

Case Study

How Larroudé Walked the Walk of Innovation

Picture this: it's 2020, the world is in lockdown, supply chains are in disarray, and consumer demand is shifting unpredictably. For Marina and Ricardo Larroudé, this wasn't just a hypothetical—it was the backdrop to their boldest move yet. They launched Larroudé, a luxury footwear brand, into a world of uncertainty.



Larroude



The Problem

With a state-of-the-art factory in Brazil, Larroudé had mastered production. But this very success created a new, high-class problem: a tidal wave of orders from a rapidly growing fanbase.

Getting their beautifully crafted shoes into the hands of customers with the same level of precision and care was the next critical hurdle. They had solved for making the product; now they had to perfect delivering it. That's where ShipMonk came in.

“Agility isn’t a luxury; it’s a necessity,” shares Enrico Martins, Executive Director at Larroudé. “We needed a fulfillment partner we could trust implicitly to scale with us and keep our customers happy.”

Finding a Partner Who Gets It

By integrating Larroudé’s Shopify system with ShipMonk’s proprietary software, the brand gained real-time visibility into every step of the fulfillment process. This eliminated errors and streamlined operations. The true test of the partnership arrived during a major sales promotion when orders suddenly exploded by 500%-600%. It was the kind of spike that could cripple a young brand's operations and reputation. But for ShipMonk, it was just another day at the office.



“During our sale spike, ShipMonk didn’t just handle it; they nailed it,” says Enrico.

“Their team treated those hundreds of extra orders like business as usual, and as a result, our customers never felt the rush - we delivered on time like clockwork.”

Enrico Martins

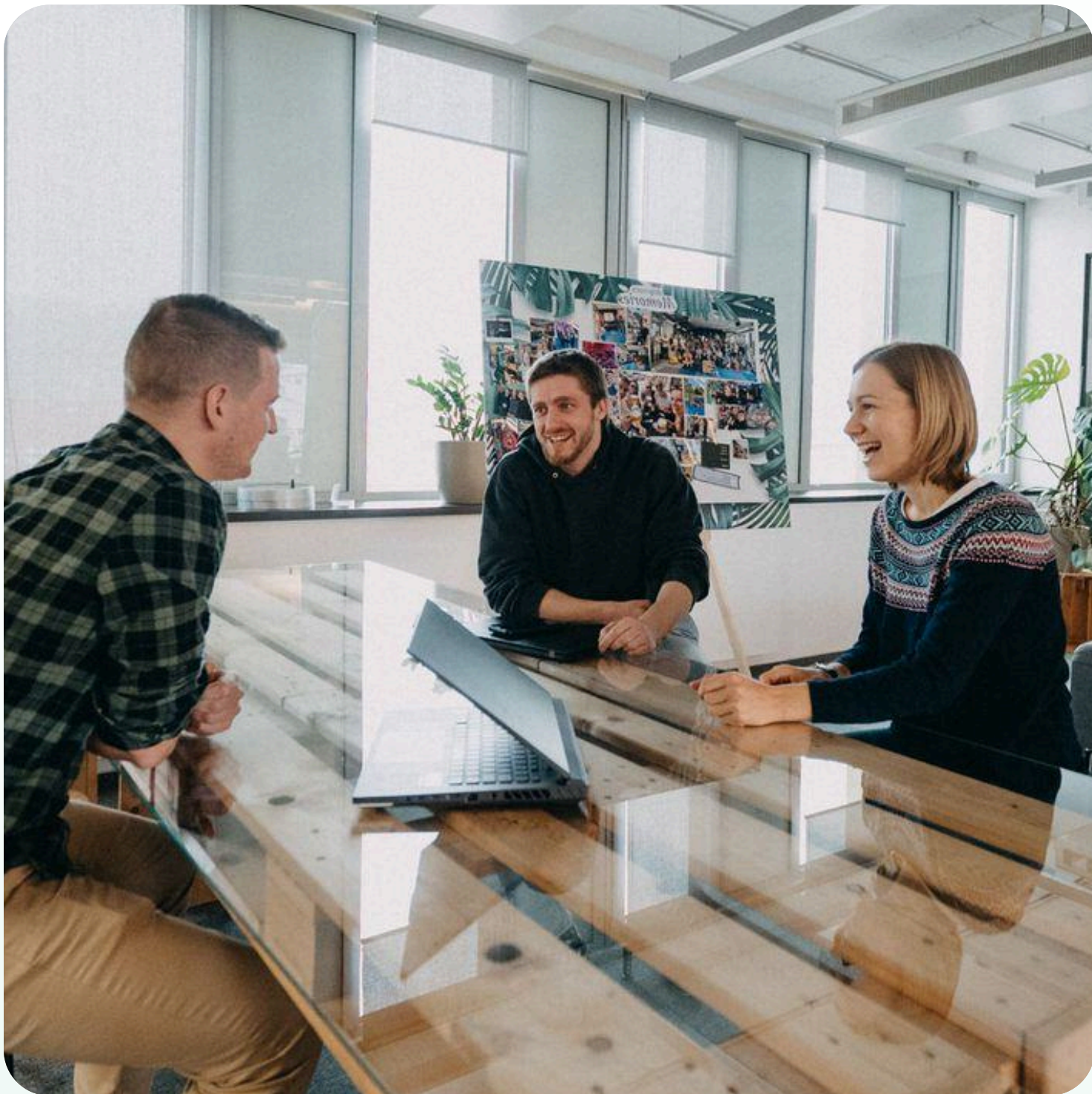
Executive Director at Larroudé



The Results



This powerful combination of innovative design and flawlessly executed delivery didn't go unnoticed. With their operations running like clockwork, Larroudé earned industry accolades and strengthened their bond with customers.

-  **600% order spike:**
Handled without delays or issues
-  **Own factory in Brazil:**
Production cut from months to weeks
-  **Award-winning innovation:**
Fast Company & Brand of the Year





The ShipMonk Difference

At the **core of this success** was ShipMonk's approach to **collaboration** and **transparency**. Weekly strategy meetings between Larroudé, and ShipMonk ensured that the partnership evolved with the brand's needs.

-  **Operational Visibility**
ShipMonk's dashboard delivered real-time insights into fulfillment operations, creating clarity and control where there had been chaos.
-  **Virtual Carrier Network (VCN)**
ShipMonk's VCN gave the team flexibility to pivot between carriers, avoiding delays and additional costs.

"We've seen no difference in service quality or delivery times to our clients, but we've benefited from ShipMonk's larger negotiated rates," Enrico notes.

Want to write your own growth story with ShipMonk?

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