

Filthy Rich Fashions

Big and Tall Apparel Items at a
Fraction of Retail Costs



www.endicia.com
800-576-3279.140

Filthy Rich Fashions offers clothing for big and tall men as well as clothing for women in all sizes at discount prices. The range of the items goes from casual to formal wear, from swimsuits to winter coats, and the brands include such prestigious names as Ralph Lauren or Tommy Hilfiger. The clothes are all sold online, be it by eBay or via their online store at www.filthyrichfashions.com.

Endicia enables them to ship these items and also to serve as a shipping center for other online stores.



Background. Founded in 1999 and headed by Pat Rich, Filthy Rich Fashions first started selling their items on eBay under the user ID RichieRich-Colorado. They now have their own online store at www.filthyrichfashions.com. They offer all of the big and tall apparel clothing one could ask for, at a fraction of retail costs. These include ladies plus-size clothing, tall men's clothing items, trendy plus-size clothing, a plus-size formal dress selection, trendy halter tops, unique junior skirts, extra wide men's XL socks, formal strapless dresses, plus-size formal dresses, and more. Plus, these clothes are from famous brands such as Ralph Lauren, Big Daddy, Polo Jeans Company, Tommy Hilfiger, Roundtree & Yorke, Levis, Looney Toons, Disney, Just My Size, Urban Girl Nights, and Michaelangelo. The formal dresses and Ralph Lauren items in Big and Tall are customer favorites.

Pat Rich and her coworkers ship their products exclusively with USPS, peaking at 25 packages a day during their busy period. So to avoid the lengthy queues at the Post Office, they use Endicia.

Endicia's Role. Pat Rich first heard of Endicia in 2001 while chatting on an online forum. Tired of waiting in line at the Post Office to drop off her packages, she decided to give it a shot, and doesn't regret it today. She recalls these early days when both companies were still young, and Endicia guided her every step of the way, from printing her labels to dropping them off at the Post Office, with no need to wait in the queue anymore. What used to take her two and a half hours a day and even made her forego her lunch at times now takes a mere few

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minutes!

The service's ease of use has made their shipping professional and fast. Once the payment is received, Pat and her colleagues move the address into the address book and print off the packing slip, which is then used to pull the item. Once everything is pulled, they can start packing the product. They finally weigh the package, pull the address up in Endicia, and print off the label using a simple HP deskjet 895CXI. The process is now so streamlined and efficient that it has allowed them to become the West Coast shipping center for www.ironchickstoys.com, an online toy store. They usually use Priority Mail for the clothing items, media mail or parcel post for the toys. Scheduled Carrier Pickup then takes it from there.

Other than the considerable amount of time saved, the numerous features, such as Stealth Postage and Label Customization have greatly facilitated Pat Rich's shipping process. Stealth Postage allows her to hide the amount of postage so she can charge a reasonable shipping and handling fee without risking the customers' indignation. Label Customization lets them differentiate their own clothing packages from their toy packages, by adding graphics and rubber stamps or editing the return address.

The Future. Endicia has allowed Filthy Rich Fashions to spend less time on shipping, instead focusing their energies on growing the business. Aside from their eBay account and their online store, they have developed several sister sites: www.BigNTallMensClothing.com www.FormalLongDresses.com and www.FashionsForHer.ecrater.com. They plan to add a new store, www.mybigjeans.com, hooked up with ZenCart, that will be selling jeans exclusively. With the addition of these stores, Pat Rich plans to triple her business in the coming year.

To learn more about Filthy Rich Fashions, please visit www.filthyrichfashions.com



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