



LOVEYAWN

Luxury Nightware

- Website:** www.loveyawn.com
- Location:** United Kingdom
- Integrations:** Shopify, Xero, DEAR B2B Portal

BY BEING PATIENT, WHIMSICAL, AND DEDICATED TO THE CRAFT, LOVEYAWN DEVELOPED A WONDERFUL AND LAUGH-FILLED BRAND TO IMPROVE EVENING RELAXATION.

THEIR STORY

LoveYawn, or Yawn, for short, begin in the mind of Alice. Alice, overwhelmed by the trials and tribulations of juggling family and career life, took a moment to relax and pause.

Are other women struggling to do this? Why am I always so tired?

The answers were “yes,” and “work,” respectively. Alice sought to place her attention on helping women relax. She crafted a brilliant, radiant, and fun brand around high-quality nightwear for women

Customers are obviously attracted to her sensibilities. Alice has a small and like-minded team along in her lovely passion project.

In developing the business, Alice and her LoveYawn team had the product and the distinctly positive aesthetic, but there were a few issues behind-the-scenes. Alice and the team managed to add DEAR inventory management to their repertoire to resolve numerous backend challenges.





KEY CHALLENGES

- **Get DEAR properly-integrated** into a new business.
- Receive **accurate stock reports**.
- **Get the business fully off the ground**.

KEY SOLUTIONS

- The addition of **stock management and stock allocations features**.
- **Easy-to-use** product movement summary.
- **Integration with other platforms**.

KEY RESULTS

- **Time saved**.
- Easily-generated **reports**.
- **Quick support response** to any needs.

THE CHALLENGES

Since there was no prior system in place, seeing how DEAR has assisted LoveYawn has been a real treat.

LoveYawn had an assortment of challenges. Interestingly, DEAR was there early. When we discussed DEAR and how it has impacted the business, LoveYawn reminded us that the platform has been used since the beginning.

Alice and her team knew the value of quality software management. But we were curious as to how the platform has exceeded her expectations and how it is helping on a daily basis. There are many problems regarding inventory management, especially when it is done poorly. Since there was no prior system in place, seeing how DEAR has assisted LoveYawn has been a real treat.



THE SOLUTIONS

“As a whole, Dear is very effective for our business.”

We wanted to make sure LoveYawn had the resources it needed now as well as the ability to scale as needed. When asked about scaling and the most important early tool, the company noted a few key features. “Stock management and stock allocations for big wholesale orders work well as well as back ordering... we have to dismantle the remaining ones if we stop offering them.”

That’s not all. “We tend to calculate our reorder quantities separately in excel but I have used the inventory aging report which helps me with this process. The product movement summary and velocity report have been helpful too.”

These tools have been pivotal in the process of restocking and reordering.

In summation, LoveYawn really dove into the features of DEAR, making it work for them in impressive ways. *“As a whole, Dear is very effective for our business. It integrates with many other platforms which we use on a daily basis.”*

THE RESULTS

The bottom line is time. “We are saving a huge amount of time,” said LoveYawn. Without having to manually count inventory, Alice and her team are in much better shape for the formative early years of her brand.”

The results speak for themselves. As LoveYawn and the team detailed with us, “We manufacture and sell so Dear is great for the manufacturing process and creating BOMs and finished goods. It’s very straight forward to process orders and generate invoices, and run stock reports etc.”

It is hard to say DEAR has been a game changer for the small nightwear brand, especially since it came so early in the life of the business. But the results have been quick and the support has been responsive, according to LoveYawn. “We’ve been in contact with the support team for help with navigation and every time we



have encountered an issue – they always respond very quickly.”

LoveYawn capitalized on a need, and the team hardly slowed down. From inception to full-on



THE RESULTS

inventory management software integration, LoveYawn has taken everything in stride.

We are so excited to see big things unfold for Alice and the small team. We will be right there with her, striving to understand her challenges and seeing her provide relaxation, calmness, and evening fashion, to a generation of women.





IS MANUALLY MANAGING YOUR INVENTORY AND FULFILLMENT PREVENTING GROWTH?

Leverage the power of multi-module DEAR Inventory Management software to take your business to the next level. We keep the moving parts of your business all in one location, while automating time consuming tasks, whether you are in retail, wholesale, or manufacturing.

Visit www.dearsystems.com to begin a 14-day Free Trial.