

# Global fashion brand turns stores into omnichannel fulfilment hubs in Europe

A global fashion brand leveraging RFID for unified inventory management needed a solution to fulfill online B2C orders directly from retail store floors or while goods are in transit. Facing high nighttime volume fluctuations and a lack of logistics providers able to meet strict SLAs, they partnered with DHL to establish a proactive, reliable network across Germany and the Netherlands.

## THE BENEFITS DELIVERED FOR THE BRAND

**Optimized Inventory Cycle**
Increased cycle times via in-transit and closed-store sales.

**Cost-Efficient Operations**
Reduced cost-to-serve using in-country store fulfillment.

**Enhanced Experience**
Faster local deliveries improve customer satisfaction.

**Peak Management**
Seamlessly handled late-night surges and volume fluctuations.

## HOW DHL SUPPLY CHAIN MADE IT HAPPEN

- Deployed P&P operations in Germany and DeC operations in the Netherlands to consistently **meet the brand's stringent SLA requirements.**
- Established a **dedicated support team** for German operations, featuring direct management involvement and robust support during peak days.
- Implemented a **specialized operational flow** driven by daily alignment calls to seamlessly facilitate late-night estimates for the P&P organization.
- Ensured constant communication and proactive problem-solving through **dedicated Key Account Management (KAM)** in the Netherlands.