

# FASHION



Express

## CATWALK TO SUCCESS

Enabling you  
to design new  
sustainable trends

## DRESS UP FOR NEW MARKETS

Take advantage of our  
customs expertise to  
support your business

## FIRST ROW IN THE FASHION SHOW

Why we are the perfect  
partner to have by your  
side



FASHION MEETS  
**LOGISTICS**





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Dear Readers,

**Fashion is a fast-moving business and today's must-have could be tomorrow's overstock. Online retail has taken this to the next level as consumers are increasingly freed from the constraints of time and place, and schedules for getting new goods to market are ever tighter.**

For logistics providers like DHL, this means that the pressure to increase speed while lowering costs is becoming more intense.

Meeting this challenge requires agility within an optimized cost structure – and in the fashion industry, this applies to logistics providers and manufacturers alike.

The general consensus: the demand for speed, flexibility, responsiveness and control in the supply chain is greater than ever before.

A number of trends are radically changing the fashion landscape. One of these is omnichannel retailing, in which modern consumers switch seamlessly between purchasing items at online and brick-and-mortar stores. Shoppers can also decide whether purchases should be delivered to their home, to the store or any other collection point.

This style of shopping has fundamentally changed the world of inventory management.

Another key trend within the industry is known as 'fast fashion'. Instead of purchasing huge inventories in distant factories with long lead times in the

hope that the goods will sell well, these retailers produce small batches of items in nearby factories, with incredibly fast turnaround and delivery. If an item sells, more can be produced and delivered quickly. If not, there is less stock to mark down.

Speed is not the only factor in successful fashion logistics. Quality and sustainability along the supply chain are important too.

This is only possible through planning, continuous process optimization and innovative solutions, such as RFID tagging and state-of-the-art automation.

It is also important to carefully examine interfaces. Many incremental steps are involved between sourcing raw materials and delivering the final goods – and poor handovers or missing information can cost both time and money.

Thanks to years of experience and its sophisticated supply chain management systems, DHL protects its fashion Customers from problems like these – and makes sure the latest styles are at the right place, at the right time.

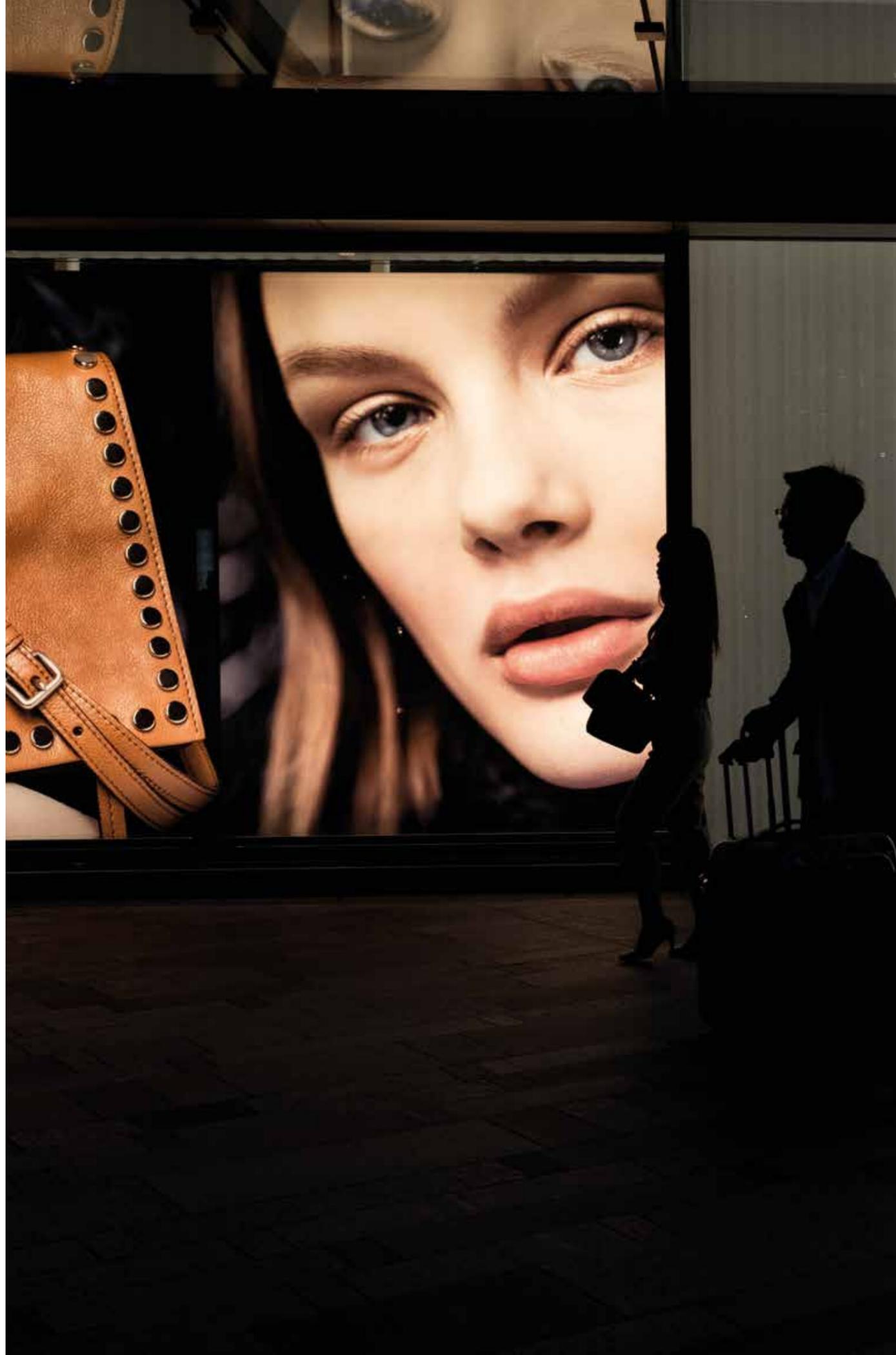
As a premium leading fashion logistics partner, DHL Express is committed to upholding your brand values by ensuring your Customers receive the best possible delivery experience anywhere in the world.

