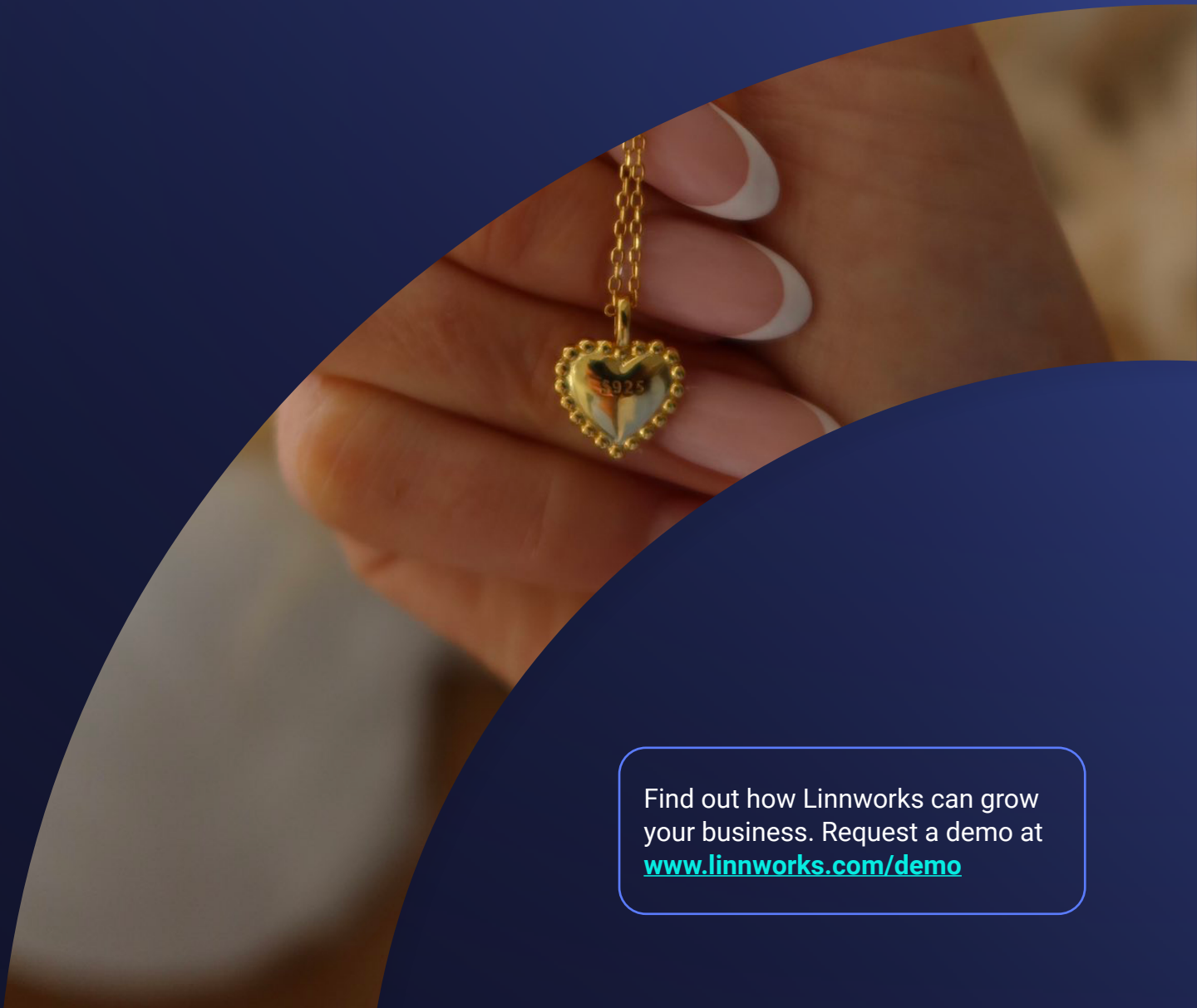




Case study

Elk & Bloom

Crafting Sustainability Through Design
and Transparency



Find out how Linnworks can grow
your business. Request a demo at
www.linnworks.com/demo

Crafting Sustainability Through Design and Transparency

In 2020, Elk & Bloom began as a personal challenge for founder Dominique Croft. After years of struggling with sensitive skin and an inability to wear most jewellery, Dominique decided to create her own. What started as a lockdown hobby quickly became something much bigger.

She discovered she wasn't alone – there was a real demand for high-quality, hypoallergenic, and durable jewellery that didn't break the bank. With a focus on thoughtful design, ethical production practices, and a commitment to transparency, Elk & Bloom is working to create a more responsible fashion industry while staying true to its values of quality, sustainability, and inclusivity.

