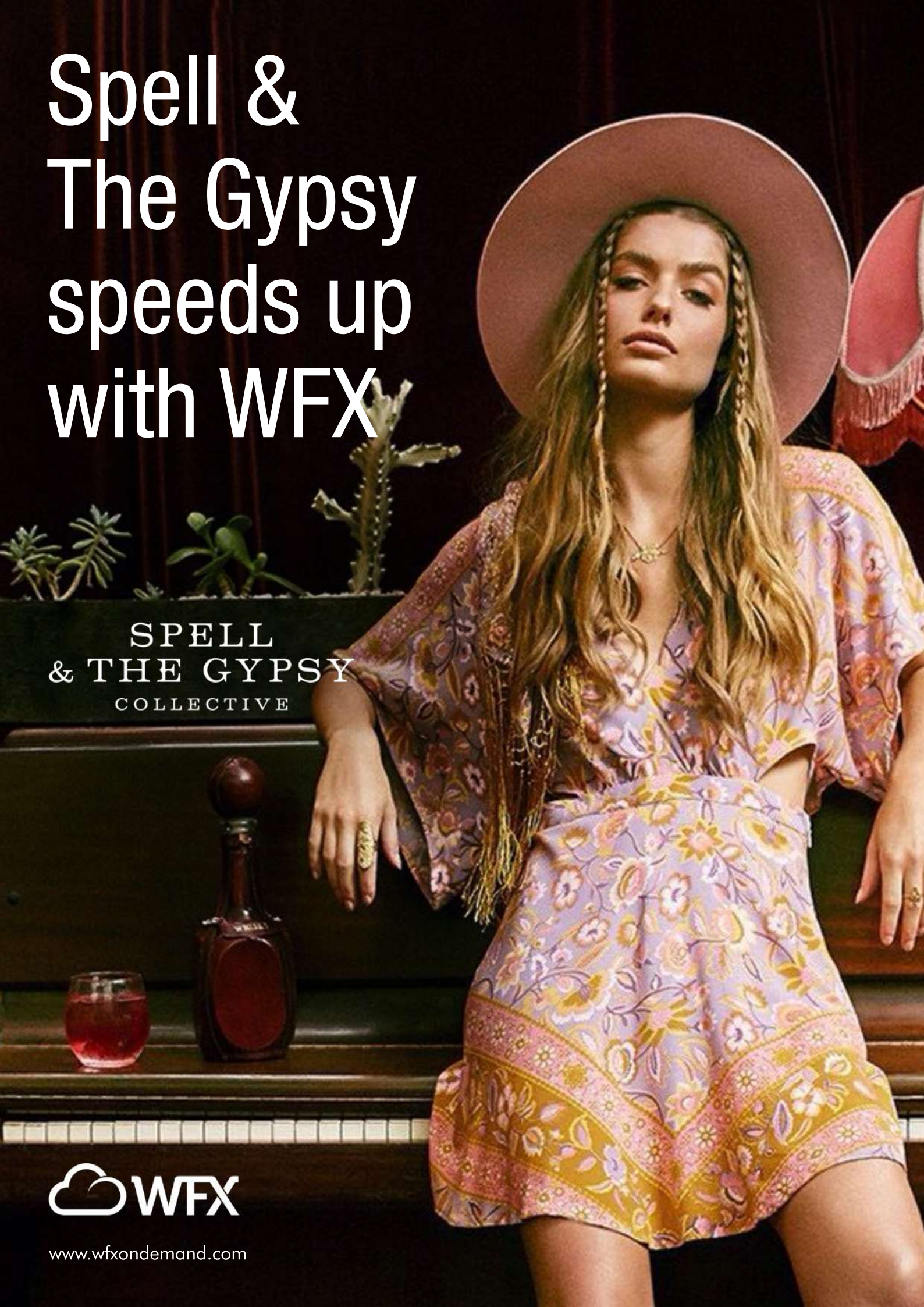


Spell & The Gypsy speeds up with WFX

SPELL
& THE GYPSY
COLLECTIVE



www.wfxondemand.com



ABOUT SPELL

Spell and the Gypsy Collective, started in 2008 in Australia by the sister-duo Isabella Pennefather and Elizabeth Abegg, is a shining name in the festival world and adorns celebrities like Miley Cyrus, Megan Fox, and Katy Perry.

This women's premium fashion brand is known for bohemian designs, beautiful prints, and sustainable practices. A peek into their Instagram followership reveals what Spell means to conscious shoppers.

Commenting on Spell's success, Evelyn Gibson, Production and Purchasing Manager, shares, *"We did the right things at the right time in a niche space when nobody else was doing what we were doing."*

SPELL'S PRODUCT DESIGN CULTURE

For Spell, fashion is not about 'manufacturing clothes' but about creating beautiful, wearable garments that tell a story.

Day after day, Spell's product team looks for new fabrications, carefully finetunes collection designs, and walks the talk about co-existence with nature. They source sustainable fibers, maximize circularity to recycle fashion, and maintain a strict supplier vetting policy.

Naturally, all of these require a high level of supply chain control across design, production, packaging, and sales.

CHALLENGES FOR SPELL

Until 2018, Spell managed production through multiple systems and different formats - scores of excel sheets, word documents, illustrator files and email. Spell also used NetSuite ERP for inventory, warehousing and Finance.

Despite siloed information, Spell's business progressed. But at a cost. The cost was a lack of visibility, duplication of effort, and long drawn product cycle times.



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SPELL MEETS WFX

Realizing the need for a PLM solution, Spell underwent a two-day workshop with WFX. Guided by a WFX consultant, Spell's core team explored how WFX cloud PLM would bring ease, efficiency, accuracy and visibility to their entire fashion supply chain and product operations.

They experienced a better way of doing everyday things like raising purchase orders, tracking production milestones, making product techpacks, and collaborating with their suppliers.

WFX ticked all the boxes – including the ability to integrate with NetSuite natively.

With WFX, Spell found the missing piece in their product development framework – a one-stop-shop where they could manage and track everything from design through production.

MORE TIME, MORE DATA

The Spell team now knows precisely where their collection and products are at any given moment. There is a high degree of clarity and accuracy across all their operations. The team makes fewer mistakes and does not need to repeat things. Fewer iterations also mean a faster time-to-market, which complements Spell's fashion forward nature.

With WFX, Spell found a way to bring visibility to all key metrics they wanted to track. They report on business-critical data more accurately and frequently bringing insights into areas previously hidden.

"With WFX, Spell's product team no longer wastes time redoing things and has more time and data for reflection," as Evelyn described it.

She further adds, *"The journey with WFX has been great. WFX's desire and willingness to help us get the best use of the platform has been a hallmark of our working relationship. We see this as a long-term partnership and continuously find ways to gain more from the solution."*

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Evelyn Gibson

Learn more about
WFX at wfxondemand.com