



COMPANY

Little Ondine
London, UK
littleondine.com



ESTABLISHED

2013



MARKET SEGMENT

Ecommerce



ONLINE STOREFRONT

Stripe



ACCOUNTING SOFTWARE

Xero

"Our company is poised to grow exponentially, and we needed a system to grow with us. Commerce Sync allows us to focus on growth instead of manual data entry."

Fast-growing Little Ondine employed Commerce Sync to transfer sales from customers around the world, who can't get enough of the newest nail polish craze.

Little Ondine is the answer to what cosmetic companies have been wrestling with for decades: providing on-trend color combinations for nail style without the harsh chemicals. Their proprietary recipe for water-based nail color is highly-sought after in an increasingly health-conscious market. Billed as easy-to-use and easy-to-peel, Little Ondine nail polish has zero scent, zero hassle and zero need for chemical removal. Health-conscious fashionistas rejoice! This is the nail polish you've been waiting for.



Sales boomed and bookkeeping time skyrocketed. That's when Commerce Sync proved its worth for Little Ondine.



Tracking worldwide sales information was made easy with Commerce Sync's automated, cloud-based transfers.

BACKGROUND

When Niko Antonogiannis, Simon Yu and their team of friends decided to start a company together, they were sure they had the right men on the job. As former designers, they knew the concept of Little Ondine would be popular, especially as consumer demand for beautiful products made without harsh chemicals grew. Based on a formula for chemical free paint created nearly a decade earlier, the concept of Little Ondine begin to blossom and quickly became a European nail art sensation. In 2013, Estée Lauder offered to buy their recipe, but Simon Yo, their chief executive and founder, declined. With European sales booming and a U.S. market introduction looming, Little Ondine is proving to be a groundbreaking cosmetic company.

CHALLENGE

Little Ondine is “poised to be the next big thing,” according to the New York Times. The company, with Niko Antonogiannis at the helm in Great Britain, started from humble beginnings and high hurdles. With initial sales of their no-smell, mineral-based polish launching in China, U.K. and Europe, the group struggled with logistics since traditionally, nail polish can’t be shipped on planes due to its hazardous nature. They worked closely with retailers in Europe and created a marketing campaign targeting women who want fast-drying colors with the option to peel and switch palettes at a moment’s notice. With European sales steadily increasing, and a U.S. introduction on its way, manual bookkeeping had to go. As sales exploded, Niko was spending two full days a month entering sales information into Xero. He needed some relief that only an automated processing solution could offer.

SOLUTION

With a full uptick in sales and a need to focus on building in-store retail distributors, Niko wasn’t ready to become a professional accountant. Yet he still needed to capture accurate and complete reports. He did an online search and found Commerce Sync. He activated the app and was happy when he saw his sales information transferred directly into Xero the very next day. Success!

RESULTS

Niko immediately saw the time savings when he didn’t have to input his daily Stripe sales information into Xero. Two days of his month were instantly available to focus on garnering additional retailers and getting the nail polish in the hands of the customers. With international attention on a nail polish that could literally transform the cosmetic market, Little Ondine is off to bigger and better things.



ADVICE ON STARTING YOUR OWN BUSINESS

Good people are hard to find. All of your problems can be solved, but the most important thing is having the right people on your team.

ABOUT COMMERCE SYNC

Commerce Sync automatically transfers sales information to QuickBooks or Xero every day.

Learn more at commercesync.com

