



Financing confidence to conquer the world

With flexible revolving credit from TradeBridge providing robust working capital, UK fashion start-up Dear Frances has grown rapidly into a global brand and conquered markets across Europe, the US, Australia and Asia.



Industry
Fashion

Facility limit
US\$ 700k

Use of funds
Inventory

Dear Frances
Fashion
Founded 2016

Established by designer Jane Frances and finance executive husband Scott O'Connor, Dear Frances is one of the world's fastest growing new designer footwear labels. Its mission is to create luxury shoes for modern women that are timeless classics, not disposable trends.

By selling directly to customers worldwide via eCommerce and social media, its digitally native approach has delivered rapid growth in the last few years. With an influential Instagram presence and high-profile customers like Margot Robbie and Zoe Kravitz, Dear Frances has featured in Vogue, The New York Times, Forbes, InStyle, Elle Magazine and other leading publications.

www.dearfrances.com

"With a great understanding of the modern business cycle and start-up stage, TradeBridge have given us the flexibility to meet all our changing cashflow and inventory needs without restrictions."

Scott O'Connor, CEO and co-founder



"For a start-up on a rapid growth trajectory, it's incredibly useful to have a revolving credit facility that's always available, but we only pay for when we use it. It's way better than a traditional loan with fixed repayments."

Scott O'Connor, CEO and co-founder

Their challenge

Dear Frances wanted to establish themselves as a new global fashion brand in a highly competitive market. To support their rapid growth strategy, they needed a lot of working capital on hand to invest in inventory and marketing. With their high-quality products handmade in Italy, they have to order stock months in advance and hold more than enough to satisfy seasonal peaks and growing demand.

However, the short-term loans offered by traditional lenders didn't support Dear Frances' ambitions. They were too expensive, too restrictive and didn't offer anything like the funding they needed to take on the world.

Our solution

We use real-time trading data to assess the true strength of an eCommerce business, so we could offer more funding than other lenders, as well as more flexibility. With our revolving credit facility, Dear Frances are free to draw down and repay funds as they wish. They get instant working capital when required and only repay when their revenue increases - and with a credit limit that rises as they grow, they can keep investing in more inventory and marketing to maintain rapid growth, without having to slow down or compromise.

- ✓ Flexible credit line with no set repayments
- ✓ More funding than other lenders
- ✓ Long-term credit facility grows with you
- ✓ Only pay for capital when you use it
- ✓ Delay VC funding and dilution for longer

Ready to talk?

Find out how our financing can work for your business.

Call: +44 (0)20 7313 8088 or email: info@tradebridge.com