

CASE STUDY

Style for Less



Using Dimensional Weight to Realize Huge Savings for a Fashion Brand

Challenge

For a “fast fashion” company like Styles for Less, shipping is a constant concern. The company has to get their product from their corporate warehouse in Orange County, CA to their 160 brick-and-mortar retail outlets quickly, every week, to stay ahead of the blistering pace of changing fashions. Styles for Less’s business model necessitated the shipping of large, bulky boxes filled with clothes to each location.



Solution

Styles for Less's biggest problem was one faced by many of our clients. The boxes they utilized were billed by their carrier at dimensional weight. That is, the carrier was billing for how big the boxes were, not how much they weighed. Because of dimensional weight, these large (but not especially heavy) boxes were being billed at a higher weight than they actually weighed on a scale. Reveel worked with the brand to renegotiate the terms of their dimensional weight agreement with UPS. We were able to secure a dimensional divisor that was almost double the standard published figure, significantly reducing their shipping costs.

Results

By partnering with Reveel, Styles for Less was able to restructure their UPS agreement and bring their dimensional weight back down to actual weight. In addition, Reveel was able to help improve their current pricing on rates and surcharges to create an additional 16% savings on top of the dimensional weight savings. Styles for Less has gone on to benefit from Reveel's shipping intelligence via our Invoice Auditing and Reporting & Analytics services, gaining better visibility of their distribution model.

“Reveel had been trying to get in the door with our company for years. I was skeptical at first. In the end, they saved us over \$200k a year on our UPS contract. I would strongly recommend them to any high-volume shipper.”

Jason DeAngelo
Chief Executive Officer
Styles for Less

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ABOUT STYLES FOR LESS

Styles for Less's name says it all. The company offers trend-seekers the hottest styles of clothing, shoes, accessories and more, for less. In the past 20 years, Styles for Less has grown to over 160 store locations and developed an awesome .com. The company's buyers, sales associates, and entire team work tirelessly to keep savvy shoppers feeling connected and looking chic.

