



# Fashion

**In the fast moving Fashion industry where product availability on shelf is critical, DHL Exel Supply Chain has an unmatched worldwide presence to support our customers in their end to end supply chains. When delivery lead time, accuracy and reliability of supply across the globe is of critical importance to Fashion companies, DHL has developed specific logistics solutions to meet the demanding needs of this dynamic sector.**

## Customer demands

- Retail customers demand a high speed of response, excellent quality and delivery convenience. Fashion companies have to deal with multiple sales channels and the growth of online retailing.
- Through its best-in-class solutions and market leading IT solutions, DHL gives its fashion customers improved service levels and better logistics supplier management. When coupled with shared facilities and transport networks this also results in reduced logistics costs, reduced investment in assets and inventory holding.
- With a continual drive for innovation, including the practical application of new technology and standards such as RFID, DHL is helping fashion companies to remain agile in dealing with multiple sales channels.
- DHL is supporting fashion companies to offer products which meet market standards today and in the future, in what is a highly competitive industry.

## High street competition

- To stay ahead, fashion companies need to compete on design, price and range availability. Multiple seasons each year result in product complexities of style, colour, size and ratio packs. What is more, garments need to be available for sale when and where they are needed.
- Through its 50+ years in the Fashion industry, DHL has developed flexible and adaptable solutions, ensuring fashion companies can provide the variety and responsiveness that consumers demand.
- Using leading edge supply chain design and optimisation of inventory holding, DHL focuses its effort on ensuring garment availability in the retail environment.

**"The DHL team has put in a lot of effort working on innovative concepts and projects. The strength and willingness of both the DHL and Zara teams allows us to project ourselves in an organised and thought provoking manner towards bright and new perspectives in the market."**

Antonio Candil  
Zara

**ZARA**

**"The close collaboration with DHL gives us the security to guarantee the required services for our customers – the stores."**

Kurt Spitznagel  
NDM - National Distributions Manager  
C&A Mode Brenninkmeijer & Co





## Complex supply chains

- In the Fashion industry, supply chains are becoming extended and more complex, as manufacturing is moving to lower cost countries and trade and legal demands including import controls/quotas/tariffs increase.
- With its multi-level Global, pan-European and Country supply chain services, and its holistic logistics management approach to managing vendors and suppliers, DHL delivers optimised supply chains to its customers, reducing lead times and providing easy access to new markets.
- Utilising the latest visibility tools to track shipments and products, customers increase the control of their supply chains and maintain the highest levels of product availability.



## Key services

- Distribution centre and transportation solutions design and management.
- Global supply chain management, including vendor management in origin countries.
- Customs management including trade modelling and management.
- Pan-European fashion network for hanging and boxed goods.
- Value added services including garment processing and preparation.
- Specialists in the delivery of Department Store services, with wide product ranges.
- In-store logistics expertise to manage the flow of goods to the shelf/rack.
- Supply chain consulting and simulation/optimisation planning.
- Partnership approach to investment and benefits delivery.



### DHL Exel Supply Chain in EMEA

As the global leader in contract logistics, we are ideally positioned across the EMEA region to provide the most efficient and effective supply chain, delivering value to our customers.

-  Contract logistics and freight forwarding
-  Freight forwarding only

