

Zephyr D2C Inventory Turnaround

How a high-growth apparel brand reduced stockouts by 42% and unlocked working capital with Iris Inventory Planning.

Overview & Customer Snapshot

Zephyr D2C is a rapidly scaling direct-to-consumer apparel brand known for its sustainable activewear. Experiencing a 150% year-over-year growth rate, the company's supply chain complexity quickly outgrew its legacy spreadsheet-based planning processes. They needed a robust, automated solution to align purchasing decisions with volatile consumer demand.

42%

REDUCTION IN
STOCKOUTS

15%

WORKING
CAPITAL FREED

3 Wks

IMPLEMENTATION
TIME

The Challenge

Prior to implementing Iris, Zephyr D2C faced a dual crisis common to hyper-growth retail: chronic stockouts on best-selling SKUs and simultaneous overstocking of slow-moving inventory. Their planning team spent over 20 hours a week manually aggregating sales data across Shopify, their warehouse management system, and historical Excel files.

This fragmented visibility led to reactive purchasing. Lead times from international suppliers were fluctuating between 60 and 90 days, meaning that by the time a stockout was identified, the brand was already losing weeks of potential revenue. Customer satisfaction scores began to dip as core sizes and colors remained unavailable during peak marketing pushes.

The Solution & Key Workflows

Zephyr D2C selected the **Iris Inventory Planning** platform to centralize their data and introduce machine-learning-driven forecasting. By integrating directly with their existing e-commerce and fulfillment stack, Iris provided a single source of truth for all inventory metrics.

The solution focused on three key operational workflows:

- **Demand Sensing:** Replacing static historical averages with dynamic forecasting models that factor in seasonality, marketing spend, and recent velocity trends.
- **Automated Replenishment:** Generating purchase order recommendations based on real-time supplier lead times and target safety stock levels.
- **Capital Allocation:** Highlighting capital tied up in obsolete inventory and suggesting aggressive markdown strategies to free up cash for high-velocity SKUs.

“Iris transformed how we operate. We no longer guess what to order or when to order it; we know. The platform paid for itself in the first month just by saving our best-selling product launch.”

— Sarah Jenkins, Chief Operating Officer, Zephyr D2C

Implementation Timeline

A critical requirement for Zephyr was speed to value. The Iris implementation team utilized pre-built API connectors to ensure rapid deployment without disrupting daily operations.

Phase	Duration	Key Milestones
1. Data Ingestion	Week 1	Shopify and WMS API integration; historical data cleansing.
2. Model Training	Week 2	Algorithm configuration; setting vendor lead times and safety stock parameters.
3. Go-Live & Adoption	Week 3	Team training; first automated PO generation approved by the planning team.

Quantified Results

Within 90 days of going live on the Iris platform, Zephyr D2C achieved transformative results across their supply chain operations:

Drastic Reduction in Lost Sales: Stockouts on core, never-out-of-stock (NOOS) items were reduced by 42%. This directly contributed to a measurable lift in top-line revenue during the subsequent holiday quarter.

Optimized Cash Flow: By identifying and halting reorders on overstocked, low-velocity items, Zephyr freed up 15% of their working capital. These funds were immediately reallocated to marketing and new product development.

Operational Efficiency: The planning team eliminated 95% of their manual spreadsheet work, shifting their focus from data entry to strategic vendor negotiation and scenario planning.

Next Steps

Following the successful rollout for their core apparel lines, Zephyr D2C is now partnering with Iris to model inventory for their upcoming expansion into international markets and wholesale distribution channels. The predictive capabilities of Iris will be central to managing the increased complexity of multi-node fulfillment.

About Iris Inventory Planning

Iris is the leading inventory intelligence platform built specifically for modern direct-to-consumer brands. By combining seamless integrations, machine learning forecasts, and intuitive workflows, Iris empowers brands to buy the right products, in the right quantities, at exactly the right time.