



● Customer Success Story

How WFX Gave Sarah Flint More Time to Focus on Strategic Goals



Increased
Visibility



Improved
Collaboration



Faster Product
Development

SARAH FLINT

About The Brand

 New York City, USA  15-20  Footwear

Sarah Flint crafts luxury Italian footwear that merges style with comfort, designed for the modern, sophisticated woman.

- Sarah Flint's shoes are meticulously handcrafted in specialized ateliers in Italy, emphasizing quality and attention to detail.
- The brand embraces a direct-to-consumer model, ensuring affordability without compromising on luxury or quality.
- Cindy Crawford, the renowned supermodel, is an investor in Sarah Flint, leveraging her fashion expertise to support the brand's growth.
- Popular icons like Meghan Markle and Amal Clooney have been spotted wearing Sarah Flint shoes.

Challenges

Sarah Flint, renowned for its luxurious yet comfortable Italian footwear, faced significant operational hurdles before integrating WFX PLM. Their reliance on outdated methods, such as Excel sheets and emails, led to a maze of unorganized documentation and fragmented communication.

“ We're a fully remote team so it's that much more important to be able to communicate effectively without having to spend hours looking for information.



- Krista Weisman
VP - Merchandising, Production, and Operations, Sarah Flint



The challenges encompassed:

- **Fragmented Information:** Vital data scattered across various platforms resulted in poor visibility, hampering efficient decision-making.
- **Scattered Communication:** Reliance on conventional emails and fragmented systems led to siloed communication, hindering seamless collaboration between their teams.
- **Redundancy and Wasted Time:** Manual creation of style sheets and BOMs birthed duplicated efforts, wasting valuable time and resources in an industry that demands precision and agility.
- **Version Control Hassles:** Difficulty in tracking product versions within scattered data repositories hindered streamlined operations.
- **Resource-Intensive Documentation:** Overreliance on manual documentation processes consumed excessive manpower, limiting productivity.

Solution

WFX PLM emerged as the remedy to the problems faced by Sarah Flint, allowing them to revamp their approach to product development and communication with a comprehensive solution to their multifaceted challenges.

WFX provided a holistic remedy by:

- **Unified Documentation Hub:** WFX became the singular repository, consolidating tech packs, BOMs, and material libraries into an easily accessible and organized platform, banishing the chaos of scattered documents.
- **Facilitated Collaboration:** The system overhaul facilitated clearer and structured communication pathways, fostering enhanced collaboration among their dispersed team.
- **Streamlined Version Tracking:** WFX's tracking capabilities eradicated the labyrinth of folders and email threads, enabling swift access to specific product versions.
- **Intuitive Interface:** Its user-friendly design minimized barriers to adoption, empowering the remote team with an interface tailored to their needs.
- **Customized Configuration:** Tailored configurations catered specifically to the intricate parent-child product categorization intrinsic to the footwear industry.
- **Efficiency Enhancement:** The system's functionalities significantly reduced the workforce needed for documentation, improving overall efficiency.



Challenges

- Fragmented Information
- Scattered Communication
- Redundancy and Wasted Time
- Version Control Hassles
- Resource-Intensive Documentation

Solution

- Unified Documentation Hub
- Facilitated Collaboration
- Streamlined Version Tracking
- Intuitive Interface
- Customized Configuration
- Efficiency Enhancement

“

WFX has allowed us to organize everything efficiently; having everything in one place has been a game-changer for our remote team. Rather than starting from scratch, we're able to leverage custom material libraries and tech packs which expedites new product development.

- Krista Weisman

VP - Merchandising, Production, and Operations, Sarah Flint

Benefits

The integration of WFX PLM unlocked a myriad of transformative benefits for Sarah Flint, propelling their operational efficiency to new heights and redefining their strategic focus within the competitive fashion landscape.

- **Operational Efficiency:** Sarah Flint was able to reduce the number of people responsible for documentation from 6 to 4 people, which shows elevated productivity and operational effectiveness.
- **Time Savings:** Drastic reductions in time spent on information retrieval and tech pack creation streamlined workflows and accelerated production timelines
- **Strategic Liberation:** The newfound time afforded by WFX facilitated strategic contemplation, empowering long-term planning and creative endeavors.
- **Accelerated Product Development:** Leveraging libraries and duplication features expedited the ideation and creation of new product lines.
- **Focused Future Planning:** A shift from mundane tasks to strategic foresight has empowered the brand to plan for forthcoming seasons proactively.
- **Cost-Efficient Operations:** The optimization of resources resulted in cost savings while enhancing overall productivity.
- **Enhanced Collaboration:** Streamlined communication mechanisms fostered robust collaboration among remote teams.
- **Transparent Operations:** Increased visibility and transparency in processes facilitated smoother workflow management.

Results

- Visual Interface Boost
- More Focus on Products
- Better Line Planning
- Faster Product Launch
- Elimination of Email Hassles
- Timesaving
- Direct Supplier Access
- Enhanced Efficiency

“

Since the implementation the biggest shift in my personal routine has been being able to spend more time on creative work and contemplating broader product development strategies. I'm less worried about managing the day-to-day and more focused on strategizing for upcoming seasons.

- Krista Weisman

VP - Merchandising, Production, and Operations, Sarah Flint



One of the most significant impacts has been the efficiency boost. With WFX, our documentation team now operates at maximum efficiency. What previously required a team of 6 is now handled seamlessly by a team of 4. This substantial improvement has freed up valuable time and energy, allowing us to think strategically about product development and long-term goals.



- Krista Weisman

VP - Merchandising, Production, and Operations, Sarah Flint



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

[Book Demo](#)

[More Case Studies](#) →