplier Interaction:** The platform facilitated direct discussions with suppliers, ensuring a transparent and documented history of communications, sample requests, and modifications.
- **Adaptability and Autonomy:** Post-implementation, Compressport's team became self-reliant and adaptable to the system, making necessary adjustments and utilizing WFX efficiently.



## Results

- Streamlined Communication
- Efficient Material Management
- Time Savings
- Improved Sample Management
- Increased Productivity
- Streamlined Approval Processes
- Scalability
- Data-Driven Decision Making

“

*Our growth has been remarkable, with our sample numbers quadrupling in just four years – we're now handling around 200 SKUs each season. It's hard to imagine managing this without WFX. The platform has been instrumental in enabling this expansion by significantly improving our tracking capabilities.”*

- Rachel Kiester

Director of Product Development,  
Consuela





Before WFX, a lot of production information was just in my head, which is not ideal. Now, thanks to WFX, everything is accessible and organized. Our production team easily finds what they need, and our factories get their information directly, without constant back-and-forth emails. It's made life easier for everyone involved.”



**-Rachel Kiester**

Director of Product Development,  
Consuela



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