

# gorjana Scales its Business with WFX



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

## ABOUT gorjana

Based in Laguna Beach, husband-and-wife duo Jason and gorjana Reidel started the gorjana jewelry brand in 2004 on their apartment floor. They drove 50,000 miles on the trade show circuit selling and marketing their collection.

Through separate strengths with combined creative vision, rapidly grew the brand from an idea into a full-fledged omnichannel business.

The eponymous line is intentionally designed to mix, match and layer, which allows the wearer to make each piece unique.

## THE NEED

gorjana needed a better way to manage its product development and production process to scale the business more efficiently.

Starting with numerous designs, the product development team would perform multiple rounds of sampling and revisions before proceeding to production - all this activity was being managed in excel spreadsheets stored in various places, which was time-consuming and prone to error.

## PLM SEARCH

Cloud-based technology was an important decision factor in gorjana's search for PLM, as the company was expecting to move to cloud-based ERP and wanted the systems to work together.

gorjana reviewed its internal processes to not only identify critical requirements, but also to flag parts of the process open to change. gorjana looked to WFX for leadership on industry best practices.

## IMPLEMENTATION

gorjana went live on WFX in less than two months. They had a point person guide the internal effort and hold its team accountable to timelines, and cited the value of organization, adaptability and commitment in adopting any new system.

gorjana soon began onboarding its factories onto WFX, which supports online supplier collaboration (e.g., techpack access, approvals, sample tracking, cost quotes) with a single version of the truth to help shorten the product development lifecycle.



**“The transparency that WFX provides is invaluable. Time is our biggest resource and we never have enough of it, and so for that the system creates immense value.”**



## MORE TIME, MORE GROWTH

When gorjana met WFX, it was predominantly a wholesale brand that has since expanded its D2C ecommerce and opened several dozen retail stores.

With centralized, searchable product and material information, WFX helped gorjana gain efficiency, scale for growth, and more easily visualize its assortments by channel.

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## ADDED VALUE

When gorjana adopted NetSuite ERP, they leveraged WFX's NetSuite Connector to automate SKU-creation and avoid duplicate entry. WFX's prebuilt Connector eliminates the need for one-off integrations that are costly, time-consuming and require ongoing maintenance.

During the disruption caused by the Covid-19 pandemic, WFX's cloud-based platform - accessible anytime, anywhere - was a big help. "Having a system that was able to keep all remote teams connected and aligned, not only internally but globally with our manufacturers, was amazing."



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Learn more about  
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