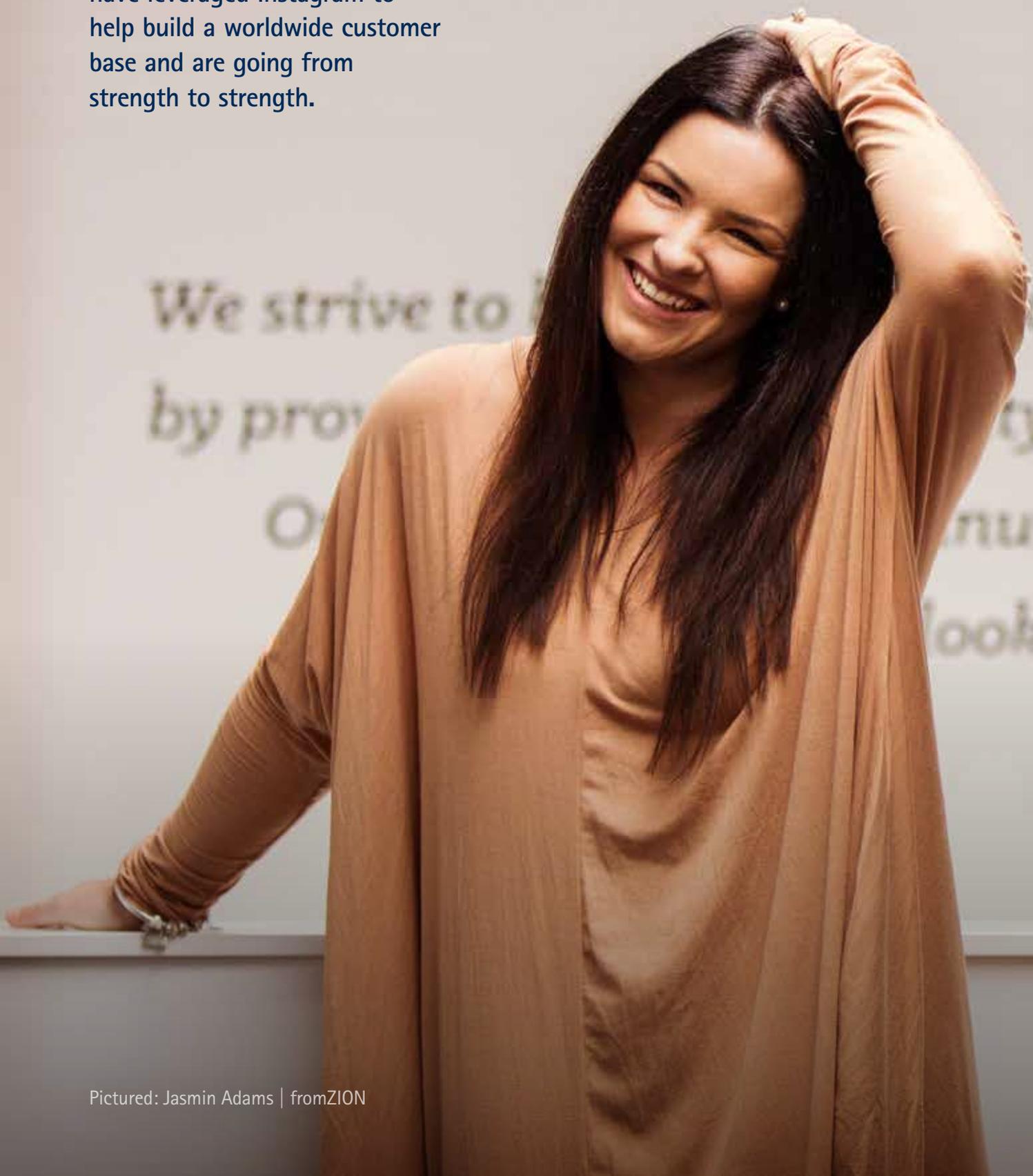


# fromZion

As successful start up stories go, you can't go past fromZion. Started by a savvy young couple on the Mid North Coast, they have leveraged Instagram to help build a worldwide customer base and are going from strength to strength.



# fromZion

**Jasmin Adams | Director & Designer**  
**fromZION Pty Ltd | fromzion.com.au**

## **Briefly describe what it is that your business, company or organisation does?**

fromZION is a global online fashion label for women, men, children and bedding using super comfy bamboo fabrics. We design our clothing and footwear at our warehouse and dispatch worldwide. Three years ago we started out by sewing moccas at our dining room table and we now have 74.5k followers on Instagram, 10+ staff and just moved to a new warehouse 4 times the size of the last one!

## **What is unique or innovative about your approach to delivering this service or product?**

When people think "bamboo clothing" they associate it with things like socks and underwear, rather than fashion. Our customers know differently – they can feel and look their best, wearing gorgeous colours and beautifully made pieces that are really comfortable and fashionable at the same time (and match their kids!). Bamboo has amazing properties like: it's incredibly soft, antibacterial, breathable, thermo-regulating, hypoallergenic, sustainable, ecofriendly, biodegradable, absorbent, UV protective, retains its shape and doesn't retain odours!

## **How is innovation addressed within your organisation?**

We encourage innovation at fromZION by having everything link back to our overriding mission – creating comfort. We are constantly checking to see that comfort is integrated and integral in every part of our business and our customers' experience with us. For example, are our customers comfortable with our logistics? Are our delivery timeframes and options working to make them comfortable with their buying decision? We have surrounded ourselves with a team that is creative, adaptable and comfortable with change and innovation, so innovative ideas and sharing, those are pretty much a daily occurrence at FZ HQ.

## **What roadblocks or problems have you had to solve for the business, company or organisation to be successful?**

Because we make matching clothing for kids and adults (for 'twinning') and we usually run our collections in 5 colours, we need to order sizes 000-10 in kids and XS-XL in adults. That's a lot of stock to manufacture up-front

and we really don't want to disappoint our customers by not having enough of what they want, but by the same token we don't want to hold onto 'dead' stock. We have made some great inroads in the last 12 months though gaining insight into most popular styles, colours and sizes that have really helped us in getting the balance right.

Hiring the right people for the right job is hugely helpful, and for me – the right person isn't always the most qualified. It's the right personality and fit for our team.

## **In your opinion what needs to be improved on the Mid North Coast?**

Infrastructure – we'd love to offer premium delivery options for our customers if we could, but even express post from our warehouse is the same timeframe for delivery as normal post.

## **What do you enjoy about being based on the Mid North Coast?**

The lifestyle! I vowed that I would never move back to Coffs Harbour (after some years living on the Gold coast) but that soon changed when I had children. I desperately want to provide the best life possible for them and us as a family in their schooling years. Between great house prices, transit times, warehouse prices, community and the 'holiday' location – what could be better? Our life would look very different if we were not in Coffs Harbour. Having time and making memories with my children is a priority and being based in Coffs with my business makes that possible.

“ We have surrounded ourselves with a team that is creative, adaptable and comfortable with change and innovation, so innovative ideas and sharing, those are pretty much a daily occurrence at FZ HQ.”