I wish you a good read and hope you will find interesting information and responses to some of your challenges.

Yours,

*Assia Belkhadja*

Head of Fashion and eCommerce  
Multi-National Customer  
Management  
DHL Express Europe



## DO YOU SPEAK FASHION?

How to face the most changeable and challenging environment within the fashion industry in the past 50 years?

In the fast-moving world of fashion, luxury and lifestyle, the key drivers for success are innovation, digitalization, human capital and sustainability.

Time is needed for creativity, idea development and for putting the final touch on a new product. In every single step of the development process of a new collection (from finding the right fabric and accessories, to seeing a sample and delivering to Customers), quick interaction benefits all parties involved. Why spend more time than necessary on transportation?

**Found a fantastic piece of fabric on the streets of Shanghai? Get it to Paris, London or Milan the next business day!**

Take the time to develop ideas, concepts and collections and leave the transportation to DHL Express.

Next fashion event coming up soon? No problem. We know the locations and can ensure your pieces will get there on time.



Customer demands are changing and getting more challenging. Be it the party dress or the latest it-piece, Customers across all fashion segments are expecting a speedy and convenient delivery. Their experience is key for a loyal customer base. DHL has a Last Mile Delivery solution that gives flexibility, convenience and control to your Customer.

Read more about our On Demand Delivery options on page 22.

Social media is becoming ever more important for pushing sales and addressing the right audience. So, don't let your brand ambassadors wait for the latest piece – send it out today and see promotion starting tomorrow.

Is your Paris store short on something your Copenhagen store still has in stock? Whether you send from one store to another or you need fast stock replenishment – DHL can make this happen for you.

Make your Customer happy and send it out today – conveniently delivered with a smile tomorrow in store, or to their home address or workplace.

DHL Express understands the everyday challenges in the world of fashion.

**MAKE IT  
OMNICHANNEL  
LET YOUR  
CUSTOMERS  
ORDER IN STORE  
FOR AT-HOME  
DELIVERY.**



# CATWALK TO SUCCESS

## DESIGN THE NEW TRENDS

Inspiration is connected by different factors: emotion, touch and intuition. Fashion professionals look for these and other qualities everywhere in the world.

