


# MASONHUB + KUSSHI


## How KUSSHI Went From Self-Fulfillment to Shipping in One Hour

KUSSHI trades time-consuming in-house fulfillment for a partner that ships within an hour

The screenshot displays the MasonHub WMS interface. On the left is a navigation sidebar with options like Dashboard, Catalog, Find By UPC, New Catalog, Overall Policies, Inventory Snapshots, ASNs, Orders, RMAs, Users, Notifications, and Logout. The main content area shows an order for 'MAKE-UP-BAG' with shipping details for Amy Johnson. An 'INBOUND SHIPMENT TIMELINE' panel on the right shows the following steps:

- 2020-02-27 08:31 PST
- > Synchronized with MasonHub WMS
- sentToWMS
- 2020-02-27 08:31 PST
- Inbound Shipment/ASN received on Dock
- onDock
- 2020-02-27 08:32 PST
- Receiving started
- Receiving process has been completed

SKU Name	Product Name	Quantity	Promised D
 MAKE-UP-BAG	BLACK MAKE-UP-BAG	1	



**Jessica Parker founded Kusshi to create the perfect makeup bag for the fashionable traveler. Since then the brand has been featured in everything from Grammy gift bags to countless “best of” lists from Forbes to Oprah. With fast growth came the need for a new shipping facility and fulfillment partner—that’s when she called MasonHub.**

KUSSHI is a true digital native brand that started with a single, well-designed product sold only online. Until recently the founding team handled all of their fulfillment in-house, using Shopify as their ecommerce platform and standard shipping tools like ShipStation to choose carriers and find the best rates. As CEO, Parker recalls the effort it took to make sure they matched the service levels of more established brands, explaining that “it wasn’t a good use of our executive team’s time to deal with shipping, but that was our best option until we found MasonHub.”

## **Rising Popularity Causes Logistics Headaches**

As travel influencers and online reviewers caught onto Kusshi’s functional yet stylish bags, interest grew quickly. Parker began looking for a partner they could hand off fulfillment to and still maintain a great customer experience, even through the unboxing and returns process.

“With luxury products,” says Parker, “it’s important that quality is consistent throughout the whole journey. Being an online brand means the only real touch point we have is when the customer receives their order, so the unboxing needs to continue and exceed that luxury experience”

**“Shopify alone couldn’t help us pack and ship orders on time. We needed a partner to help us scale fulfillment.**

- Jessica Parker, Founder & CEO, KUSSHI

They were also expanding into new channels to meet increasing demand for their bags. They began selling via Amazon and opened up a wholesale channel to stock KUSSHI bags in select retailer locations. This made order and inventory management more complex—manual tracking in spreadsheets was overwhelming for their busy team.

Parker started talks with MasonHub and felt immediately hopeful. “The team really cared from the start, it felt like they wanted to see my business grow,” she says. As they worked out a plan to migrate their inventory to MasonHub-operated facilities, Parker looked forward to less worry over logistics each day.

## A Huge Weight Lifted

Once KUSSHI moved their inventory to MasonHub facilities and turned on their Shopify integration to the platform, MasonHub took on all of their order management and fulfillment operations. It was an instant burden lifted for Parker, who was pleased with how smooth the transition was.

“They were great from the start. They handled quality control, nothing was missing, everything was shipped correctly,” says Parker. “Now I don’t have to worry anymore.”

**“It’s really good software,” says Parker. “We see everything in MasonHub and know our customers are getting their orders.”**

It’s a big relief for the KUSSHI team, who knows they can trust MasonHub to fill and manage orders at industry-best standards. Bags ship within 1-2 business days (and often as fast as an hour), packaging arrives on time and on brand, and returns are easy to process on MasonHub’s platform.

The MasonHub platform itself eliminates daily stress for Parker as well. She and her team are able to get snapshots of exactly what inventory they have, including what’s damaged and what’s returned, plus track the status of every order from a single dashboard.

# A New Level of Service and Partnership

As MasonHub's first Shopify customer, Parker was impressed with how closely the MasonHub team worked with them to ensure everything went smoothly. They held weekly meetings where Parker would speak directly with their technical team to improve their experience on the platform.

"This is the best tech team I've ever worked with, she says, noting that MasonHub even added a feature for them to make it simpler to mark items as refunded. "I asked and they made it by the end of the week. It was totally seamless."

**"I feel like I have so much more time to grow the team and strengthen our brand," says Parker.**

Now that Parker and her team are free of the daily grind of managing, packing, and shipping orders on their own, they have been able to speed up other initiatives in marketing, hiring, and product development.

"I feel like I have so much more time to grow the team and strengthen our brand," says Parker. KUSSHI is now able to focus on faster growth, adding products and colorways they didn't have the physical space or capacity to handle before. As they expand their reach and add new collections, the Kusshi team has no doubt that MasonHub will be there to support their success.

**"It's like they really are part of our company. I couldn't be more grateful for the team they put on our products."**

- Jessica Parker, Founder & CEO,  
KUSSHI