



How Psycho Bunny Partnered With Canada's Premier Luxury Men's Retailer



"In 24 hours on Harry Rosen's site, we received our first dropship order."

- Sandro Pugliese, Business Development Manager, Psycho Bunny



500+

Orders
Processed

400+

SKU's
Dropshipped

1 Day

Time to
First Order

Who Is Psycho Bunny?

Psycho Bunny is a menswear brand known for reinventing classic styles with clever detailing and vibrant colors. Founded in 2005 with a mission of creating the perfect polo, they developed a cult-following for their commitment to quality and unconventional logo. They have since expanded from polos to tees, French terry fleece, technical outerwear and so much more. Psycho Bunny offers a playground for self-expression and encourages showcasing your individuality through pops of color and bold graphics. They continue to open stores across the United States in addition to increasing their footprint in globally-recognized retailers.



The Goal:

Reach Canadian Consumers through Retail Partnerships



As an American brand, Psycho Bunny has carved out a niche in the premium sportswear market in the United States. The company has grown rapidly through its online shopping and brick & mortar store experiences, as well as through retail partnerships.

However, its presence in the Canadian market was still in its infancy and they were seeking a retail partner that aligned with its brand values. That's where Harry Rosen came in.

Though both brands center their messaging on premium quality, what ultimately brought them together was a shared focus on how their customers feel when wearing each piece of apparel.

The Challenge:

Optimizing the Strategy to Enter the Canadian Market



Harry Rosen's 17 store locations were an attractive path to growth, especially considering their shared vision for white glove in-store customer experiences. "Harry Rosen is the benchmark for service in Canada in the men's retail space," says Sandro.

But Psycho Bunny also wanted to reach Canadian consumers outside Harry Rosen's metropolitan store locations, which meant they'd also need to consider dropshipping products directly to Harry Rosen customers all over Canada.



The Solution:

Establish Wholesale and Dropship Retail Partnerships With Convictional



Psycho Bunny joined the Convictional Seller Network and was able to integrate in a matter of days. "My biggest concern was whether Convictional would be compatible with our in-house systems. But from day one, the team adapts to our needs as we continue to scale," says Sandro.

Once they received an invite from the Harry Rosen team to do business on Convictional, that's where the growth story began. With Convictional, the teams can work together on wholesale and dropship fulfillment with always updated price lists, real-time inventory data, and robust order management capabilities.



The Outcome:

Orders on Day One, with Insights to Scale Globally

Psycho Bunny received their first dropship orders within 24 hours of going live on Harry Rosen's site and business has scaled quickly in their wholesale and dropship channels since launch.

Through its dropship program on Convictional, Psycho Bunny has visibility into where Canadian customers are located and what they purchased. Sandro and his team can now leverage this data to inform regional strategies of where to test new styles, and whether to offer them in wholesale channels, dropship channels, or both.