

How ELK cut its  
launch time in  
half for new  
apparel designs  
using WFX

ELK



[www.wfxondemand.com](http://www.wfxondemand.com)



# ABOUT ELK THE LABEL

*Known for original designs and sustainable fashion*

Elk is an independent Australian fashion brand, founded in 2004 by the husband-wife duo Marnie Goding and Adam Koniaras, and known for its sustainability-conscious business approach. The label sells statement accessories, apparel, and leather goods designed in Melbourne and handmade globally. It works with small manufacturers in countries like India, Vietnam, China, and Philippines to support traditional skills and craft and guarantees authentic, high-quality products every season. Elk sells direct-to-consumer and also through independent retailers in over 20 countries. Elk's commitment to responsible fashion manufacturing is evidenced through its annual transparency report and Go Green initiative.

- **Founded:** 2004
- **Headquarters:** Melbourne
- **Notable Awards:** 2017 - Telstra Victorian Medium Business of the Year  
2017 - Telstra Australian Medium Business of the Year  
2019 - Australian Fashion Laureate for Sustainable Innovation
- **Special Initiatives:** UNICEF Platinum Champion for Children



## ELK'S BUSINESS CHALLENGE

*Saving team effort and boosting data visibility*

Operational reliance on multiple Spreadsheets and excel based technical specifications impacted on the precious creative time of ELK's design team.

The manual and time consuming data entry required in the current excel based Tech packs, led ELK's Leadership team to search for an end- to- end product lifecycle management solution for their fashion business to enable the design team to streamline and enhance productivity and efficiency in their roles.

Managing Director Adam Koniaras reviewed multiple platforms before shortlisting a number of PLM solutions and decided on WFX after the platform demonstration on site with the Planning and Design team.

All recognized the benefits and time saving features WFX could bring to the ELK business immediately.



# THE WFX ADVANTAGE FOR ELK

*Happier staff, faster go-to-market, and richer reporting*

Today, the WFX Cloud PLM solution snugly fits into Elk's business, boosting speed and productivity across their supply chain operations. With WFX, Elk has realized:

## Faster time to production:

Elk's design team loves that the WFX solution has halved the time they would otherwise take to launch new designs for sampling and production. The creative team uses WFX's Adobe Converter to simply drag-and-drop Adobe Illustrator artwork into WFX. The solution translates the data in the Illustrator file into tech packs complete with measurements and construction information, ready to be shared with suppliers.

## Cloud-based supplier collaboration:

Emails have given way to a smarter and more centralized channel of supplier communication - via the WFX supplier portal. Now, ordering samples, managing sample evaluations, approvals, sharing comments are frictionless. Elk's suppliers have quickly adopted the intuitive WFX portal and use the platform to collaborate with Elk's production team.

## Comprehensive tracking:

Costing, compliance, milestones, and profitability - the vital KPIs are tracked and reported from WFX. Senior management has real-time visibility of all collections, margins and cost heads. They also use WFX to trace the origin of fabrics and supplier background to ascertain if they comply with Elk's ethical commitments. Similarly, respective teams are notified of any approaching deadlines and stay on top of internal functions and global suppliers. WFX serves as the source of record for everything connected to Elk's fashion operations.

## WFX to eCommerce integration:

WFX is Elk's core business operating system but it is also used as the source of product information that feeds "elkthelabel.com" - Elk's eCommerce website. Data is directly fetched via APIs from WFX and pushed to Elk's website's with accurate and real-time product information.

WFX helps Elk drive operational efficiency, staff happiness, and supply-chain transparency.



“

Our experience with WFX has been more than amazing, their team is extremely helpful. WFX has been the PLM for us and I'm sure a great choice for any fashion business.

”



- Anastasia Karaman  
Production Manager, Elk

Learn more about  
WFX at [wfxondemand.com](https://wfxondemand.com)