If you discover a special fabric down a street in Shanghai, you can get it to your team in Paris the next day with DHL Express.

## GREAT IDEAS MADE REAL

With the right piece of fabric in your hands, the next challenge is to mix and match different patterns that go well together. As your logistics partner, we will support your creative process, collection after collection, and ensure a smooth transition from concept to production.

## FASHION WEEK

DHL has been a committed partner to the fashion industry for decades, pioneering tailored solutions to meet the needs of fashion designers and retailers, as well as working behind the scenes at some of the world's most glamorous fashion events.

## REACH YOUR TARGET MARKET FASTER!

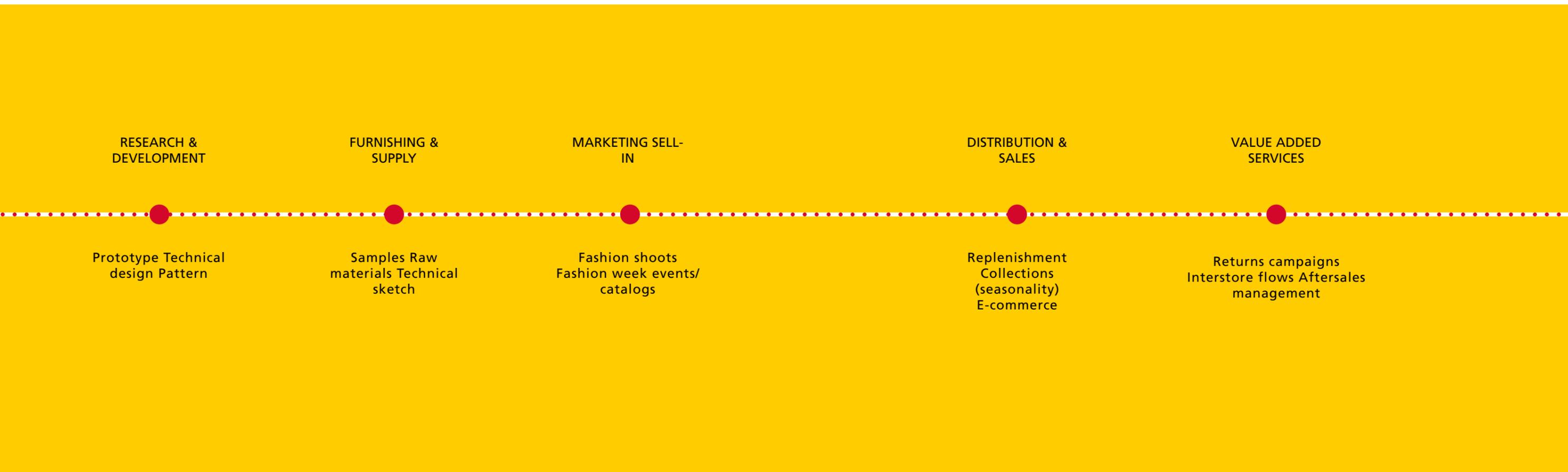
An important consideration is an efficient supply chain to ensure the timely distribution of your fashion goods to boutiques and retail outlets around the world. This is one of the keys to success in such a competitive environment. DHL can help you all the way! Our international network and local customs expertise are unparalleled, giving the optimal overall delivery experience.

## PEACE OF MIND FOR YOU AND YOUR END CUSTOMER

We will take care of your most demanding Customers, delivering their orders wherever they prefer at a time that suits them – with convenient return options that will ensure their loyalty to your brand.

## SUSTAINABILITY

Customers' expectations around products are no longer limited to their quality, functionality and shine, but increasingly include sustainable production and natural ingredients. With DHL's GoGreen service you can reduce your CO2 footprint and show your Customers that you care about the environment.





## MAKE UP YOUR MIND

What are the main trends to follow, and what are the requirements for participating in the fast-growing and geographically expanding cosmetics market?

Social media has taken over an important part of selling cosmetics and provides transparency to consumers. With just a few clicks you can see how others rate the product, whether it's made of natural ingredients, and how friends on Instagram, Facebook or Snapchat have reviewed the latest lipstick.

