



## CASE STUDY

# EVERLANE

"DHL eCommerce Solutions has been a reliable logistics partner that helped us grow our business internationally as we embarked on our journey towards making Everlane a global leader in ethical fashion and radical transparency."

Everlane, a leading U.S. direct-to-consumer fashion brand headquartered in San Francisco, CA, focuses on sustainable practices and offers transparent pricing for a variety of apparel, accessories, and shoes. The goal of the company is to raise awareness of their unique retail strategy.

DHL eCommerce Solutions has been a valuable partner by providing a competitive price point for cross-border logistics, and introducing the DHL Duty and Tax Calculator tool which calculates international duties and taxes accurately at checkout. As a result, international customers have full visibility to total costs, and a frictionless shopping experience.

### CUSTOMER VISION

To expand internationally, Everlane understands that there are many factors to consider including the need to offer their shoppers variety with multiple shipping choices and the option to prepay duties and taxes. However, the accurate calculation of duties and taxes is no easy process, with 200+ different country tariffs to consider. Finding a logistics provider that could provide both international shipping solutions and a duty & tax calculator was critical.

### EVERLANE'S CHALLENGES

- Have a reliable partner that understands cross-border e-commerce and can help manage our international logistics operations
- Reach our customers globally with a compelling shipping offer
- Bring to life Everlane's radical transparency mission outside of the United States

### DHL eCOMMERCE SOLUTIONS

- Provided the DHL Duty and Tax Calculator that accurately calculates duties and taxes to all countries Everlane ships to around the world
- Developed a set of APIs that can be integrated directly to Everlane's e-commerce site to support real time quotes
- Offered Delivered Duty Paid (DDP) shipping service as well as a postal solution to lower total cost of shipping

### EVERLANE'S RESULTS

- Ability to ship internationally at a low cost with a DDP service
- Real time presentation of international duties and taxes during checkout without leaving the Everlane website
- Accurate calculations of duties and taxes based on product country of origin and harmonized tariff codes

[www.everlane.com](http://www.everlane.com)