

Zedonk

A one stop shop management solution for fashion brands

The dual challenges of Covid-19 and Brexit have changed the way the UK fashion and textile industry work. Many UK brands are holding stock for their B2B and B2C customers on either sides of the UK/EU hard border. Some are setting up EU holding companies for VAT purposes. Others have relocated parts of their production to the UK to take advantage of the UK's new trade agreements.

UKFT has worked with associate member Zedonk since it was established in 2007. Its founder Marcia Lazar ran designer fashion business Science London and grew frustrated with the lack of affordable ERP systems available to small and medium-sized companies so decided to develop her own. She built a system that could integrate sales, production and logistics processes and today Zedonk works with a huge array of UK fashion brands including many UKFT members. The specialist business software has been designed to meet the needs of the fashion industry, offering visibility on stock costs and levels across borders and currencies. Zedonk is also now launching a B2B sales module and better integration with Shopify and other web platforms to offer a full multichannel management system.

What the brands say

Amelia Davis, Logistics Manager of Simone Rocha: *"Previously we were using a very basic system and we moved to Zedonk in 2018. We use it for our production development, logistics, sales and accounts. We also use the integration with Joor which means all sales orders are pushed through Zedonk to raise production in a central hub.*

"Zedonk has been real big saviour during the last 18 months at a time where we have seen a lot of internal changes. It means other people can step in and have clear visibility of what is happening across the business. It is also super user friendly. It makes us fully aware of where we are with everything in one system."

Emma-Jane Adam, Co-Founder of Smalls Merino: *"It's a one stop shop for us and it's like having another employee for our three-person team. It feels like we have the systems in place to be able to scale.*

"Zedonk is very quick and easy to implement within your business. It took us weeks to get it up and running and the support team are on hand to take you through the process. It is also really flexible. We were paying for the iPad module to present our collection to customers at tradeshow but that isn't happening at the moment so we removed the module for the time being as we're selling more online. It means you only pay for what you need."

Stu Anderson, CEO, and President of Young Soles: *"We have lots of different website and touchpoints and in this regard, Zedonk is our hero. We use it as our main hub, running an order management system, stock control across three warehouses, invoicing (integrating with QuickBooks) and our B2C sales (integrating with Shopify). We are a small team and having to put these changes in place has been hard but Zedonk has really helped to manage it all.*

"I like that there are so many different ways to do the same thing and you can build a package to suit your business. As a children's footwear brand, our business is very different to many other fashion brands in terms of sizing, production range and how we sell etc. Not only is it easy to use but easy for us to adapt to particular things."

The latest updates

Alex Penrose, Head of Support and Product Specialist at Zedonk: *"Zedonk is an enterprise resource planning (ERP) solution to help fashion brands manage their business. It operates as a central piece of software to help brands can manage production, product development and sales more easily. It integrates to other platforms including 3PL, accountancy, ecommerce, B2B, EDI and EPOS/POS to act as a central point for users to keep*

information in one place. Zedonk is a modular system so you only take the modules you require for your business at that time. The starting price for the most basic package is £600 per year.

"From working with customers over the last 12 months, one of the biggest changes has been how brands have responded to Brexit with many moving businesses over to Europe or creating an entity in Europe to maintain that market. We have responded by creating an umbrella system which allows businesses to manage systems for multiple warehouses or multiple brands. This means they can be managed in the same system, allowing for different VAT numbers or sales tax for each company and so on. We have seen a good take up from customers for this part of the system.

"The second thing we have seen was a response to the COVID-19 pandemic where we saw a total change in the landscape of how Zedonk was being used. Up until now the steady flow of users of our systems has been centred around Zedonk as a management system and additional connecting system for other platforms like Shopify, QuickBooks or warehouses. As a result of COVID-19 and people not being able to travel, we have seen our customers moving away from wholesale and more heavily into retail via their own ecommerce. As a result, there is much more interest in the way our systems can integrate with Shopify and similar platforms and we have moved our customer support assistance into more of a technical direction to help our customers fully take advantage of the software ecosystem for online."

Marco De Vecchio, Director of Operations of Zedonk: *"Zedonk was founded by a designer fashion brand and everyone who works here has a background in fashion so all our developments are driven by real business situations that smaller businesses are finding. Zedonk was originally founded to assist with the wholesale model as this is where our strengths lie but in recent years, a lot of businesses are shifting from wholesale to retail and this has been turbocharged by COVID-19 and Brexit.*

"We are now introducing two big changes in response. The first concerns better integration with Shopify and other web platforms to bring web orders into Zedonk. This will turn Zedonk into a place where you can manage your entire multichannel business. We expect to have that in place by the end of the year.

