

# DROPSHIPMENT CASE STUDY

## BORIVAL

Created in 2013 by Mickael Bruyere, **Borival** is the French company that manages different e-commerce websites dedicated to fashion and apparel as well as sport equipment, such as **Osmode.fr**.

**Osmode.fr** is the biggest French distributor of Sparco Fashion with thousands of satisfied customers in France and Belgium.

### THE ISSUE: WASTE OF TIME AND MONEY IN SEARCHING AND MANAGING DIFFERENT SUPPLIERS

Before working with *Brandsdistribution.com*, **Borival** used to work with several suppliers in order to fulfil the need of finding designer stocks at convenient prices. Moreover, it was very difficult to find a wholesaler who could deliver abroad fast at convenient prices.

Therefore, **Borival** spent a significant portion of their time and a consequently waste of money in looking for and managing various suppliers.

### THE SOLUTION: BRANDSDISTRIBUTION.COM DROPSHIPPING SERVICE

Thanks to the product Sparco Fashion, which *Brandsdistribution* is the exclusive licensee of, and thanks to the *Brandsdistribution's* dropshipping system, **Borival** succeeded in its business.

With *Brandsdistribution.com*, **Borival** started working abroad, while maintaining low costs and reduced delivery times.

### THE RESULTS:

In 2014, **Borival** was able to expand his business abroad, saving time and money at the same time. Its business has increased more than 300% in 6 months.



Mickael Bruyere  
Owner [www.sparco.osmode.fr](http://www.sparco.osmode.fr)

“Thanks to **Brandsdistribution dropshipping** service, we are now able to offer online large stock and to deliver through an express and economic way all over Europe at really competitive prices.”

[brandsdistribution.com](http://brandsdistribution.com) }  
HOT BRANDS EASY BUSINESS

**sparco**  
by **osmode**

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## FASHIONUP

Launched in 2009, **FashionUp.ro** is the biggest online mall in Romania, with top brands from countries across Europe and Romania. 76% of our products are dedicated to women, men products - 18%, and 5% beauty products.

FashionUp offers to customers latest collections from local and international brands, selling clothing, accessories and beauty of the latest collections with discounts up to 80%.

### THE PROBLEM: TO FIND LARGE STOCK AT COMPETITIVE PRICES

To find large stocks with big discounts from various brands put always a huge pressure on Fashionup's buyers, thus they needed to work with many suppliers in order to list a good selection of products on their catalogue. Moreover, Fashionup encountered a lot of logistical and stock turnover maximisation problems.

### THE SOLUTION: BRANDSDISTRIBUTION.COM DROPSHIPPING SERVICE

#### HOW FASHIONUP INCREASED ITS BUSINESS WITH BRANDSDISTRIBUTION.COM DROPSHIPPING:

"The multiple brands available to us through **IDT** helped us to grow our business. We happily delivered to our customers more products, and that helped us too. - states **Alin V. Stanciu**, *Founder & MD of FashionUP* - The discounted products from Brands Distributions are the top of mind of our customers, and the more products we listed, the faster the loyalty of our customers grew. In a technical way, we could speak about helping us to improve the system of placing orders. FashionUp started with a system of confirming orders by email to IDT but in short-term they've developed an effective API that allowed us a real-time ordering process".

#### THE RESULTS:

Today, thanks to **Brandsdistribution** the FashionUp's data base counts more than 200.000 customers and the website has between 700.000 and 1 million unique page views every month. FashionUp is also known on Bulgarian market since 2012 and on the Hungarian market since 2013.



Alin V. Stanciu  
Founder & MD of FashionUP

"Thanks to **IDT's drop-shipping service** we've been able to offer to our clients thousands of new items from notorious brands without investing in large inventory. To provide a large selection of quality products to our clients is FashionUp's statement and IDT helped us with it's huge selection and a fast moving shipping services. We started working with IDT 4 years ago and since the first month they became one of the most important and trustful suppliers of FashionUp".

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 **fashionup!**  
REAL BRANDS. ONLINE MALL.