



● Customer Success Story

# How OAK+FORT Launched New Categories & Improved Efficiency with WFX



Improved  
Collaboration



Faster Product  
Development



Increased  
Data Access



## About The Brand

 Canada  700+  Apparel, Accessories & Lifestyle

Founded by husband-wife team Arjuna Thiagarajah and Min Kang in 2010, **OAK + FORT** is a Vancouver-based minimalist fashion and lifestyle brand.

- The brand has 28+ retail stores (measuring 3,500 to 5,000 sq. ft. on average) across North America.
- The brand's products—which ranges from women's and men's apparel to home goods—are manufactured mainly in South Korea, China, Vietnam and India.
- Launched environmentally conscious label 'Oak Refined', in partnership with Hallotex, to develop high-quality sustainable products using organically farmed and recycled materials.
- OAK + FORT is also a member of the Sustainable Apparel Coalition.

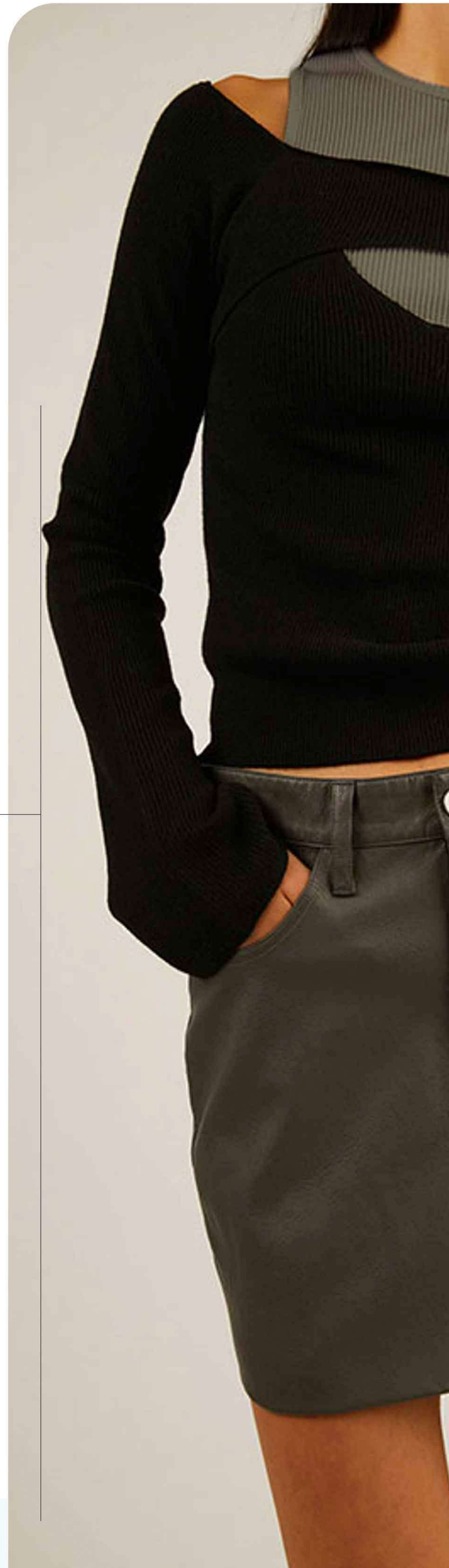
## Challenges

OAK + FORT started with one store in 2010 and has grown to 27+ large outlets whilst maintaining strong online sales in less than a decade. As the brand added more stores, they were also producing more and more products to stock these shelves.

“ We needed a way to get products to our customers faster, on time and more frequently.



- Julia Moldovan  
Director of Production, OAK + FORT





OAK+FORT's rapid growth presented its own set of challenges:

