

# CASE STUDY

## FABLE & MANE

ENVIRONMENTALLY CONSCIOUS ENTREPRENEURS FABLE AND MANE USE FULLERS' EXPERTISE TO LAUNCH BEAUTY BRAND



Fable and Mane is a plant-based hair wellness brand which sells products inspired by its founders' Indian heritage.

The brain child of Nikita and Akash Mehta, the brand is going from strength to strength, which is no surprise considering the background of these young entrepreneurs.

Nikita, 28, has major experience in the clean beauty and environmental sectors, lives and breathes Fable and Mane's brand values, and has a passion for supporting a sustainable planet.

Akash, her 26-year-old brother, is a digital and marketing specialist for beauty and fashion brands, whose success has seen him ranked in Forbes 30 under 30 list for media and marketing moguls of tomorrow.

Having launched the business just before the UK went into lockdown, Fullers Logistics has ensured a smooth and Covid-compliant process, providing a seamless service during a very challenging time, and for the foreseeable future.

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*“Working with young entrepreneurs like Nikita and Akash is a very exciting opportunity for us.*

*“We love seeing a business flourish, giving them advice and helping them to grow through our tailored fulfilment. We care about our clients and want them to be as successful as possible.*

*“Our location in the Thames Valley makes Fullers an ideal choice because we are close to London and Heathrow.*

*“We look forward to seeing Fable and Mane grow and expand with us.”*

**Tony Dempsey**, Fullers Divisional Managing Director

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## OVERVIEW

Fable and Mane's products bring Ayurvedic medicine into the home so that people can use these relaxing products in the comfort of familiar surroundings.

The entrepreneurial family duo found themselves in a strong position during a time when the demand for e-commerce brands grew exponentially.

The company's product line contains a shampoo, conditioner, oil treatment and a hair mask, and a discovery set containing all four elements, which is distributed throughout the UK and Europe.

Fable and Mane approached us about becoming a fulfilment partner following a recommendation from another company and we were more than happy to accommodate this exciting brand.

## CHALLENGE

Fable and Mane wanted us to fulfil orders on the same or next day, as well as accommodating their specific packing requirements.

Each product is enclosed in a natural cotton pouch before being packaged so that it reaches the customer in perfect condition.

The Fullers team is experienced in working with beauty brands and has the processes in place to make sure each order is sent out exactly as required.

Estelle Raison, Fable and Mane's senior brand manager, said: "We could see the potential of how Fullers could help us scale up and grow from a very small business to something much bigger, which was a huge plus for us."

Fable and Mane's products are stored in a temperature controlled, clean and safe environment, and Fullers makes sure the items are delivered to the customer quickly and efficiently.

## RESULTS



The valuable advice we were able to give Fable and Mane as a new business has provided them with the reassurance they needed during an uncertain time.



Fullers is always responsive to its clients' needs and our team has been available via phone or email to answer any questions, whether they are related to quality checks or a surge in orders.



Products are stored in a clean and temperature-controlled environment, ensuring each product reaches customers in perfect condition.

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*"The integration with Fullers was seamless and fast.*

*"We are in contact with them every day and have built up a great relationship.*

*"They are responsive and honest, and always ready to help if any issue arises with our website or product.*

*"The quality and service they offer is second to none."*

**Estelle Raison**, Senior Brand Manager, Fable & Mane

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## WE ARE FULLERS LOGISTICS

Providing end-to-end multi-channel fulfilment and distribution services.

If you have any questions or would like to discuss your requirements please get in touch



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