



Your go-to logistics partner for product launches and retail rollouts

Discover how this global jewelry brand leverages RIM logistics customized, flexible, and high-touch approach to retail logistics to complete special projects, navigate tariffs, and maximize its supply chain

“Having our products in stores at the right time is critical for our business. RIM always does whatever it takes to meet our timelines and understands the urgency around our launch dates and hitting our in-store dates for our retail store teams. They are a great partner in our business growth.”

Senior Manager of Supply Chain

HIGHLIGHTS

Challenges

Needed to find a logistics provider who:

- Had the flexibility and capacity to handle special retail projects
- Understood the urgency of product launch delivery timelines
- Had deep expertise in tariffs and customs regulations

Solution

- Partnered with RIM logistics for international air and ocean import services, short-term warehousing, and domestic delivery to retail store locations

Results

- RIM has become the jewelry company's exclusive logistics provider for special retail projects
- In addition, they have trusted RIM to ship significantly more of their inbound air and ocean freight year over year
- They receive top-tier customer service and customized solutions
- The expertise and guidance they've received on tariffs helps them to pivot quickly in the dynamic tariff landscape
- They have a high-touch logistics partner that thoroughly understands the urgency of retail and product launch timeline

Challenges

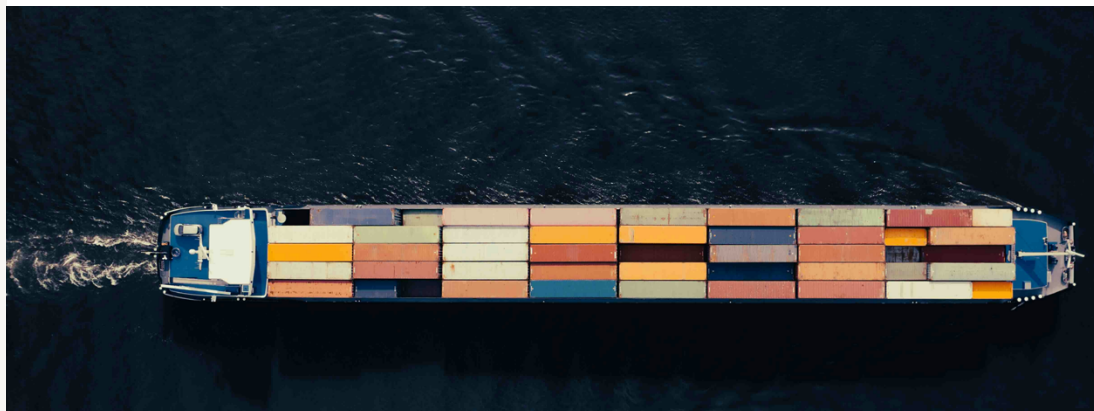
Finding a logistics partner that could be flexible and agile enough to handle special retail projects

When a wildly popular jewelry and lifestyle brand first discovered RIM logistics in the spring of 2024, they were looking for a logistics partner with the expertise to handle special retail projects.

With over 140 namesake stores, a robust e-commerce presence, and significant partnerships with major wholesale retailers across the U.S. and internationally, the company has had a growth journey that most companies can only dream of.

To carry out its omni-channel strategy as smoothly and successfully as possible, the jewelry brand relies on the support of its network of suppliers and service providers — especially those handling their freight.

And while they had two freight forwarders that were doing a great job with their standard shipping schedule, they needed to find an additional logistics partner that had the **flexibility, expertise, and ultra high-touch service to handle specialized, tight-turnaround projects** that occurred outside of the normal scope of business.



Solution

A full-service and customized solution from the experts in retail logistics

The company's Senior Manager of Supply Chain heard about RIM logistics through a co-worker who had worked with RIM through his previous employer.

He told her that the company might be able to benefit greatly from the service capabilities and exceptional account management that RIM offers, and recommended she take a look.

"In my initial meet and greet with RIM, my interest was piqued about how they could help us with our special projects," the Senior Manager of Supply Chain said. "I could see they had the flexibility, the willingness, and the hunger for our business and wanted to support us however they could."

"I also liked that they were very eager to customize solutions, help solve challenges in our supply chain, and were also just welcoming and warm people. It was obvious



they were a privately held company and **weren't making decisions based on shareholders, but instead on what was good for their customers and for them.** All of those things made a big impression on me."

Maggie decided to have RIM handle some test shipments for Kendra Scott over a 90-day period, and said she loved how seriously the RIM team handled the opportunity and how seamlessly they were onboarded.

