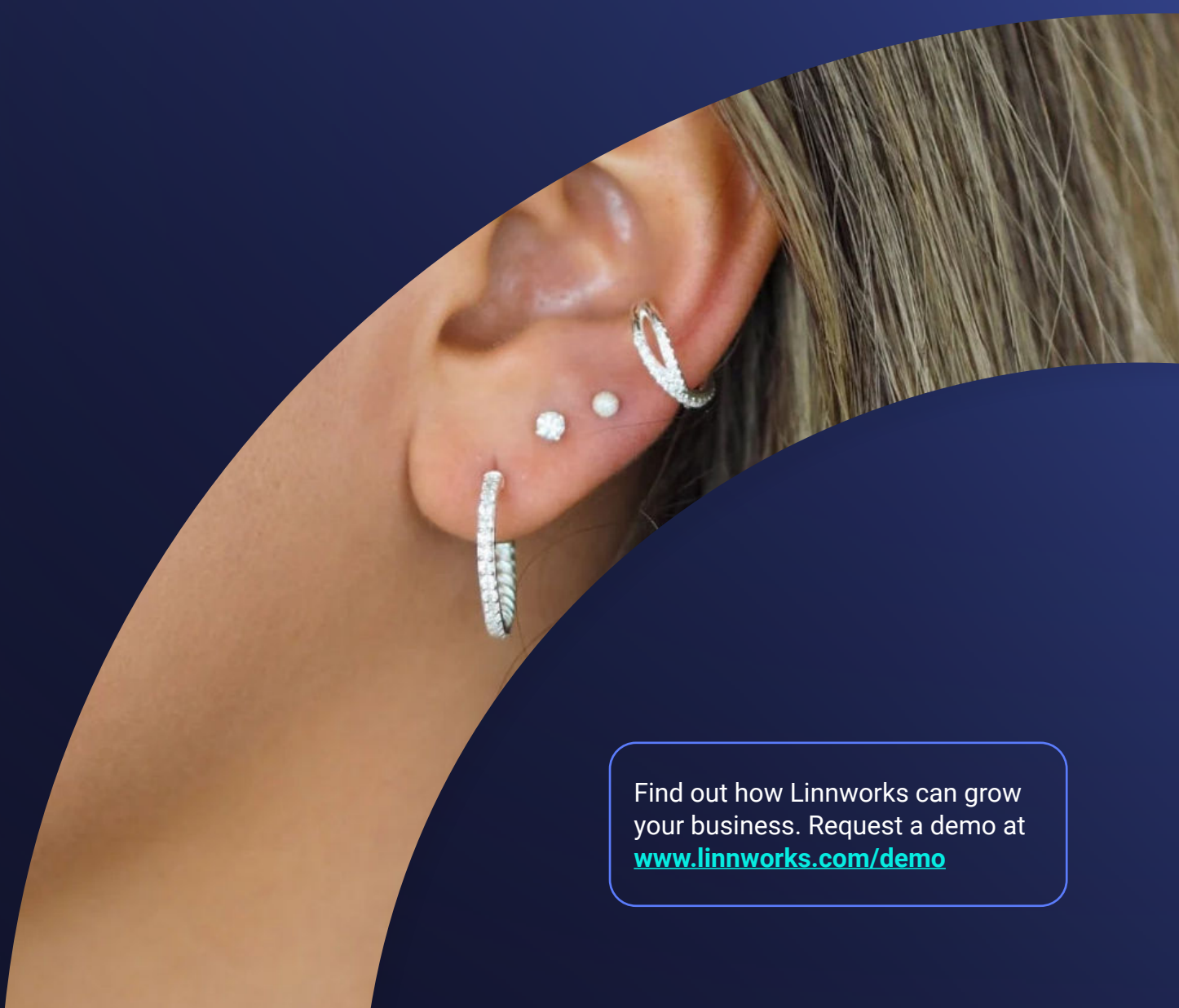




Case study

# jewellerybox

How jewellerybox modernized their  
operations and scaled with Linnworks



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# How jewellerybox modernized their operations and scaled with Linnworks

Since its launch in 2014, jewellerybox set out to modernize online jewelry shopping, offering real gold and sterling silver pieces at affordable prices. By prioritizing technology and efficient processes, the brand delivers value without compromise.

jewellerybox builds trust through authenticity. Every piece is assay-assured by the Edinburgh Assay Office, and the brand's reputation shines through thousands of positive reviews on Trustpilot and Google. Beyond value and trust, jewellerybox is passionate about personalization and sustainability. From offering engraving services to help customers create unique, meaningful pieces to reducing their environmental impact, the brand is committed to making a difference. Currently, they use recyclable packaging and ensure over 60% of their products are made from recycled metals.



## Addressing operational inefficiencies

As jewellerybox expanded its presence across its website and multiple marketplaces including Amazon, eBay and TikTok, their operational complexity grew. Initially they relied on a custom-built website with a built-in ERP system. While functional, this legacy setup became increasingly costly and difficult to maintain. To modernize, the team moved to Shopify, but they faced a critical challenge: how to manage inventory and orders across multiple channels without drowning in manual admin.

Without a unified system, staff had to manually move data between platforms, leading to inefficiencies and a higher risk of errors. jewellerybox needed a solution that could seamlessly connect their new Shopify front end with their complex backend operations.

## One platform, endless possibilities

jewellerybox chose Linnworks to serve as their single source of truth. By implementing Linnworks, they centralized their entire operation, ensuring that inventory levels, product data and order processing were managed from one platform.

This integration allowed the team to push product listings directly to Shopify and other marketplaces, ensuring consistency across all channels. Linnworks automated the flow of data, eliminating the manual tasks that previously slowed the team down.



Linnworks is our point of truth. It is where all our inventory goes and where we manage all our operations. It does a huge amount for us.

**Nathan Amery,**  
Head of Digital, jewellerybox

## The impact of transformation

With Linnworks at the core of their tech stack, jewellerybox has achieved significant operational improvements. Automating routine tasks has allowed the team to scale efficiently, easily handling surges in demand during peak seasons like Christmas without the need to permanently expand their workforce, saving the business significant costs.

The integration has also enabled better connectivity between systems. For example, by bridging the gap between Royal Mail and Shopify, jewellerybox improved the post-purchase experience, allowing customers to track orders directly on the website, reflected in their consistently positive trustpilot reviews.



## What's next for jewellerybox

jewellerybox is focused on building a more efficient and customer-centric operation by expanding automation across the business. The team is actively enhancing returns management and self-service features to create a smoother customer experience, especially as they grow internationally. Improving integrations between core systems will remain a priority, ensuring a seamless journey from order to delivery. With consumers increasingly more cost conscious, jewellerybox will continue investing in technology, sustainability and personalized services so every customer receives the quality, trust and flexibility they expect from a modern jewelry retailer.



### Key benefits of Linnworks

- ✓ **Centralized control:** A single platform managing inventory across three websites and multiple marketplaces
- ✓ **Operational efficiency:** Automated workflows reduced manual data entry and associated errors
- ✓ **Scalability:** The ability to handle peak season volumes efficiently by automating core processes
- ✓ **Future-ready foundation:** A flexible tech stack ready to integrate new tools for returns and customer experience improvements



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