Where information is exchanged so quickly and consumers enjoy a high level of visibility on the market without having to leave the house, fast and reliable deliveries become a key factor in your success and a method of customer retention. According to research, consumers are prepared to pay a little more for convenient delivery.

**Likewise, 78% would abandon a purchase on a website with poor delivery options.**

However, it's not only the young audience that's demanding. Anti-aging products and convenience attract the middle-aged, with an increasing amount of men making beauty purchases.



In such an environment, there is constant pressure to develop new products, and every step in this process involves an element of knowledge exchange, be it on fragrances or textures or the physical appearance of packaging. Even though digitalization reduces the need to transport samples physically, special products will always require special treatment.

Trends such as halal cosmetics and an increasing demand for sustainable products don't end at the moment of purchase – Customers might want to know how the goods are delivered and what their CO2 footprint is.

Your supplier base may change along with new ingredients, but you still need a reliable and stable supply chain – and a partner who can collect and deliver from the world to your doorstep.

## VISIT OUR SHOWROOM

With DHL Express you can ship to more than 220 countries and territories around the globe – we are here to deliver!

International and domestic deliveries of samples; photo shoot materials; prototypes; technical drawings; documentation; and other items critical to the fashion; lifestyle and luxury industry are moved within our own network.

Time Definite products are perfect for urgent store restocking Shipments and e-commerce deliveries to private individuals.

The service includes options to book guaranteed pre-9am delivery to major business centers, including a proactive notification, or a pre-12 noon delivery service to most business centers – both options coming with a money-back guarantee.

Our Economy Select services are supported by a flexible road line haul network with several hundred connections between main commercial and industrial centers in Europe.

Transit times are generally only a day or two more than with Time Definite.

Our Sameday services offer the fastest possible delivery on either the next flight out or via a dedicated vehicle. Your wish is our command.



## Additional services

### INSURANCE

To give you peace of mind for those high-value items, we can offer additional insurance for your valuable goods during transit.

### SATURDAY DELIVERY

An optional service for delivery of a Shipment on Saturday to selected zip codes in specified destination countries, where Saturday is not a standard working day.

### BREAKBULK EXPRESS

A consolidation of multiple Shipments with just one customs clearance and seamless end-to-end shipping.

### DANGEROUS GOODS

Depending on legal regulations, DHL can take your perfume samples or fragrances by road or air to the final destination.

### PACKAGING

DHL offers a choice of shipping boxes and flyer bags free of charge.

### GOGREEN

Tick the GoGreen box and help the environment with CO2-neutral delivery through carbon offsetting.

### SHIPMENT PREPARATION & TRACKING

DHL offers a 24/7, easy-to-use, online service with tools that show your Shipment being prepared and its journey to your Customer, providing you with extra visibility.

**Contact us for more information.**

## ... AND BACKSTAGE

### TIME DEFINITE

Express door-to-door delivery of your Shipments by a preselected time – overnight or on the next possible business day.

**EXPRESS 9:00** Domestic or International pre-9am service to major business centers with proactive delivery notification and a money-back guarantee.

**EXPRESS 12:00** Domestic or international pre-12 noon service to most business centers with the reassurance of a money-back guarantee.

**EXPRESS WORLDWIDE** Express outbound door-to-door delivery overnight, or by the end of the next possible business day, for documents and parcels.