"The onboarding process with RIM was really easy," the Senior Manager of Supply Chain said. "Our sales director Cassandra led our test shipments and really made it her mission to get everything exactly right. Instead of giving us a solution that was only tailored to a 90-day trial, she put SOPs on paper and had conversations with us

to make things were working the way we needed them to. She stayed very close to us during that time period, which was great.”

Happy with how the initial trial went, the company began working regularly with RIM and — since 2024 — has had RIM handle 100% of their special retail projects. The Senior Manager of Supply Chain said that in addition to the strong relationship they’ve developed with RIM, **she greatly appreciates both RIM’s agility and ability to deploy various logistics capabilities to create the most customized solution for each project.**

“One of the special projects was a shipment of cowboy boots for one of our other brands. The vendor in Mexico was not able to pack those orders by store for us. RIM not only supported our first move of product inbound from Mexico, which is a

feat in and of itself given that it was a new country of origin with different customs implications, but they also helped with short-term storage as well as the picking and packing for three of our locations.”

In addition to special projects, the jewelry brand has trusted RIM with a significant amount of their air and ocean import shipments as well. The Senior Manager of Supply Chain said that from a service and operational standpoint, RIM excels at both ocean and air.

“From a cost perspective, they’re more competitive on ocean than on air, while air does fall within market conditions. I feel so strongly about the relationship that we have with RIM and the service that they provide. We’re definitely getting top-tier, best-in-class service from them.”





Results

On-time deliveries for seamless product launches

For any retail business like the jewelry brand, few things are more important to the company's success than having their products in stores on time.

That's why RIM's understanding of retail dynamics and their ability to anticipate supply chain challenges, solve problems, and deliver on schedule is such a perfect fit for the retail industry.

"We're a fashion-driven business and with that comes certain seasonality and timelines that need to be hit just based on the product that we're providing at a certain time of year," the Senior Manager of Supply Chain said. "RIM

understands the urgency of our launch dates and the urgency to hit the correct in-store dates for our retail store teams who are doing floor flips at the same time. **They are always able to support the timelines that we're working with**, which helps us avoid overtime hours, make sure every store is ready for launch, and provide cohesion across our brand."

In addition to supporting the company's product launch and special project timelines, the Senior Manager of Supply Chain noted that RIM has been especially helpful in supporting them through the chaotic tariff landscape that began in March of 2025 — not just with expert guidance but also with problem-solving strategies inside their supply chain.

"RIM was the logistics provider that was able to pivot the quickest for us during the height of the tariff situation and really made things happen for us," she said. "We were flipping where we were putting the majority of our volume from our vendors and RIM was finding capacity for us where other providers couldn't.

"They really supported our business during a very tough time, and now that we've landed in a higher tariff world and are continually looking at our production strategy, they've

been very willing to partner with us on the plans that we have for the future and how we want to grow our business.”

The Senior Manager of Supply Chain said that the willingness to partner together runs both ways. She is continually learning about RIM’s capabilities and, as she does, looks for new ways to tap into their retail logistics expertise to benefit their company.

“We toured RIM’s new Chicago warehouse, and they showed us the **technology they have in place to fulfill Target orders for their retail clients.** I knew RIM did large-scale retail rollouts for grocery store chains but I didn’t know they also did Target business. My boss and I looked at each other and knew we needed to explore RIM’s service for Target for our needs.”

As the relationship between the jewelry brand and RIM continues to develop, the Senior Manager of Supply Chain said that any retail business stands to benefit from partnering with RIM, especially for a few key reasons.

“What’s most valuable to me about working with RIM is their ability and willingness to customize solutions and support our special projects.”

“There have been a number of times where our vendors have not been able to meet our needs and RIM has stepped in and taken care of it. All they need is a brief call to tell them what our expectations are for the project and the timeline, and I don’t have to deal with it from there. I know they’re going to take care of it. That’s fabulous.”

“The second thing is RIM’s culture. They’re personable, likeable, and kind people and I just like being around them. They’re very respectful and know that I know what we need for our business. **They’re never trying to sell me things we don’t need.**

“RIM is a really good business growth partner for our company. No matter where we’re going with our growth, I know they’re going to be there supporting us and celebrating with us. They’re very invested in our success, and that’s a very nice feeling.” ➤





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optimize ***your*** retail company's
supply chain challenges, visit
rimlogistics.com.