

FASHION & RETAIL

Global Fashion Brand Develops Business & Scales Ops to 260+ New Stores with Minimal Infrastructure Investment

Connected to 250 suppliers through 10 logistics providers, the Brand needed a centralized solution to manage their Air, Ocean, Road, Rail and Express shipments to the 130+ stores acquired through a new licensing agreement – with another 130 new openings in the pipeline. With Order Management Solutions, they fully leveraged the capabilities of a global network.

The Benefits Delivered For the Brand



One point of contact

For all worldwide purchase order flows



One IT solution

Provides visibility of PO/items from vendors and pick-to-store allocation orders



Compliance Support

Strong Asian Customs brokerage competency & regulatory knowledge



15+ Custom Reports

& milestones from Vendor Purchase Order to Proof-of-Delivery at store

How DHL Global Forwarding Made It Happen

- Created a Vendor-to-Store transportation and RDC-to-DC store distribution service
- Connected the 250+ vendors worldwide to HK RDC. Used the HK RDC to cross dock (pool points) in CN, SG, MY, TW, CN and MO.
- Enhanced Store delivery and returns management
- Developed an in-country store visual and creative props warehousing (total across 4 countries, 10,000 sq ft) and excess management system

Scale of the Brand's Supply Chain (Yearly)

 3 mil. SKUs  15k TEUs + 4k CBMs  10k Tons  From HK to SG, MY, TW, CN and MO