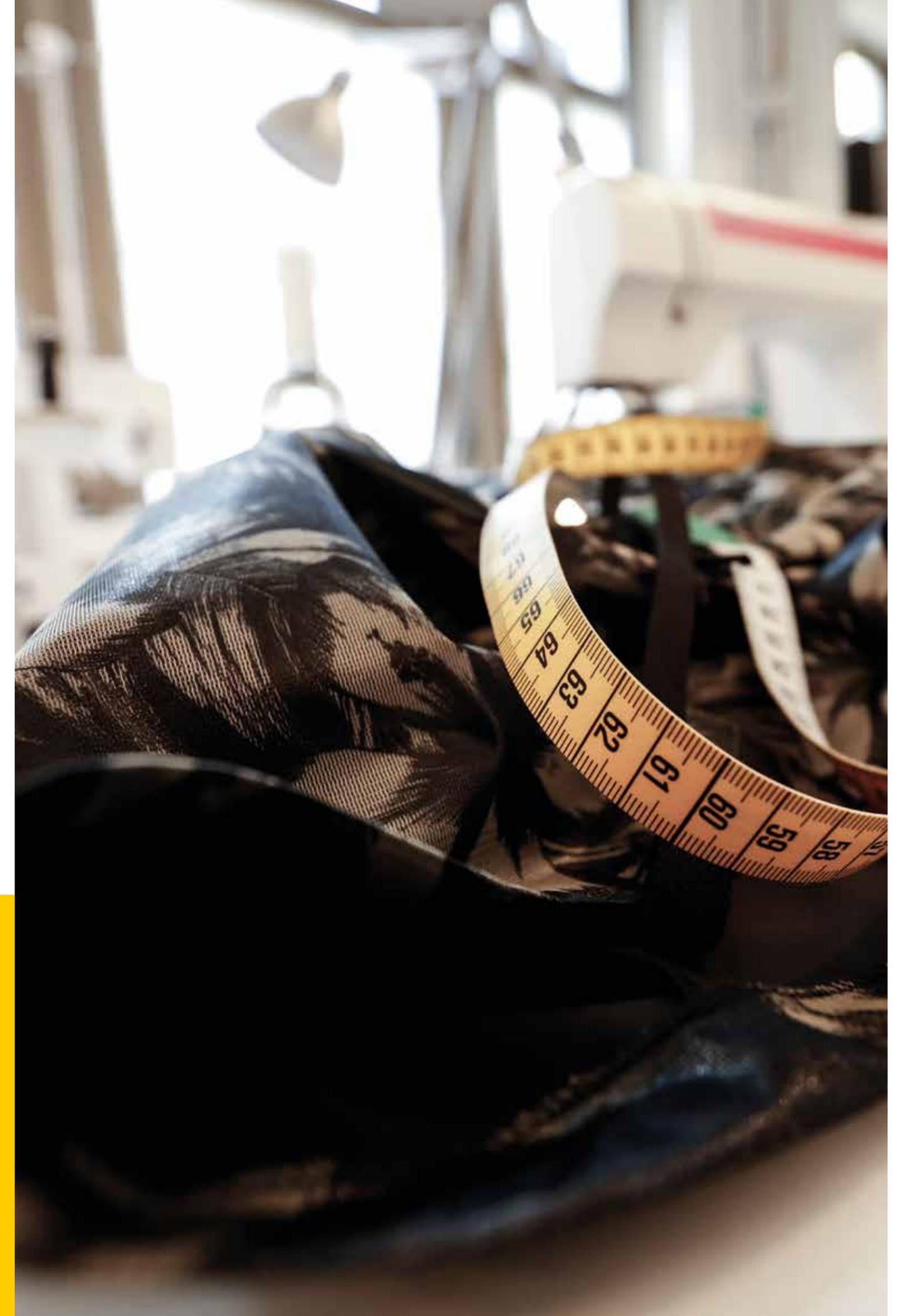
**IMPORT EXPRESS WORLDWIDE** Express inbound door-to-door delivery overnight, by 9am, by 12 noon, or by the end of the next possible business day, for documents and parcels.

