

TRUSTED PARTNERSHIP CREATES TOTAL MULTI-CHANNEL SOLUTION FOR BEN SHERMAN



The iconic British label, Ben Sherman, was founded in 1963 by Arthur Benjamin Sugarman. And from its inception, the button-down shirt was quickly adopted as the signature fashion essential of the biggest bands, mods, skinheads, rockers and punks who dictated fashion throughout the 60s and 70s. Such close musical ties and heritage, which can be seen influencing every clothing line today, has made Ben Sherman undoubtedly one of the most recognized brands in fashion.

In February 2009, bensherman.com went live with an in-house e-commerce site, and introduced the brand into a multi-channel retail arena.

DYNAMIC MARKET DEMANDS SECURE SOLUTIONS

In today's demanding fashion market brands require an online outlet store to ensure growth. For retailers and fashion brands alike, targeting expansion via the web must be supported by a reliable customer order processing and business-to-consumer delivery service. When British fashion icon Ben Sherman launched its e-commerce operation it trusted supply chain partner DHL's specialist fashion team to develop an integrated start-up solution that effectively and safely delivered its brand heritage to the online market.

COMPLETE ASSURED SOLUTION FROM TRUSTED PARTNERSHIP

The combination of specialist fashion knowledge and e-commerce expertise was utilized to develop a bespoke step-by-step start-up plan for the Ben Sherman online store. Challenges concerning security were addressed through a highly detailed and thorough processing and documenting system.

DHL integrated the e-commerce function into its existing retail warehouse facility at Radlett, Hertfordshire absorbing both space and staff. The team at Radlett took responsibility for the sourcing of all necessary materials delivering a complete operation to Ben Sherman.

Ben Sherman®

BENEFITS SUMMARY

- Entire start-up solution developed within existing retail supply chain for minimal investment and running costs
- Thorough systems manage security issues and maintain accuracy for orders and returns
- Flexible workforce and resources ensure stability of operation





SMOOTH GO-LIVE AND CONSISTENT HIGH SERVICE

It is DHL's thorough approach to the complete process from planning, set up, go-live and ongoing operational management of the new online store which has enabled them to maximize service levels in the business-to-consumer delivery process. This has resulted in high levels of control and accuracy, including identifying fraudulent transactions and an effective returns procedure.

Savings in terms of cost, space and time were made by Ben Sherman through the utilization of existing retail supply chain services managed by DHL's specialist fashion team. Integration with current retail supply chain operations resulted in a minimal investment requirement from Ben Sherman and ongoing running costs remain low.

DHL's vast coverage enabled the team at Radlett to partner DHL@home to provide the right delivery process at the right price.

"DHL's approach was thorough and detailed, the result was a smooth go-live and consistently high levels of service. From our established relationship with DHL, we trusted the team completely to come up with the whole solution that achieved time, cost and system efficiencies.

**Alan Higgins
Global Logistics Director
Ben Sherman**

"We know how business-critical the successful start-up of its online store was to Ben Sherman. We developed a complete solution to deliver a successful online launch and a standard of service that would support their brand integrity."

**Paul Richardson
Managing Director UK
DHL Supply Chain
Fashion**

Increased customer service levels

Increased stock and order processing accuracy

Increased capacity savings through integration within existing operations

Start up investment minimal thanks to valued existing partnership

Running costs low due to using existing workforce and space

Reduced order and delivery problems due to thorough monitoring and tracking of all orders

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For further information contact:

**Oliver Baker
+44 7775 991 034
oliver.baker@dhl.com**

www.dhl.com

