

MASONHUB + the perfect jean
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How The Perfect Jean Forged a True Partnership With Its Fulfillment Provider



For DTC sportswear brand The Perfect Jean, landing on the right fulfillment provider was important from the get-go. Cofounder Ovadia Labaton was looking for a partner that could handle their back-end operations with confidence and eliminate the need for a large in-house team. “We launched in January 2020 with a small local warehouse that just wasn’t set up with the same technology and automation, and we had a lot of problems with that,” Labaton said.

“The idea with The Perfect Jean was always to keep it simple. We run a very lean team and we basically look to just do things right, lean into things that work, and lean far away from things that cause us headaches,” said Labaton. “Fulfillment is one of the hardest parts of e-commerce, so as soon as we find a system and process that works well for us, we stick with it. That holds true on the software side and the marketing partnerships as well.”

Working Together to Problem-Solve

From day one, Labaton told MasonHub, “We’re not going to bang you up every day about pricing or errors, and we ask that you do the same for us.” We know that we’re going to make mistakes and we need to work forward without being nickel and dimed, or without anyone saying, ‘We can’t do that’ or ‘This doesn’t work’.”

“We don’t view them as a vendor; they’re a real partner,” says cofounder Ovadia Labaton.

He stressed that it’s a two-way street. “When MasonHub has an issue, they feel comfortable saying, ‘We know this is an issue. Give us some time and we’re going to fix it.’ And we know they’re going to deliver. That’s really critical, because none of these issues can be resolved instantly. We work through things together over the long term. We have an understanding that if they deliver for us, we’re going to reliably produce revenue for them.”

Jessica Herman of The Perfect Jean added, “It’s the reason we picked MasonHub. Ovadia and I don’t have to spend a lot of time troubleshooting. Sure, stuff happens, but it’s pretty minimal compared to the places that we’ve been previously, where we were investing all of our time putting out fires. If there’s a problem, MasonHub helps us get to the solution, which is something that we really appreciate.”

“Ovadia is very strategic. He’s always thinking about how he can make things more efficient, and we learn a lot from one another. For example, he suggested a workflow to split inbound containers from the factory and streamline warehouse transfers so that no one was doing double work to receive orders that were ultimately going to be transferred.”

– Donny Salazar, Founder & CEO, MasonHub

Knowing the Needs of DTC Brands

Being a DTC business means that the customer experience is paramount. “We want packages to go out fast, shipped at reasonable costs and with speedy delivery. We want returns processed quickly and we need things moving fast and furious,” said Labaton.

In the apparel business, returns are inevitable, so it was important to have a good returns process in place. “It’s impossible to pick the right pair of pants on the first try, so we needed to make sure that we spent a lot of time on the return flow,” Labaton said.

Although MasonHub was already integrated with another returns platform, The Perfect Jean “pushed hard for them to integrate with [returns platform] Loop.” Once they did, “it created a massive time savings for us because the entire returns flow, for the most part, is automated. And that automation enabled us to focus on splitting the warehouses. And once the warehouses were split, that let us focus on international. So we’re jumping into harder things, but we only have the time to do that because we invested time with MasonHub in fixing prior problems. That’s key to how we can sustain the business and grow.

Although sometimes TPJ is the “guinea pig,” their input gets taken seriously. For instance, when it came to international returns, they spoke to a couple of vendors and told MasonHub, “Here’s the one that we think is best.” “We gave MasonHub a bunch of reasons and they said, ‘That makes sense. Let’s do it.’ So we actually get listened to,” said Labaton.

“We’re always looking for solutions that will work for all of our clients, so when we hear from TPJ that something is working for them, we examine whether it’ll be helpful for other brands, and usually it is,” said Salazar.

Making the Investment in Cost Savings

While there are less expensive fulfillment companies out there, Labaton said the investment in MasonHub is well worth it “because smooth logistics means smooth customer experience. Smooth logistics means we don’t need to have a full-time person, let alone a handful of people, dealing with crap day-to-day. We’re willing to invest a lot of time upfront to make sure it’s right, and have it work in a scalable way.”

When The Perfect Jean decided to split its inventory between multiple MasonHub warehouses, the transition took three months, which at times was “painful,” but spreading their inventory across the country lowered TPJ’s shipping costs by \$3 a package, a substantial savings.



“The most important thing was that we have direct line of communication to MasonHub’s tech team and product team and support team. As they’re building, we’re troubleshooting. We’ve been at the forefront of a lot of things and these guys are taking risks with us.”

– Ovadia Labaton, Cofounder, TPJ

“We’ve seen 25%+ decrease in shipping time AND shipping cost since we’re using MasonHub’s multiple locations and smart order allocation system — orders are automatically routed to the closest warehouse so shipping has been greatly streamlined,” noted Labaton.

Being able to outsource fulfillment also saves money “because there are only two people—Jessica and myself— running a 15,000-order-a-month 2500-SKU business. Aside from dollar savings, it’s huge headache savings.”

Confidence to Launch Another Brand

The partnership enabled TPJ to feel confident enough to launch a second company, sustainable denim line Re2uce, last year. “The fact that MasonHub has done a very good job at handling what’s a fairly complex business logistically gave us a lot of confidence that we could do more with them,” said Labaton. “There is definitely more complexity in how we communicate Re2uce, which means we need to focus on marketing and branding. But we know that the rest of it works. And one problem to solve is better than five.”

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“All in all, Labaton said, “We couldn’t be happier with MasonHub. Apparel e-commerce is incredibly complex and challenging given the number of SKUs and moving parts. MasonHub’s technology, and equally important, their people, have made our lives much easier and enables us to run our logistics stack with only two people. This lets us focus on our core business: making better product and marketing it. MasonHub handles getting the product to our customer.”