### DAY DEFINITE

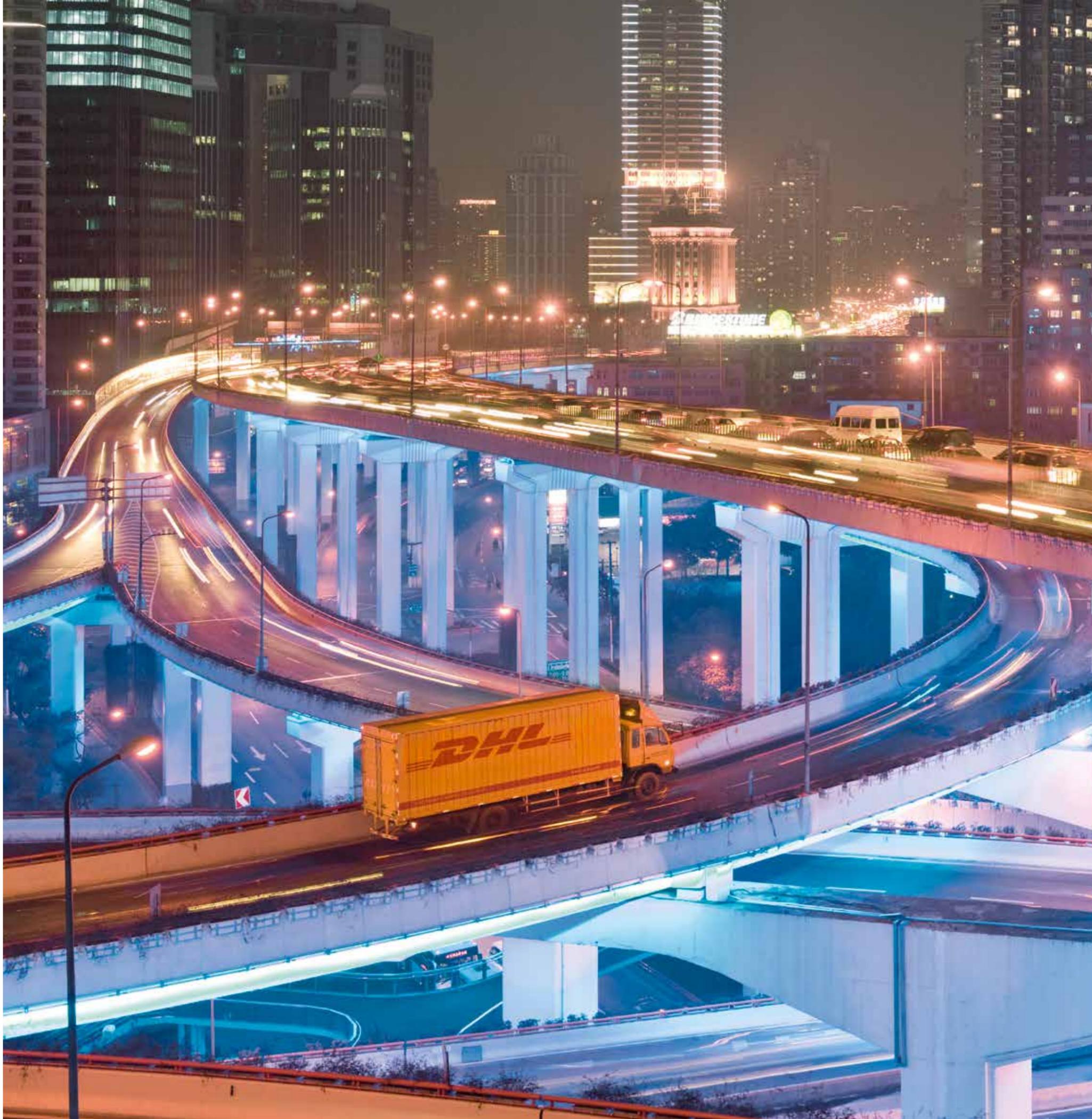
Reliable door-to-door delivery by a predefined day.

**ECONOMY SELECT** Reliable and convenient outbound business-to-business transport of your single-parcel, multi-parcel and pallet Shipments through a highly standardized network across Europe. Up to 300kg per piece and 1,000kg per Shipment.

**ECONOMY SELECT IMPORT** Reliable and convenient inbound business-to-business transport of your single-parcel, multi-parcel and pallet Shipments through a highly standardized network across Europe. Up to 300kg per piece and 1,000 kg per Shipment.



	WEIGHT LIMITS			SIZE LIMITS		
	per piece	per Shipment	per pallet	piece	pallet	comment
<b>EXPRESS 9:00</b>	30kg	300kg		120x80x80cm		pallets not allowed, max 10 pcs
<b>EXPRESS 12:00</b>	70kg	300kg		120x80x80cm		pallets not allowed, max 10 pcs
<b>EXPRESS WORLDWIDE</b>	300kg	1000kg*	1000kg*	120x80x80cm	120x100x160cm	
<b>ECONOMY SELECT</b>	300kg	1000kg	1000kg	120x80x80cm	120x100x160cm	*restrictions apply



## **SAMEDAY** Tailored solutions for 'Now!' Shipments

### **JETLINE**

The right flight for your Shipment.  
Whether it's a domestic or international shipping need, Jetline offers Next Flight Out service, covering more than 220 countries and territories across the globe.

