

Affordable Luxury Group Streamlines Growth and Scales with BlueCherry



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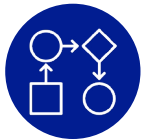
Affordable Luxury Group is a dynamic handbag and accessories company recognized for its strong presence in the fashion industry. With a portfolio of proprietary brands, the company serves both direct-to-consumer (D2C) and wholesale channels, primarily within the U.S. but also with a growing global footprint. Known as a design, sourcing, marketing, and distribution powerhouse, Affordable Luxury Group is focused on expanding its brand reach through multiple verticals including brick-and-mortar stores and enhanced D2C capabilities. The company's entrepreneurial spirit and commitment to growth have positioned it as a notable player in the fashion accessories market.

Challenges:

As Affordable Luxury Group evolved, its legacy ERP system became a significant barrier to achieving its ambitious growth and business development goals. The company faced multiple challenges:



Inefficient order processing required extensive manual intervention, especially during peak demand periods such as large QVC orders.



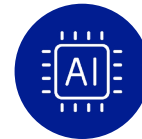
Legacy system limitations caused bottlenecks, requiring up to 60 hours of continuous hands-on management during high-volume order cycles.



Inability to scale operations efficiently prompted the need for temp staffing and increased operational costs.



Lack of automation and real-time exception notifications, resulted in time-consuming manual problem detection.



Insufficient support for future technologies such as AI, and also seamless data architecture expansion.



Frustrations with legacy vendor support and costly, unnecessary system updates.

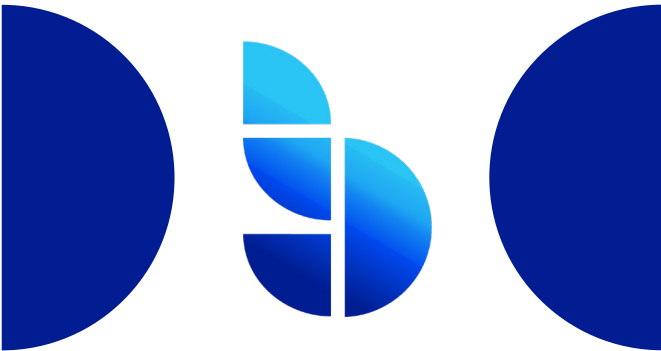
These issues, collectively, hindered Affordable Luxury Group's ability to streamline operations and support its long-term vision for growth.

Solution: BlueCherry ERP

Affordable Luxury Group selected BlueCherry as its comprehensive ERP solution to replace its legacy system. The BlueCherry solution included:

- ERP for core business processes.
- Warehouse Management System (WMS) for optimized inventory and order fulfillment.
- EDI platform for seamless integration with partners and marketplaces.
- Financial management tools integrated with Microsoft Dynamics 365.

Affordable Luxury Group selected BlueCherry because of its fashion industry focus, its scalability, its integrated product lifecycle management (PLM) capabilities, and the forward-looking product roadmap that includes AI-driven forecasting and planning. BlueCherry's robust data architecture also allows Affordable Luxury Group to adopt new technologies without major system overhauls.



Implementation:

The implementation of BlueCherry was rapid and efficient, at pace with Affordable Luxury Group's entrepreneurial agility. The project kicked off in March 2024. A full go-live of all software components happened simultaneously, including ERP, WMS, EDI, and finance systems in March 2025.

From project kickoff to launch, Affordable Luxury Group worked in close collaboration with BlueCherry's support staff. Despite minor challenges that are typical in such a large transformation program, the implementation was smooth, with no major operational disruptions post-launch.

Outcomes:

Affordable Luxury Group has realized significant operational and business benefits:

- Dramatic reduction in manual processing time during peak order volumes, cutting hands-on management from 60 hours to approximately 5.
- Elimination of bottlenecks in order processing, enabling thousands of orders to move through the system instantly rather than over hours.
- Increased warehouse productivity through automation of wave and batch scheduling and prioritization based on retailer KPIs.
- Enhanced sales team efficiency with real-time product availability and image integration.
- Substantial labor cost savings by reducing the need for temp staffing and/or reallocating personnel.
- Improved exception notifications and reporting capabilities, allowing proactive problem resolution.
- Confidence in a scalable platform that supports future growth and technology integration, including AI for forecasting.
- Seamless integration with partners such as Shopify, Loop, and major EDI platforms, ensuring smooth multi-channel operations.

Overall, BlueCherry has empowered Affordable Luxury Group to focus on strategic growth rather than firefighting operational issues.

“BlueCherry has transformed how we run our business. What used to take us 60 hours of hands-on work during peak times now takes just 5 hours. The system's automation and integration have freed up our team to focus on product innovation and growth instead of manual processes. The go-live was remarkably smooth, and the platform's scalability gives us confidence for the future. BlueCherry is not just software; it's a partner in our success.

— **Adam Protass,**
CEO & CFO, Affordable Luxury Group

Accelerate and scale your business with solutions tailored for profitable growth and efficiency in fashion. **For a personalized demo, contact our experts at bluecherry@cgsinc.com!**