

MERIT BEAUTY: CASE STUDY

MERIT Beauty is a minimalist luxury beauty brand serving both DTC and B2B markets across the UK and worldwide.

www.prologfulfilment.com

OBJECTIVES

MERIT already had a customer base in the UK but were delivering products from the US. In 2024, the company took the decision to expand their direct to consumer (DTC) business to include a next day delivery service; and following an agreement to supply products to a leading UK beauty retailer, they were looking for a fulfilment partner who could support both their DTC and B2B requirements.

SOLUTION

Prolog Fulfilment provided MERIT with a scalable omnichannel fulfilment solution, managing their end-to-end stock and delivery requirements. They implemented systems and processes to support next-day DTC delivery across the UK, and facilitated a smooth rollout of stock into the beauty retailer.

Prolog's flexible warehousing solutions meant that they could scale services up or down according to demand, and their warehouse management system provided MERIT with a real-time stock inventory.

In addition, Prolog delivered added-value services such as custom kitting and efficient returns processing, tailored to the brand's premium positioning.

RESULTS

This partnership has been built on shared values of agility, customer focus, and operational excellence. Prolog has supported MERIT's continued growth in the UK market, and their flexible solution means customers now enjoy faster, next-day delivery.



AT A GLANCE

CHALLENGES

- DTC next-day delivery
- Launch into a major beauty retailer
- Scalable and flexible solution

BENEFITS

- Expanded UK market share
- Flexible delivery solutions

MERIT

TODD BROWER

VP Operations at MERIT Beauty

"In 2024, MERIT Beauty experienced significant growth, and Prolog's robust delivery solution has provided us with everything we need to support our UK strategy."