"The second is the development of a virtual showroom. We have created a new module where you can load multiple images, 360-degree images and videos to create a virtual showroom that can be emailed to multiple contacts at once via a unique link. The buyer can see a branded profile and line sheet giving an experience that is similar to ecommerce transaction but for wholesale. Buyers can make a selection and place orders, with the opportunity to add links to recommended products and more. There is a messaging centre to keep communication in one place too.

"This is a B2B platform rather than a marketplace akin to Joor or NuOrder and is expected to be launched in September, with a pricing quote available depending on package and needs."

Case studies

Young Soles is a UK-based childrenswear brand manufacturing in Portugal. While the brand had global distribution from early on in Europe, America and Asia Pacific, the UK's exit from the European Union added a number of challenges.

Stu Anderson, CEO, and President of Young Soles: *"Our main two challenges over the last 12 months have been around stock control and distribution. We have three warehouses around the world and work with three distributors so we are moving goods from Europe around the world as a UK-based business.*

"The covid-19 pandemic couldn't have come at a worse time. We work with a lot of retailers around Europe which didn't have a website. Our web sales increased but we had stock coming from three warehouse which meant that stock management and logistics management presented huge challenges.

"It was also a case of channel management as well. We have lots of different website and touchpoints and in this regard, Zedonk is our hero. We use it as our main hub, running an order management system, stock control across three warehouses, invoicing (integrating with QuickBooks) and our B2C sales (integrating with Shopify). We have a UK and US website on Shopify and we're soon to launch a European website.

"The challenges are increasing are taking up so much time. We produce in Portugal and historically have

shipped everything into the UK. Since Brexit, we have taken warehousing in Portugal, so all our European orders stay there and orders for the UK and Rest of the World come into the UK.

"We are a small team and having to put these changes in place has been hard but Zedonk has really helped to manage it all."

Smalls Merino was founded in 2014 producing traceable Merino collections for children, and has since expanded with women's and men's products too.

Emma-Jane Adam, Co-Founder of Smalls Merino: *"Sustainability and traceability are hugely important to us as a brand and Zedonk has enabled us to carry traceability and complete visibility through the business, particularly our supply chain."*

"We started making in Fiji when we launched so we are quite experienced in international trade. We moved our production to Portugal three years ago, using Italian spun fabrics made from New Zealand Merino."

"Brexit has posed huge complications for us. Previously it had been so easy not having to think about taxes and duties. During the last 12 months with Covid, having visibility of our raw materials has been really useful."

"We are a small company of three people so having total visibility of raw materials meant we could pivot, create a product and get it out in three weeks. We use Zedonk for wholesale, to integrate with our Shopify website and a number of other platforms. It's a one stop shop for us and it's like having another employee for our three-person team."

"It feels like we have the systems in place to be able to scale."

Simone Rocha is a designer womenswear brand which launched in 2010, which operates predominantly via a wholesale model with two flagship stores in London and New York.

Amelia Davis, Logistics Manager of Simone Rocha: *"Simone Rocha also makes most of its production (80%) in Portugal so in the lead up to Brexit, we opened warehouse in Portugal and set up an EU entity. We now use that as a central hub and do all exports from there."*

"We also decided to move our Incoterms over the last 12 months. We used to be on DDP for all our accounts, then moved to DAP and at the start of this year shifted everything to ex works."

"We have been experiencing delays at the beginning of the year with some things stuck in the UK for 6-8 weeks, which had a massive impact on us and our wholesale partners. We also had London Fashion Week to add further complications in February, on top of Brexit and Covid-19 so this has been a very challenging time for us. We have really struggled moving products between the UK and EU and particularly sampling around LFW."

"Previously we were using a very basic system and we moved to Zedonk in 2018. We use it for our production development, logistics, sales and accounts. We also use the integration with Joor which means all sales orders are pushed through Zedonk to raise production in a central hub."

"It has been real big saviour during this time where we have seen a lot of internal changes. It means other people can step in and have clear visibility of what is happening across the business. It is also super user friendly. It makes us fully aware of where we are with everything in one system."

Interested?

To find out more, contact paul.alger@ukft.org or visit <https://zedonk.co.uk/book-demo/> to book a free demo.