



● Customer Success Story

How WFX Helped Canadian Brand RYU Digitalize Their Fashion Supply Chain



Increased
Efficiency



Increased
Data Access



Product Quality
Increased



About The Brand

Canada 100+ Athletic Apparel & Accessories

Founded in 2008, RYU (Respect Your Universe) Apparel is an award-winning Vancouver-based urban athletic apparel and accessories brand.

- Designs and develops fitness and performance-oriented lifestyle products for men and women.
- RYU started out making mixed-martial arts equipment, and then ventured into multi-discipline athletic apparel and accessories.
- The brand has 11 stores in Canada and is publicly listed on the Canadian TSX Venture Exchange.
- RYU manufactures its products in North America and Asia and retails via physical stores, e-commerce and wholesale channels.

Challenges

When RYU came to WFX, they were experiencing major growing pains. They had grown out their current spreadsheets and needed a modern solution to drive their business forward.

“ We’re already a high-growth business but we’re really building it for scalability. I want us to do more with the same number of people and that’s how we started to talk about technology.



- Pedro Villa
CFO, RYU



Some of RYU's most pressing product development challenges at the time were:

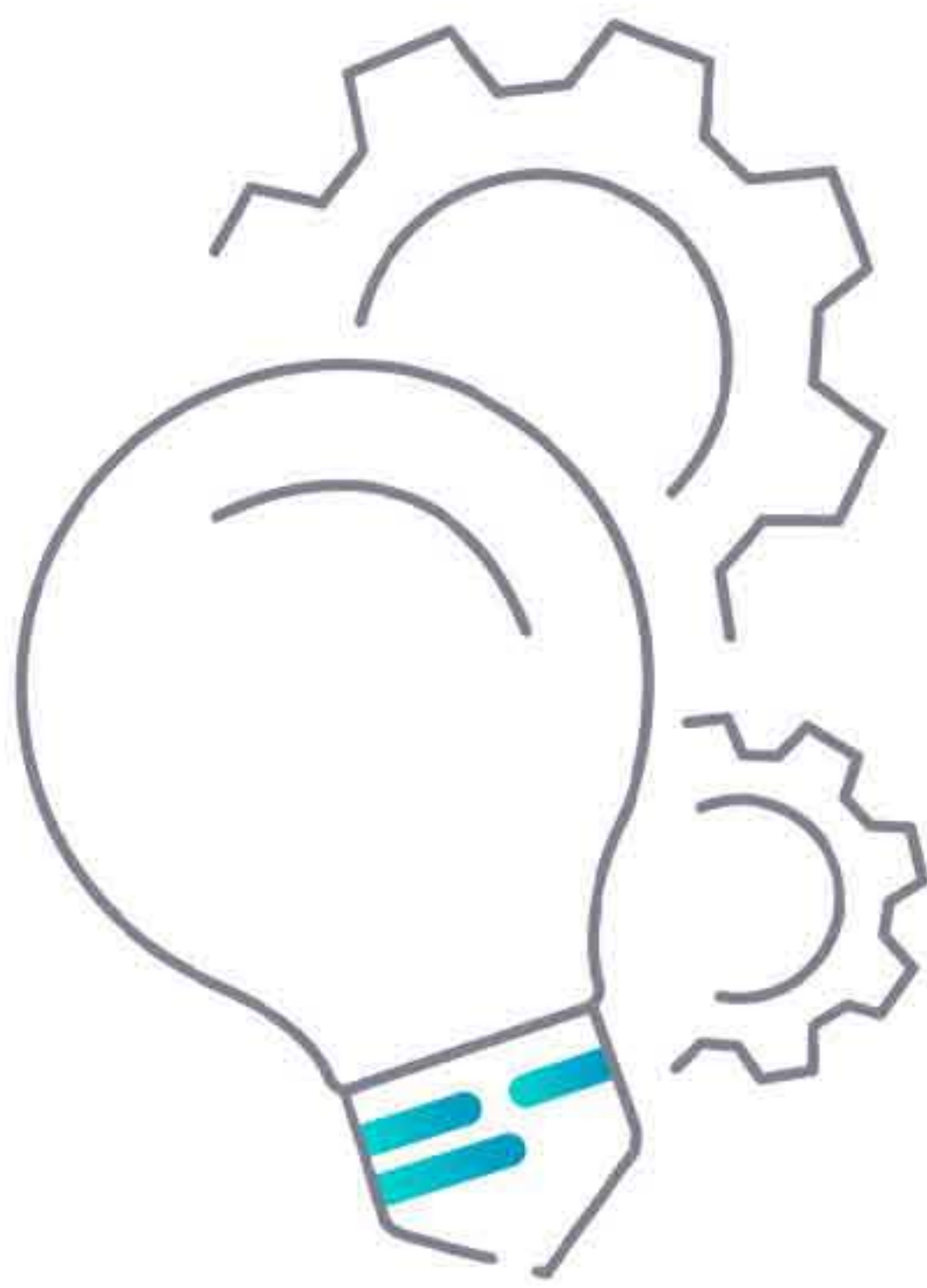
- **Spreadsheet Dependence:** RYU relied on spreadsheets for various tasks like creating tech packs, tracking inventory, managing sales data, requiring manual data entry and email sharing.
- **Data Fragmentation:** Different files from different sources were needed for various tasks, making updates and data retrieval cumbersome.
- **Vendor Collaboration Issues:** Storing product information in spreadsheets made it challenging to share data with vendors and track changes across product versions, leading to development errors.
- **Scaling Challenges:** As RYU expanded from a startup to an international brand, manual processes and spreadsheets created difficulties scaling the business with existing systems.
- **Inventory Tracking:** There was a need to track inventory levels across multiple locations and ensure timely updates for efficient shipping preparation.
- **Customer Service:** Managing customer inquiries and order fulfillment became increasingly challenging.

