

# The Omnichannel Opportunity

A Conversation with  
Scamp & Dude and ILG



SCAMP & DUDE ⚡



# The Omnichannel Opportunity

Fashion brands can only scale successfully by selling where their customers want to buy. That means exploring everything from e-comm sites and marketplaces to high street chains, social channels and pop-up stores. Today, global trading conditions are shifting unpredictably day by day, forcing many fashion names to reshape their growth strategies. So how can fashion brands prosper in a less certain and more diverse omnichannel world?

At a recent TheIndustry.Fashion LIVE get-together of fashion brands, Jo Tutchener Sharp, Scamp & Dude Founder and CEO, sat down with Sam Taylor, ILG Client Services Director, to discuss how a strong strategic partnership with a customer-centric third-party logistics provider (3PL) can help fuel omnichannel growth. Here are some of the day's takeaway tips...

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**Jo Tutchener Sharp**

Scamp & Dude Founder and CEO

SCAMP & DUDE ⚡



**Sam Taylor**

Client Services Director, ILG

**ILG** 

# 1. Learn From Your Partners: They've Probably Been There Before

# Learn From Your Partners: They've Probably Been There Before

**“You learn from the brands you work with, and when you’ve got a new brand coming into your camp, you can say with confidence: ‘Yes, that’s a good idea, but have you thought about X, Y and Z?’”**



**Sam Taylor, ILG**

Founders have a lot on their plate, from brand development, business strategy, funding and manufacture to marketing, distribution and nurturing a loyal community of happy customers. Omnichannel adds yet another dimension of difficulty as juggling channels across clicks and bricks is no mean challenge. So, when it comes to the complexities of getting every order to the right doorstep or store shelf, it pays to listen to a partner who’s seen it all before and tackled similar issues time after time.

Of course, the best 3PLs know that every brand is a one-off. But chances are most of your niggling problems have been faced by countless other fashion brands and a switched-on fulfilment partner is uniquely placed to help you steer well clear of potential pitfalls. Be ready to receive expert guidance from a trusted 3PL and sometimes have your thinking challenged (politely of course).

## 2. Do Retail Your Way. Be Disruptive if You Have To.

# Do Retail Your Way. Be Disruptive if You Have To.

**“When I first launched, I thought we had to be in all the big wholesale accounts. I wish I’d known then we don’t have to do what everyone else does. We can be more disruptive. In our own stores people can come in and feel like they’re walking into the world of Scamp & Dude.”**



**Jo Tutchener Sharp,  
Scamp & Dude**

As we all know, physical retail is back and re-energised after those dark days of lockdown. These days fashion consumers of every demographic enjoy browsing, trying and buying in a live shopping environment, just as much as scrolling, clicking and tapping on websites and socials.

But there’s much more to the High Street than high-profile stores. Pop-ups and own-brand shops give brands a chance to be more proactive, and design authentic walk-in experiences tuned to their values and customer wants. Meanwhile brand awareness and footfall can be hugely amplified via social media, on a scale that would be unthinkable 20 years ago. If you really want to get closer to your customers and bring your brand to life, follow Scamp & Dude’s example, think beyond traditional retail and do it your own way.

### 3. Build Resilient Partnerships to Withstand the Ups & Downs

# Build Resilient Partnerships to Withstand the Ups & Downs

**“Our relationship with Scamp & Dude is like any typical marriage. Built on mutual trust but with its fair share of ups and downs. Trust and respect are so important to a well-functioning operations environment.”**



**Sam Taylor, ILG**

Growth stories are never as simple as an upward line on a graph. For most, the path to long term success is punctuated with troublesome challenges and the occasional setback. 3PLs run complex operations geared to reproducing quality customer experiences, often at immense scale. With so many moving parts, even the most professional logistics operator can sometimes put a foot wrong.

Regardless of whether the brand, 3PL or another party is at fault, when mistakes happen transparency and mutual trust are essential to get your omnichannel activity swiftly back on track. Choose partners with a culture of openness and honesty that can quickly flag and resolve issues if things go unexpectedly off-plan.

## 4. Align a Sustainable Supply Chain with Your Brand & Customers

# Align a Sustainable Supply Chain with Your Brand & Customers

**“So, I think as soon as I started the brand, being as sustainable as I could, it was just a given. I didn’t just think, oh, that’s a good choice to make.”**

**Jo Tutchener Sharp, Scamp & Dude**

It’s important to live and breathe your sustainable values. Whether you’re a certified B-Corp like Scamp & Dude or your sustainability focus is different, customers expect you to stay true to a planet-friendly brand promise.

