

Boohoo achieves 20% international growth with BlueCherry B2B wholesale platform



Customer background

Founded in 2006, Boohoo Group pioneered the “test and repeat” fast fashion model. The company has grown from a single UK brand to a global powerhouse with annual sales exceeding £1.2 billion, serving customers across multiple continents.

Challenges



Boohoo needed to maintain its rapid pace of product introductions while expanding globally.



Post-pandemic shifts in consumer behavior and supply chain disruptions further complicated growth.



Managing multiple brands and regional partnerships required fast, flexible catalog creation and distribution, but Boohoo’s legacy technology was focused on domestic e-commerce and could not scale internationally.

Solution

The BlueCherry B2B wholesale platform provided a scalable architecture for high-volume operations, partner-specific catalog management with regional customization, and seamless integration with Boohoo's existing PLM and ERP systems—delivering an end-to-end solution beyond domestic e-commerce.

Results

24-hour turnaround from catalog release to order placement, processing thousands of new products weekly

Streamlined wholesale partner onboarding and enhanced operational efficiency without additional overhead

Achieved 20% growth in international markets

Implementation process

1 The implementation began with Boohoo's technical team in Manchester leading a thorough evaluation of potential platforms, ultimately selecting BlueCherry for its scalability and integration capabilities.

2 Boohoo and BlueCherry teams then closely collaborated to tailor the platform for wholesale operations, customizing workflows and ensuring a smooth integration with existing systems.


3 Rigorous testing confirmed the platform could handle Boohoo's high product volumes and fast-paced cycles, while new features enabled rapid catalog deployment and regional customization.

4 This streamlined onboarding for wholesale partners and ensured Boohoo could deliver new product catalogs within 24 hours, supporting seamless international expansion.

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We evaluated a number of different technology providers and different solutions, and we determined that BlueCherry felt like the right fit, with the right capabilities off-the-shelf, and the right flexibility to deliver on our vision.

— **Kieren Rimmer**, Technology Director for Trade & Operations at Boohoo Group



Contact the BlueCherry team today to discover how we can help accelerate your growth while maintaining the speed and efficiency your business demands.