

VANILLA STAR × SHIPCORE

# From Stockroom Chaos to Seamless Scale

*How one of America's fastest-growing denim brands  
conquered inventory complexity and grew 3X.*

**3X**

Order Volume Growth

**99.7%**

Order Accuracy

**50%**

Faster Shipping

**36hrs**

Inventory Receiving

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ABOUT THE CLIENT

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## Vanilla Star: The Denim Brand That Defines a Generation

Vanilla Star has become synonymous with trendsetting denim for juniors and young women. Known for their signature shorts, cargo pants, and jeans, they've built a loyal following by delivering the perfect balance of style, comfort, and quality at accessible price points.

From classic denim cuts to fashion-forward designs with distinctive details, every pair is crafted with stretch fabrics, functional pockets, and reinforced stitching—proving that affordable fashion never has to compromise on quality.

INDUSTRY

Denim & Casual Wear

LOCATION

Sacramento, CA

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THE CHALLENGE

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## Hundreds of SKUs, Zero Room for Error

Vanilla Star's rapid growth had outpaced their fulfillment capabilities. With hundreds of SKUs spanning multiple washes, sizes, and fits—from juniors to curvy—their existing warehouse operation was drowning in complexity.

*"We were shipping the wrong sizes, losing track of inventory, and our customers were paying the price. A dark wash size 5 looks almost identical to a size 7. Mis-picks were killing our reviews."*

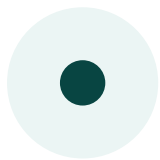
— DIRECTOR OF OPERATIONS, VANILLA STAR

With new styles dropping every season and DTC demand surging, they needed a fulfillment partner who understood the nuances of fashion logistics.

THE SOLUTION

# Built for Fashion. Engineered for Scale.

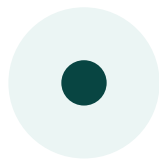
*ShipCore Fulfillment designed a custom fulfillment workflow tailored to the unique demands of high-SKU fashion logistics.*



## Smart Inventory Tracking

WMS integration with barcode-level SKU management, ensuring every size, wash, and style variant is tracked and picked with precision.

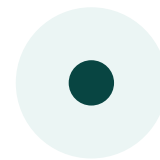
- Barcode-verified picking
- Real-time stock levels
- Low-stock alerts by variant



## Fashion-Ready Packaging

Clean, on-brand packaging that protects denim quality in transit and delivers an unboxing experience customers love to share.

- Branded poly mailers
- Garment-safe handling
- Size-optimized packaging



## Hassle-Free Returns

A streamlined returns process built for the realities of fashion—handling exchanges, size swaps, and refunds with speed.

- Same-day processing
- Condition inspection
- Rapid restocking

## THE RESULTS

# The Numbers Speak for Themselves

With ShipCore managing fulfillment, Vanilla Star turned logistics from their biggest headache into their strongest competitive advantage.

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01

**3X Order Volume Growth**

Scaled from 2,500 to 7,500+ orders per month without a single fulfillment bottleneck.

02

**99.7% Order Accuracy**

Near-perfect accuracy across 400+ SKUs with barcode-verified picking on every order.

03

**50% Faster Shipping**

Orders ship same-day when placed before 1 PM PST—down from a 3-4 day average.

04

**36-Hour Inventory Receiving**

New seasonal drops processed, barcoded, and shelf-ready in under two days.

05

**42% Drop in Returns from Mis-Picks**

Barcode verification eliminated wrong-size shipments that plagued their previous operation.

THE SHIPCORE DIFFERENCE

# More Than a 3PL. A Fashion Fulfillment Partner.

Today, Vanilla Star launches new collections with total confidence. No more worrying about warehouse chaos during seasonal drops or wrong-size shipments tanking their reviews. They focus on designing the next must-have pair—ShipCore handles the rest.

“

*We used to dread new product launches because of the fulfillment strain. Now we get excited again. ShipCore turned our biggest weakness into a strength we can actually scale on.*

— DIRECTOR OF OPERATIONS, VANILLA STAR

With their logistics running like clockwork, Vanilla Star is free to do what they do best—create the denim that defines a generation.

## Ready to Write Your Growth Story?

Join Vanilla Star and hundreds of other brands who trust ShipCore Fulfillment to scale their operations. Family-owned, technology-driven, and dedicated to your success.

**10+**

Years of Experience

**99.7%**

Order Accuracy

**0**

Long-Term Contracts

[GET YOUR FREE QUOTE](#)[\(323\) 558-1301](tel:(323)558-1301)