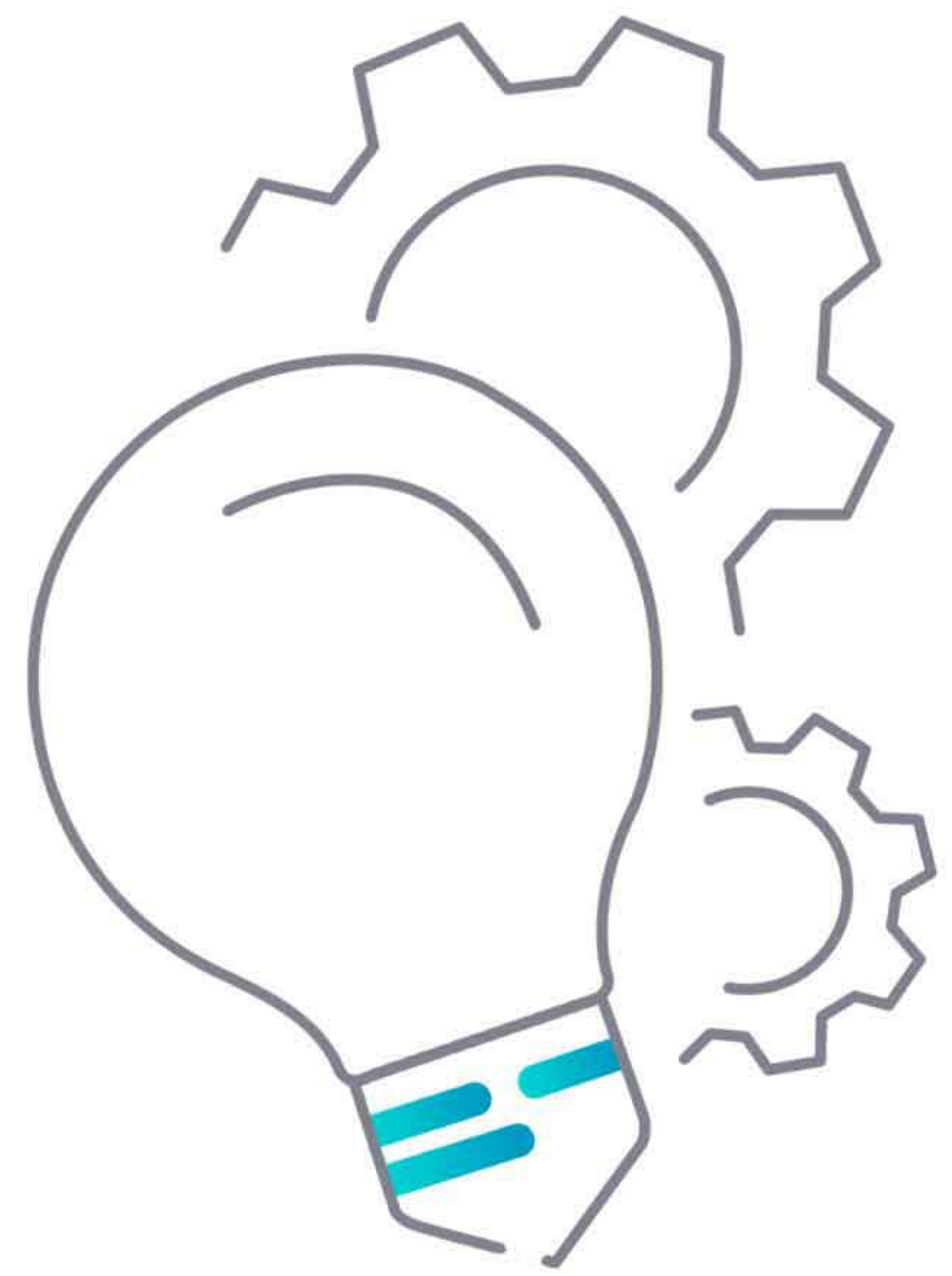
- **Time Management:** While the brand's clothing can transition from season to season, the team's biggest challenge was staying on track with their deadlines while maintaining their high-quality standards.
- **No Internal System:** There was no standardized system of operating the business at OAK + FORT before WFX. They were doing everything on spreadsheets and communicating via emails.
- **Inventory Management:** As the brand became more popular, they found it difficult to stay on top of their inventory to make sure they met customer demands. With no centralized system to manage production and inventory, the team had to manually track product availability.
- **Vendor Communication:** With vendors located in multiple countries, the team had difficulty tracking vendor samples, production timelines, delivery deadlines, and so on.
- **Communication Breakdown:** With no system to assign and manage tasks, there was confusion and miscommunication between departments. Unclear task assignments and departmental communication issues caused delays and uncertainty.

“*There was a lot of miscommunications between team members if things weren't updated or managed properly.*”

## Solution

The software configuration and implementation process are the most important factors for the success of any PLM software deployment. They serve as the conduit through which your company ensures the seamless assimilation of the system into your operational procedures and overall ethos.

At WFX, our approach focuses on expediency, collaboration, and streamlined management, facilitating swift reengagement of teams in their tasks.



## Challenges

- Time Management
- No Internal System
- Inventory Management Issue
- Vendor Communication
- Communication Breakdown

## Solution

- Effective system configuration
- Streamlined implementation
- Focus on speed & collaboration
- Swift reengagement of teams
- Ongoing support post go-live

“*I travel a lot. I'm out of the office a lot. I'm in meetings a lot, but I can still access information anytime I need without being in the office.*”

- Julia Moldovan

Director of Production, OAK + FORT

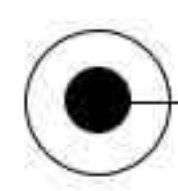


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*The WFX team is very efficient and supportive. They spend ample time configuring a PLM that you're going to need and use. The customization process with WFX was great! They had very in-depth conversations with us about what we needed, what features were important to us, how our company operated, and then suggested solutions for how the program can be configured to fit our needs, so that the system was personalized and really worked for us.*

- Team OAK + FORT

# Results



Being a modern fashion and lifestyle label, OAK + FORT consistently creates fresh products and reimagines styles to stay current with consumer tastes. The implementation of WFX PLM has profoundly upgraded the way OAK + FORT operates. Some of these improvements include:

- **Streamlined Information:** WFX PLM provided a centralized platform, eliminating the need for jumping between documents while ensuring accurate and up-to-date access to information and data logs.
- **Enhanced Operational Efficiency:** Access to a single source of truth for all tasks and product information has made the team more organized, efficient, and collaborative.
- **Improved Vendor Relationships:** WFX PLM created a bridge to better vendor relationships for OAK + FORT. The team can easily create clear standardized vendor packages, sidestepping the complexities of outdated spreadsheets.
- **Smooth Expansion:** The brand successfully expanded into new categories, ensuring the same quality standards. After successfully streamlining their apparel business, they forayed into accessories and homeware with no disruption to their processes.
- **Seamless Access & Flexibility:** Being a cloud-based system, WFX can be accessed from anywhere, anytime. The platform keeps everyone updated with the latest information and updates no matter where in the world they are.

## Results

- Streamlined Information
- Enhanced Operational Efficiency
- Improved Vendor Relationships
- Smooth Expansion
- Seamless Access & Flexibility

“

*With WFX, we don't have to jump between documents to see where something was logged, or when it was last updated, or if it's even accurate anymore. Everything is clearly organized and easy to find.*

- Julia Moldovan

Director of Production, OAK + FORT





Working with WFX takes efficiency to a whole new level and finding information is really streamlined and easy. It has streamlined our processes, it made us more organized, more efficient, and our communication improved hugely using it.”



- Julia Moldovan

Director of Production, OAK + FORT



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