

caseSTUDY

Luci Bags: Display bags, totes and accessories for women to showcase their favorite things.

The Challenge

With the success of the display tote and expansion of bag stylists selling the products via Facebook parties, Luci Bags was no longer able to manage the volume on their own. After their initial attempt at outsourcing fulfillment in early 2015, it was immediately clear that it wasn't the right fit. There were costly mistakes and shipping errors that resulted in time lost, but the biggest detriment was the loss of customer trust.

As a small but growing company, Luci Bags needed a partner that could handle all aspects of fulfillment without requiring any extra manpower from their side. They needed a partner who would help them establish the right processes and procedures to efficiently handle their growth and continue to support their current customers and stylists. After struggling through their first experience, Luci Bags was able to identify what they would look for in their next fulfillment partner.



Luci Bags started as a "design-your-own fabric handbag" company until one day when a custom request came in for a windowed display tote. After several prototypes, the Original Display Tote was born and Luci Bags was changed forever.

Today, the company offers a variety of display bags, totes and accessories for women to showcase their business, loved ones, pets, or all three. Products are sold via online parties facilitated by Bag Stylists. Visit www.lucibags.com to learn more.



DM Fulfillment provides best-in-class fulfillment and distribution solutions so that manufacturers, merchants and trading partners can seamlessly integrate with today's omnichannel, e-commerce world. Five strategically located, highly-automated fulfillment centers offer cost-effective shipping solutions and speed to customer and shelf. DM Fulfillment's mission is to deliver an exceptional customer experience with every order. Visit www.DMFulfillment.com to learn more.

“This time around we knew exactly what we were looking for. DM met all of our needs and provided extra services and reporting we didn't even know we needed.”

- Rebecca Lucas, Luci Bags Founder



The Solution

Lucie Bags put together a checklist of needs and began the search for their next 3PF partner. Their hope was to find a company with a distribution center in their local Dallas, TX area, but more importantly, they wanted a fulfillment company who could provide:

- Order accuracy for a positive customer experience
- Advanced technology to support inventory and order integrity
- Mature processes with a track record of success
- In-house systems for better control
- Additional support for their brand
- A company that valued a true business partnership

Through a mutual acquaintance, Rebecca Lucas, Lucie Bags Founder, was put in touch with Lisa Meyer, Business Development Manager at DM Fulfillment. After a few conversations and a visit to the Dallas DC, she felt confident she had found the right partner to save her business. Corey Davis, the DC Manager, instilled the confidence that his warehouse would be the perfect home for Lucie Bags.

“After one visit to the DC it was clear that they treat their customers like an extension of their own business.”

- Rebecca Lucas, Lucie Bags Founder

The Result

DM Fulfillment believes the quality of the receipt of goods into their DC is where it all starts. Inventory that arrives with no precise method for validating each item can kick start a chain of costly events from lost inventory and shipping mistakes to missed sales. DM Fulfillment advised Lucie Bags to barcode every item before it leaves the factory to ensure the inventory is accurately counted and received into the DC. This minor tweak was very important in getting their order and inventory accuracy back on track.

Technology and automation are the lifeblood of DM Fulfillment which operates on custom software built by its dedicated, in-house staff of software developers and engineers. “We follow detailed and seasoned processes that have been continually tested and upgraded for over 20 years,” said Christian Goodrich, Client Business Manager at DM Fulfillment. “DM software is smart! It automatically chooses the best shipping methods for us and releases backorders upon availability. Once we submit the order we can trust that it is going out as quickly and economically as possible,” added Ms. Lucas.

Rebecca Lucas and her team are now able to more efficiently manage and grow their business with the help of real-time reporting via the DM customer portal and brand-building custom packaging.



“The guidance and value-add services have been priceless, but it’s the people that make working with DM Fulfillment so fantastic! My key contacts, Lisa Meyer and Jim Cox, as well as every single employee that I’ve met takes great pride in their work. We knew this company had great values and would follow through on its promise to provide exceptional service,” said Ms. Lucas. Overall, the integration was smooth and the entire transition was made with minimal impact to Lucie Bag customers.