



From manual processes *to scalable operations*

The challenge: a highly customized e-commerce infrastructure

Carrera Jeans operates with a fully customized e-commerce platform, developed by an external team.

Over time, multiple operational modules were built around it, including warehouse management, logistics operations, CRM systems, and order processing workflows. However, as online volumes increased, managing shipping operations across multiple carriers and systems became increasingly complex.

While this custom setup provided a high degree of flexibility, it also created operational challenges. Each carrier required its own integration and credentials, and despite some automation already in place, shipping processes still required manual intervention, slowing operations and limiting scalability.

At that point, to continue supporting its growth, Carrera needed a way to simplify carrier integrations, automate shipping operations, maintain flexibility within its custom infrastructure, and scale logistics without increasing operational workload.

By implementing ShippyPro, Carrera Jeans was able to centralize its shipping operations within a single platform while keeping its existing infrastructure intact.

ShippyPro enabled Carrera to connect multiple carriers through a single integration, automate shipping label generation and fulfillment workflows, standardize logistics operations, and significantly reduce manual intervention in day-to-day shipping activities.

+40

Direct Stores to
Ship from Store

-75%

Costs reduction on Carriers
integration

4X

Faster and efficient
shipping process

With ShippyPro, we transformed shipping management into a much more efficient and centralized process. Today we can manage multiple carriers and growing volumes while maintaining full control over our logistics operations



Michele Ferron
Ecommerce Manager, Carrera Jeans

Carrera is a historic Italian brand.

Partnering with ShippyPro has allowed us to modernize and streamline our shipping operations, giving us the flexibility and scalability needed to support the growth of our e-commerce business.



Michele Ferron
Ecommerce Manager, Carrera Jeans



Supporting the growth of an iconic Italian brand

Carrera Jeans is an iconic Italian denim brand with more than 60 years of history. Founded in 1965 near Verona, the company quickly established itself as a reference point for high-quality Italian denim, combining craftsmanship, innovation, and distinctive style. Over the decades, Carrera has successfully navigated changing market dynamics while maintaining a strong brand identity and continuously adapting to evolving consumer expectations.

Today, the brand operates across multiple international markets through a network of retail stores, partners, and e-commerce channels, bringing its authentic Italian heritage into the modern digital commerce landscape. In this context, the partnership with ShippyPro played a strategic role. This collaboration enabled the brand to transform a previously fragmented and manual shipping process into a scalable, data-driven system, supporting Carrera's digital growth while ensuring operational efficiency and a seamless customer experience across markets. The platform acts as the central orchestration layer between orders, carriers, and logistics processes, dramatically simplifying the operational complexity of managing shipments.

Instead of handling separate carrier integrations and manual workflows, the logistics team now operates through a single centralized shipping platform.

Most importantly, ShippyPro enabled Carrera to scale its logistics operations without compromising performance or customer experience.

THE PROJECT

SHIPPINGS VOLUMES

Over 3 million expected in 2026

INTEGRATIONS

12 Carrier Integrated

MARKETPLACES

Marketplace: Amazon, Zalando



Contatta i nostri esperti

Inizia con ShippyPro