

Vend helps Limbo Jewelry sell in-store and on the go

 Fashion





 Omnichannel

 USA

Based in Austin, Limbo stores stock their own jewelry as well as work by other independent brands.

Two brick and mortar locations, an online store, and a thriving wholesale business.

With Vend, Limbo Jewelry is able to:

-  Manage each vendor in one system.
-  Set up a new store in 30 mins.
-  Keep track of product success with Vend Reporting.
-  Quickly create pop-up stores.



“Vend makes managing three outlets as easy as it was when we had one small store. Plus, for every store we use Vend in, we know we’re saving money, and making better informed decisions that are helping us grow faster.”

Edson Enriquez, Owner

The Challenge

As manufacturers as well as retailers, the Limbo Jewelry team knew they needed a clearer view of inventory to help plan for demand. Their hectic travel schedule and selling through multiple channels (2 retail locations, online, wholesale, and pop-up stores) meant they needed a cloud-based solution that would let them view store data from anywhere. Plus, they also wanted to speed up checkout time and decrease errors with integrated payments.

The Solution

Limbo chose Vend for its powerful inventory management system and robust integrated payments solutions. “It literally took us 30 minutes to create a new store full of inventory,” says co-owner Anne. “New staff training also only took minutes”. Plus, because Vend’s based in the cloud, it allows Limbo to check what’s happening in their stores from an exhibit in Chicago or in the airport on the way home.

The Results

Within weeks after switching to Vend, average transaction times were cut by 60%. Vend’s ordering system also provided more flexibility and is easier to use. When the team travel to sell at events across the country, Vend travels with them. Plus, easy reporting means they don’t have to be in store to see what’s selling, what’s making them money, and how they should plan their inventory.