### **SPRINTLINE**

The fastest point-to-point ground service.  
When a package of any size or weight has to get to any destination by land with no time to lose, Sprintline gets it there.



## LET'S ROLL OUT THE RED CARPET

### WHAT DO YOUR CUSTOMERS WANT?

After making a purchase, Customers want to be able to customize their delivery according to their needs, modifying the time and place, and to plan how and when to receive their latest purchase

**On Demand Delivery** is a DHL Express service designed for business-to-consumer (B2C) and e-commerce that allows your Customers to manage the delivery of their Shipment and **personalize it according to their wants and needs.**

### WHY SHOULD YOU CHOOSE ON DEMAND DELIVERY?

- 1- To add value to your products sold online
- 2- To customize your Customer's purchase experience, up to the last-mile delivery
- 3- To meet your Customer's demands with a completely free service.

1

Receiver gets an **ODD message** on their mobile or via email



2

Receiver clicks on hyperlink and is directed to the **ODD landing page**



3

Receiver selects their **preferred option** and can edit as required



4

Once satisfied, the receiver can send a **confirmation message** to DHL to change the delivery



# NO HASSLE NO CATCHES

YOU DECIDE WHAT OPTIONS ARE  
AVAILABLE TO YOUR CUSTOMER.

They simply click for their convenience. DHL adjusts the delivery date/place and confirms back to the Customer directly. The results are fewer customer service calls and an increased service experience linked to your product.



## DRESS UP FOR NEW MARKETS

Worldwide cooperation with local authorities has led DHL to earn a global reputation as a reliable and secure partner in customs procedures.

Through automated processes, DHL clears 90% of all dutiable Shipments 'in the air' and delivers to the final destination on the day of arrival.

DHL has standard import and export clearance services as part of its door-to-door solution to many destinations.

Our customs expertise supports your business development and addresses any potential market requirements, e.g. de minimis entry value.



### ADDITIONAL SERVICES

**A broad range of clearance services are available:**

- ATA Carnet – for trade fairs, exhibitions or photo shoots in different places across the globe
- CITES certificate – to get your exotic leather goods or samples traveling worldwide
- EURO Clearance – for non-EU retailers to manage their European distribution flow with a suitable and competitive solution
- Transit documents
- Bonded warehouse – for sensitive, high-value goods
- DTP Service – to provide the all-in service (freight/customs) to your end Customer (web sales)



## FIRST ROW IN THE FASHION SHOW

A DESIGNER'S FASHION WEEK SHOW MAY ONLY LAST 17 MINUTES – BUT THESE ARE CRITICAL MINUTES THAT REQUIRE MONTHS OF PLANNING AND THE SUPPORT OF DOZENS OF PEOPLE.

DHL has been a committed partner to the fashion industry for decades, pioneering tailored solutions to meet the needs of fashion designers and retailers, as well as working behind the scenes at some of the world's most glamorous fashion events.

The pressure on you to have everything ready on time for these shows can be immense, often resulting in last-minute Shipments with garments and equipment arriving only hours before they appear on the catwalk in front of the world's media.



That is why DHL's portfolio of solutions extends to RFID (radio-frequency identification) tracking services, customs clearance support, and extra distribution routes to handle increased volume and those critical last-minute deliveries.

But the challenge for a designer or retailer doesn't stop there. The fashion industry is both competitive and demanding, with a 21<sup>st</sup>-century consumer that knows no limits, expecting to shop for products at any time of the day or night, in any location around the world, and then to have them delivered to their door the next day.



## BROWSE THROUGH DHL

### DISCOVER.DHL.COM

Various content on SMEs, innovations and trends, etc.

<https://discover.dhl.com>

### FASHION PARTNERSHIPS

Various content on our fashion partnerships and industry knowledge.

<https://www.dhl-in-motion.com/en/fashion/>





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