

Precision Meets Performance: Why Onia Chose BlueCherry ERP to Power Luxury Swimwear Growth

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Executive summary

Founded in 2009 and headquartered in New York City, Onia is a high-end luxury resort and swimwear brand known for its meticulous craftsmanship and elevated design. With a growing presence in premier retailers like Bloomingdale's, Saks, Neiman Marcus, and Nordstrom, Onia also boasts international reach across luxury hotels and boutiques, including The Four Seasons and The Ritz-Carlton.

The brand umbrella includes Trunks Beachwear and the influencer-led line WeWoreWhat, showcasing its versatility across the premium and lifestyle fashion segments. In 2025, Onia opened its flagship retail store on Madison Avenue, solidifying its place among fashion's most exciting brands.

Challenge:

control and visibility across a complex, omnichannel business

Despite its admirable success, Onia faced limitations with its legacy ERP system, especially when trying to scale operations across wholesale, DTC, and e-commerce. Key issues included:

- Lack of integration between e-commerce and ERP, requiring manual reporting from multiple sources
- Heavy reliance on Excel and manual processes for reporting and inventory buys
- Disjointed workflows between departments, particularly in style master updates and production planning
- Inadequate EDI functionality, posing risks of chargebacks from major retailers.
- No centralized system to manage fulfillment center data or automate key operational tasks.

Solution:

BlueCherry ERP

Recognizing the need for a scalable, fashion-focused platform, Onia selected BlueCherry by CGS as its ERP of choice. The platform was chosen for its deep apparel capabilities, backed by equally deep support expertise. BlueCherry ERP boasted robust EDI functionality and ability to centralize and streamline operations across departments.

“BlueCherry is known as the Rolls Royce of ERP for the apparel industry,” said Therese Falcone, CFO & COO at Onia. “That level of reputation matters when you’re investing both financially and operationally in the future of your business.”

When interrogating BlueCherry’s potential to make a big impact in Onia’s growth trajectory, Falcone was able to bring discerning expectations across both financial and operational considerations given her blended role.

Implementation process:

structure, support, and standout service

Onia began its BlueCherry implementation in late 2024, with a planned go-live in October 2025. While Falcone initially expressed concern about implementation timelines based on industry feedback, her experience thus far has proven otherwise and has instilled confidence.

“The BlueCherry team is so organized; it’s unbelievable. The project management, the discovery phase, the training—everything has been on point.”

Highlights of the implementation process to this point has included:

- A strategic discovery phase with thoughtful business analysis and customization planning. The BlueCherry team knew exactly what questions to ask.
- Organized, user-friendly training sessions that kept the team engaged. Unlike Falcone’s experience implementing systems at other companies, she and her team didn’t feel “lectured to,” and the knowledge transfer was built to last.

- Strong collaboration with project managers and trainers made the BlueCherry team feel like an extension of Onia’s in-house team.
- Regular check-ins with the BlueCherry team ensure alignment and progress; Falcone never felt she had to ask about progress because the team always kept her well informed.

Outcomes:

preparing for scale, eliminating inefficiencies

Though the platform is due to launch later this year and Onia hasn’t yet been able to measure outcomes, there is anticipation for major improvements post-launch:

- Consolidation of all business data into one system for full visibility
- Elimination of manual processes in operations, inventory, and order management
- Integration with Shopify and NuOrder for seamless product uploads and sales tracking
- Reduction in labor costs due to automation of previously manual tasks
- Faster, data-driven decision-making thanks to modern reporting and AI-enabled tools

Falcone expects the platform will help Onia streamline processes, reduce headcount where appropriate, and enable faster scaling across channels.

People-first delivery:

Beyond the technology, Falcone attributes much of Onia’s success to the BlueCherry team itself:

“I’ve been working with a bunch of rockstars. Their experts in finance and ops, as well as our project manager, everyone’s been phenomenal. You can tell BlueCherry hires top-caliber people. That makes all the difference.”

Discover how BlueCherry SFC can optimize your production floor—request a demo today!