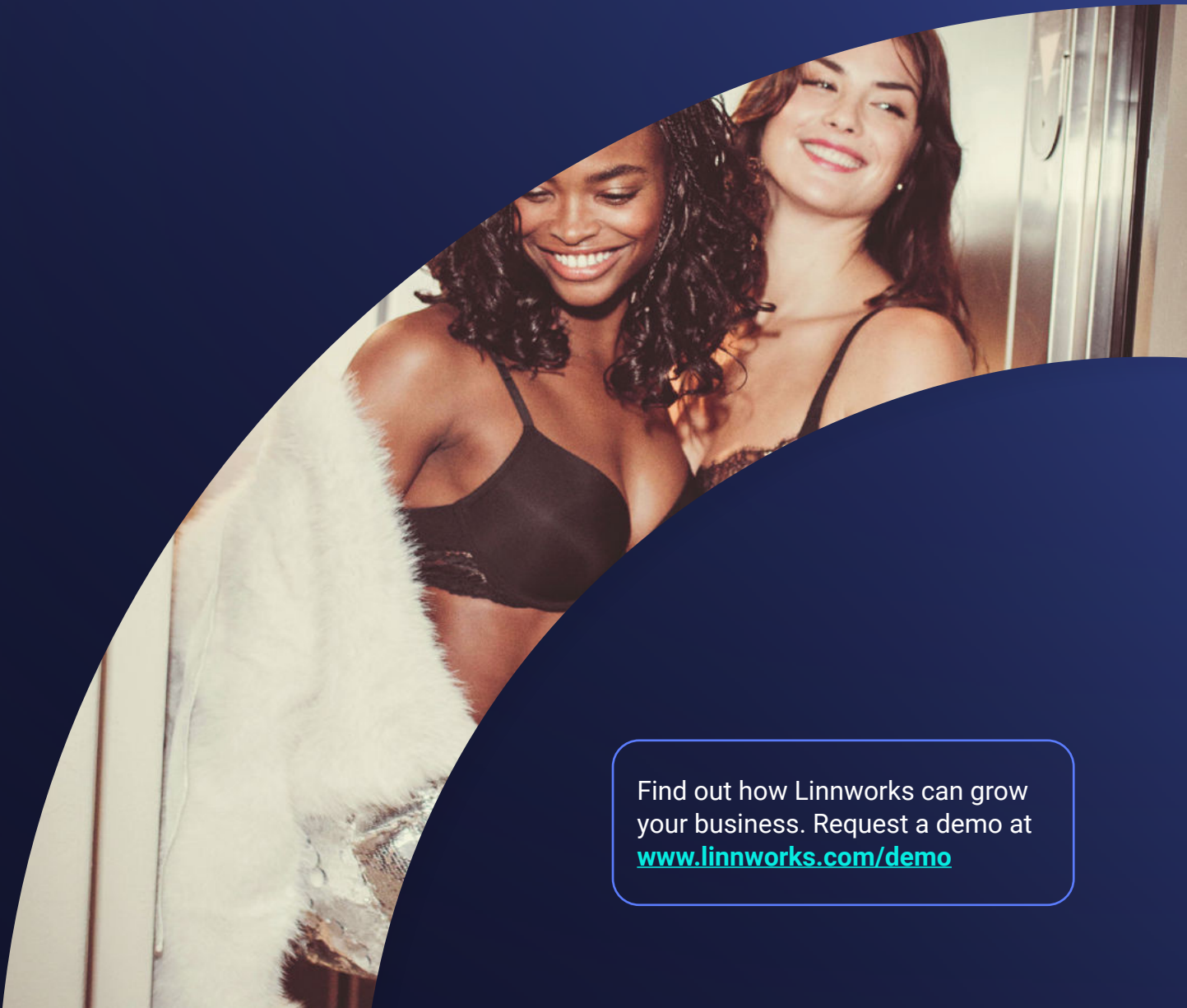




Case study

Lingerie Living

How Lingerie Living streamlined marketplace operations and achieved scalable growth with Linnworks