From Kitchen Table to Growing Brand

The fashion industry has long been criticised for its environmental and social impacts, with many brands prioritising profit over people and the planet. With consumers becoming more aware of fast fashion's negative consequences, alternative options that promote environmental sustainability, ethical production, and transparency are becoming available.

In addition to entering a competitive marketplace filled with companies claiming to offer sustainable options, Elk & Bloom also faced the challenge of communicating the brand's unique approach to quality, sustainability, and ethical responsibility as well as offering products aligned with these values.

When the brand was born, it was just owner Dominique working at a kitchen table, with no office space or infrastructure to handle the growing demands of her business.



Her table was cluttered with post-it notes, and her whiteboard was a long and chaotic to-do list, including inventory updates, product descriptions, and other reminders. And, as the business expanded and she began selling through major retailers, it became clear that this system wasn't scalable.

With over 200 SKUs, each having multiple variants like gift boxes, chain lengths, and ring sizes, managing inventory manually became overwhelming. She quickly realised she needed a more efficient solution. After researching inventory management systems, she discovered Linnworks, which could handle everything from asset management to product descriptions, inventory tracking, and multi-channel retail.

The transition to Linnworks was a game-changer for Elk and Bloom. The onboarding process was smooth, and the system allowed her to manage her growing product range and retail partnerships more efficiently. This shift saved her countless hours and eliminated human errors, making it possible to update inventory across multiple channels in real time. The time saved was invaluable, enabling her to focus on scaling the business rather than being bogged down in manual tasks.

Making a Difference

Elk & Bloom addresses sustainability challenges by crafting a business model and product line focused on eco-friendly materials, ethical production, and transparency. It designs durable products using sustainably sourced materials like organic cotton and recycled fibers, aiming to minimise waste and reduce their carbon footprint.

By prioritising high-quality, sustainable materials, Elk & Bloom ensures their products last longer and have a lower environmental impact compared to cheaper, mass-produced alternatives. Ethical manufacturing is central to their operations, with the company partnering with factories that uphold fair labour standards, ensuring workers are paid fairly and work in safe conditions.

Transparency is a key value for the brand, as they openly share detailed information about their production processes on their website and social media, helping customers understand how their products are made and the environmental impact. This commitment to transparency fosters trust and loyalty among conscious consumers looking to make informed, responsible purchasing decisions.

Dominique Croft, owner of Elk and Bloom commented, **“Since implementing Linnworks, we’ve seen a significant increase in our ability to manage orders and expand our product range. When we first started, we were handling just hundreds of orders, and keeping up with the workflow and ensuring accuracy during our growth phase was a challenge. Now, with the addition of new high street retailers and expanded platforms, we’re managing thousands of sales, and we recently celebrated the successful fulfilment of our 30,000th order”.**



Since implementing Linnworks, we’ve seen a significant increase in our ability to manage orders and expand our product range.

Dominique Croft,
Owner, Elk and Bloom



“Managing this volume has been much more efficient with Linnworks. In terms of products, we’ve gone from a handful of SKUs to over 200, including more than 1,000 variants, all of which are now easily managed across multiple sales channels. This has also had a direct impact on order accuracy. We’re now able to process orders with greater precision, which has been a huge improvement”.

“Additionally, our time-to-order processing has also seen significant improvements. We typically process orders within a 24-hour window, in line with our policy, and Linnworks has made this process more efficient, helping us maintain fast turnaround times even with increased order volume.”

Looking to the Future..

Looking ahead, Elk & Bloom plans to expand its product range and continue to produce innovative products for the sustainable fashion industry. The company is committed to finding even more eco-friendly materials, improving the sustainability of its manufacturing processes, and further enhancing its transparency efforts. Additionally, they aim to deepen their commitment to social responsibility by supporting initiatives that give back to local communities and further promote ethical labour practices in fashion.

Elk & Bloom's story demonstrates that sustainability and ethical practices are not just a niche in the fashion industry. When done correctly and supported by the right tools, they can form part of a sustainable future. By focusing on high-quality materials, ethical manufacturing, and transparent business practices supported by Linnworks, Elk & Bloom has successfully carved out a space for itself as a responsible and forward-thinking brand. With a strong commitment to both environmental sustainability and social equity, the company serves as a powerful example for other brands looking to make a positive impact on the world despite starting from humble beginnings.



Managing this volume has been much more efficient with Linnworks. In terms of products, we've gone from a handful of SKUs to over 200, including more than 1,000 variants, all of which are now easily managed across multiple sales channels. This has also had a direct impact on order accuracy.

Dominique Croft,
Owner, Elk and Bloom



Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo

Connected CommerceOps™