

LUXURY & RETAIL

How a Brand both found a compliance partner for their expansion & dramatically streamlined boutique deliveries

The lack of a competent broker and an inefficient setup throttled the Brand's potential for expansion to new markets, and required multiple redeliveries and queries to deliver their luxury bags, ready-to-wear collections and fragrances across Australia. DHL Global Forwarding eliminated warehouse and inventory costs, by bypassing distribution centers altogether, reduced customs costs & sped up their product's time to market.

The Benefits Delivered For the Brand



Total Compliance in New Market

Dedicated customs broker specialized in retail sector



Scalability

to support seasonal volume spikes & new season launch



Reduced transit times

Service transparency from end-to-end



Reduced impact

Both in **overall costs** and in carbon emissions

How DHL Global Forwarding Made It Happen

- DHL offered a virtual 3rd-party logistics facility, freight management and local distribution model into one simple, cost-effective solution based on consolidated Air shipments into a single point of entry. The seamless door-to-door service from multiple origins to boutiques across Australia is enabled by:
 - Cross-dock @ DHL facility and domestic delivery. This enabled double-handling time and costs by bypassing distribution center storage in Australia
 - DHL block space and aircraft carrier management for volume surges: management of flexible volumes and ad-hoc capacity
- Single interface for issue resolution and process improvements. Dedicated Customer Service representative for monitoring, tracking and customer queries, especially customs compliance and AQUIS inquiries.