**“We would never pay to destroy products. They either go into fabric recycling or we donate them. If we’ve got excess stock, we donate to women’s refuges. I hate the thought of burning or burying products.”**



**Jo Tutchener Sharp,  
Scamp & Dude**

But controlling how supply chain partners behave is not always straightforward. 3PLs are usually energy-hungry businesses that ship millions of parcels to destinations worldwide. In 2024, ILG processed and sent out over 157 million items and is set to handle even more orders this year. But despite sustained year-on-year growth, ILG has shrunk its carbon footprint by 79%\* since 2020. By combining top-down ESG strategy with multiple local green initiatives across 10 UK fulfilment centres, ILG’s net carbon impact is steadily falling and delivering its clients a greener supply chain. Make sure your 3PL is fully onboard with your sustainability strategy too.

**“It’s about more than just a big green target. It’s about instilling a responsible culture, empowering staff and recruiting a team of Green Champions at every site. Plus supporting our clients with the carbon data and reporting they need.”**



**Sam Taylor, ILG**

# 5. Choose a 3PL That's Future-Proofed for Growth

# Choose a 3PL That's Future-Proofed for Growth

**“In the early days we moved from a small 3PL to a bigger, more expensive one. We could have stayed with the cheaper one and saved money, but what if we outgrew them? Moving warehouse is a huge thing and you don’t want to do it very often. But it felt like the right thing to do and in the end, it was absolutely the right decision.”**



**Jo Tutchener Sharp,  
Scamp & Dude**

For fledgling businesses, every penny counts. It takes time for sales revenues to catch up with investment in product development, manufacture, website, marketing, distribution and other front-loaded spend. For most e-comm businesses, order fulfilment is right up there as one of the highest areas of cost, so when outsourcing your fulfilment or switching 3PL it's tempting to default to a provider that minimises the hit to your bottom-line.

But short-term gain often comes with long-term pain. As your product range grows, customers increase and orders skyrocket, does your 3PL partner have the bandwidth and experience to cope? Do they have facilities in the right locations or warehouse capacity to flex to seasonal peaks? Can they pivot easily to serve multiple channels, offer new value-adds or reach new geographies? Make sure your new 3PL partner is equipped to help you thrive well into the future.

# Scamp & Dude and ILG: Omnichannel Partners



**“In the beginning, I was doing absolutely everything. It was hard to know when the right time was to let someone help. It was a scary leap, but ILG stood out as a company that actually cared - they really bought into what we were trying to do. It felt like we were in safe hands, and that made such a difference. Choosing a company that’s slick, knows what they’re doing, and genuinely cares - that’s what sets ILG apart.”**



**Jo Tutchener Sharp,  
Scamp & Dude**

ILG first partnered with Scamp & Dude in 2018 when the brand was just two years old. In 2020, despite the challenges of Covid, ILG successfully maintained operations through a demand surge which doubled monthly e-comm orders. 2022 saw the opening of Scamp & Dude’s first store in Marlow and ILG went on to supply all four own-brand outlets as well as multiple pop-ups across the UK.

Over the six-year partnership, Scamp & Dude has undergone spectacular sales growth, with stock volumes up 17-fold and peak monthly orders increased 1000% on 2018 numbers. Last year, to reflect this continued growth, Scamp & Dude’s omnichannel order processing was transferred to ILG’s newest and largest carbon-neutral fulfilment centre.

## Scamp & Dude

Founded by Jo Tutchener Sharp in 2016, Scamp & Dude is a UK-based fashion label built on a mission to empower and uplift. Inspired by Jo's personal experience of sickness and recovery, the brand blends style with purpose, bringing comfort and confidence to both adults and children. Scamp & Dude sells its distinctive clothing ranges online and via its network of own-brand and pop-up stores. Its signature "Super Scarves" have become a symbol of its mission - uplifting women during tough times. To date, the brand has donated over 65,000 scarves to those with cancer across the UK, helping them feel seen, supported, and strong. Scamp & Dude has also gifted over 8,000 Superhero Sleep Buddies to children who have lost a parent or suffer serious illness.

[More about Scamp & Dude](#)

## ILG

Founded in 1990, ILG specialises in e-commerce and wholesale fulfilment for quality-driven fashion, beauty and wellbeing brands like Scamp & Dude, Self-Portrait and Charlotte Tilbury. With 12 fulfilment centres across the UK and EU and over 600 highly trained staff, ILG fulfils orders to more than 240 territories. As part of Yusen Logistics, ILG has access to a network of 500+ bases across the globe, as well as air, sea and road freight services.

[More about ILG](#)



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