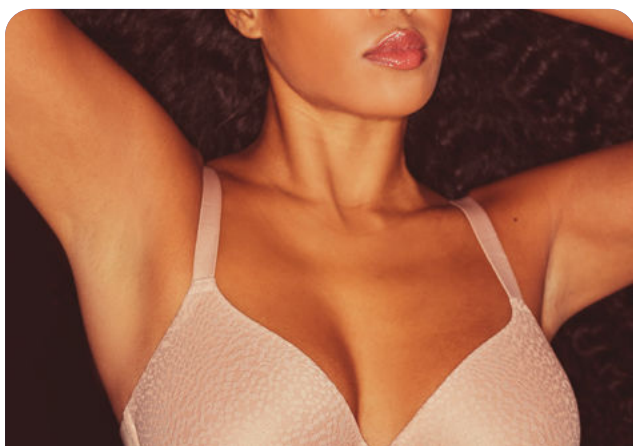
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How Lingerie Living streamlined marketplace operations and achieved scalable growth with Linnworks

Lingerie Living was founded in New York City in 2016 with one purpose—to make shopping for intimate apparel easy, enjoyable and empowering. Led by a team with decades of industry experience, the brand set out to help customers feel confident in perfectly fitting, thoughtfully made garments. Today, Lingerie Living serves customers across the US, Canada and Mexico, offering a carefully curated collection of brands through its own website and leading online marketplaces, including Amazon, Nordstrom, Saks and more. The team's passion for service and community shines through at every touchpoint.

Facing operational complexity

As Lingerie Living extended its reach online, the excitement of growth came with new challenges behind the scenes. Every new marketplace created opportunity—but also more complexity. Manual processes and spreadsheet-based workflows struggled to keep up with increasing order volumes, strict marketplace SLAs and the need for real-time inventory updates. The team was constantly reacting—updating orders, reconciling inventory, addressing fulfillment issues—while working to protect hard-earned seller ratings and ensure every customer received the experience they expected.



We couldn't scale. Managing orders by hand was incredibly time-consuming, especially with the need to fulfil within tight deadlines. Handling multiple marketplaces at once just wasn't possible.

June Webb,
Director DTC, Lingerie Living

For a brand dedicated to confidence and comfort, anything less than accuracy and reliability was not an option. With millions in revenue and reputation at stake, the need for a better way became clear.

Partnering for transformation

Recognizing the need for a single source of truth, Lingerie Living began its search for a technology partner who could unify complex operations across channels and keep pace with the business's ambitions. They needed a platform that could automate and centralize inventory, listings and order management—integrating seamlessly with their ERP and adapting to each unique sales channel as the company scaled. They chose Linnworks.

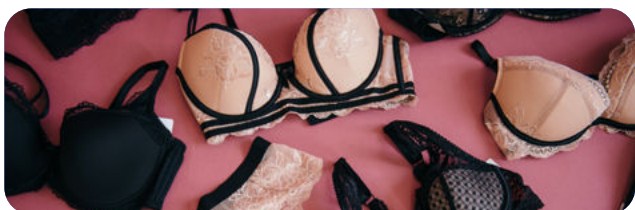


Linnworks has been a game-changer for us. It allowed us to scale quickly, integrating new marketplaces in as little as a week, and gave us the flexibility to adapt as we grew.

June Webb,
Director DTC, Lingerie Living

Implementation involved close collaboration. The Linnworks team listened, responded to specific needs and tailored the onboarding process to fit the brand's operations. Automation soon replaced repetitive admin, freeing up resources and enabling Lingerie Living to add new integrated marketplaces in as little as a week, all while ensuring high performance and reliable fulfillment.

With Linnworks, the Lingerie Living team shifted their energy from daily firefighting to proactive growth and customer care.



Measurable results

The impact of the move to Linnworks was immediate and meaningful. Lingerie Living doubled its business and, at the company's peak, managed up to fifteen marketplaces from a single, unified platform. Error rates and fulfillment bottlenecks fell away, making it easier to maintain strong seller ratings and deliver the consistency customers depend on. Critical resources were refocused from manual tasks to driving growth and building lasting customer relationships.

Looking to the future

Today, Lingerie Living is building on its foundation. The team is partnering with Linnworks to explore next-level automation, including direct SKU publishing and the adoption of enhanced analytics. The goal is both simple and ambitious: ensure data and daily workflows move as smoothly as the customer journey. With Linnworks as a strategic partner at every step, Lingerie Living is ready to deliver on every promise, through every channel, for every customer.



Before Linnworks, we were stuck in manual processes that made scaling impossible. Now, with everything centralized and automated, we can focus on growth and delivering the best experience to our customers.

June Webb,
Director DTC, Lingerie Living



Find out how Linnworks can grow your business.
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