Solution

After evaluating several options, RYU chose WFX PLM for their digital transformation journey. "We were very impressed with the professionalism and knowledge of the team at WFX PLM. We knew right away that they would be a great partner for us," said Villa.

Here's a summary of RYU's experience of implementing WFX PLM:

- **Cloud-Based Deployment:** RYU selected WFX PLM because it's a contemporary cloud-based solution that fulfilled their feature requirements.
- **User-Friendly Configuration:** WFX provided an easily configurable platform, ensuring swift adoption across their team.



Challenges

- Spreadsheet Dependence
- Data Fragmentation
- Vendor Collaboration Issues
- Scaling Challenges
- Inventory Tracking
- Customer Service

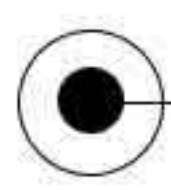
Solution

- Cloud-Based Deployment
- User-Friendly Configuration
- Seamless Integration
- Single Source of Truth
- Collaborative Implementation

“WFX's team guides you through the implementation process with a collaborative approach. We had engaging discussions, where we proposed configuration ideas, and the consultants provided valuable insights, making it a dynamic and productive exchange.

- Pedro Villa
CFO, RYU

Results



From centralized tracking to remote access, here's a summary of the benefits RYU gained from using the WFX platform:

- **Data Management:** WFX provides RYU with a centralized repository for all information, including detailed breakdowns by season and style.
- **Enhanced Visibility:** Better operational and inventory visibility empowers RYU to make flexible, real-time strategic decisions. Time & Action calendars keep teams informed about tasks and progress.
- **Efficient Information Access:** WFX enables quick access to information for staff and team leaders, simplifying their tasks and allowing for deep data dives when needed.
- **Efficiency with Intuitive Interface:** The intuitive interface of WFX allowed teams to efficiently manage inventory, sales orders, purchase orders, and more, resulting in faster processes, quicker orders, and improved customer service.
- **Simplified Design Processes:** WFX's digital Tech Pack tool replaces manual coordination with a drag-and-drop system, improving efficiency and organization.
- **Elimination of Spreadsheets:** RYU no longer relies on spreadsheets; instead, all colors, styles, and swatches are cataloged and organized within the platform.
- **Vendor Portal:** The WFX vendor portal facilitates collaboration with external partners while maintaining data control.
- **Productivity Enhancement:** Automation of approval and change request processes, streamlined communication, and better visibility across all aspects of the business have increased productivity.
- **Improved Decision-Making:** WFX has organized operations, leading to faster and better decisions, resulting in increased revenue and brand recognition both domestically and internationally for RYU.

Results

- Data Management
- Enhanced Visibility
- Efficient Information Access
- Simplified Design Processes
- Elimination of Spreadsheets
- Vendor Portal
- Productivity Enhancement
- Improved Decision-Making

“

WFX has enabled me to do my job better. I can jump into any one of the designers or developers' folders and get the information quickly. I can dig deep to find the actual source of fabric or any other content.

- Pedro Villa
CFO, RYU



As a technical developer, I am in WFX all day, every day. I'm working in it to do everything from creating Bill of Material (BOMs), grading charts, adding styles or my fit comments. It has become an integral tool for my job.



- Cindy Hirschberg

Technical Development Manager, RYU



Discover how our digital transformation solutions can help you get to market faster, become more sustainable, and streamline your operations for scalable success.

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