**PRESS RELEASE - DRAFT**

For direct publication

Eindhoven (NL), March xx, 2024.

**LØCI CHOOSES BLECKMANN TO DRIVE THEIR EXPANSION STRATEGY**

LØCI, the London-based footwear and apparel brand known for its vegan, cruelty-free and unisex sneakers, has selected Bleckmann – experts in supply chain management for fashion and lifestyle brands – as its exclusive third-party logistics (3PL) fulfilment partner in the UK and continental Europe. LØCI required a 3PL solution that could support its rapid expansion, and the partnership is expected to be a key pillar in the brand’s growth strategy.

CEO, and self-proclaimed industry outsider, Emmanuel Eribo states: "For most consumer brands today, success is measured by sales and popularity. At LØCI, we believe that there is a third pillar that is just as important as these two: Impact. The greater the impact, the more successful we are. Today, it's essential we do more than just make a fantastic product. We are here to change things. That's why it's always important for us to think differently, to swim against the tide."

**Full-spectrum logistics**

Bleckmann will provide an end-to-end logistics solution, delivering LØCI products from the factory to the final customer. The solution includes freight forwarding, customs clearance, warehousing, last-mile distribution and returns management. The brand will initially occupy 1,500 square metres at Bleckmann’s fulfilment centre in Grobbendonk, Belgium. Operating from this location will enable the brand to offer express delivery to its UK customers, as well as reduced delivery times for customers in continental Europe. Thanks to Bleckmann’s European and global presence, there is also the future possibility of setting up operations in strategic global locations for even faster delivery times.

**Targeting future expansion**

With the new logistics solution up and running from April 2024, both the LØCI and Bleckmann teams are already looking to the possibility of future expansion of the collaboration. “Bleckmann is well known for offering fast-growing fashion and lifestyle brands a high degree of flexibility to support their expansion ambitions,” adds Robert Kiewik, Director Sales at Bleckmann. “We do everything we can to ensure that our clients can deliver a consistently excellent level of customer service by providing both the scalability and the customisation they need. We look forward to taking the next steps with LØCI.”

- - - End - - -

**About LØCI**

LØCI was founded in April 2021 by Emmanuel Eribo, Philippe Homsy, Frank Eribo & Mark Quaradeghini, London-based entrepreneurs with a vision to champion style and sustainability, expressed in their statement debut sneaker collection. LØCI are 100% vegan, cruelty-free, and unisex, sneakers and are handmade in Porto, Portugal using recycled ocean plastics, as well as renewable and biodegradable materials where possible to help deliver a stylish eco-conscious sneaker. Production is scaled up or down in response to demand to manage environmental impact. 10% of online profits on every pair purchased are donated to conservation charities focused on protecting wildlife.

LØCI manufactures and sources all of its products in Europe, paying a premium for certified eco-materials, with each pair made using certified recycled ocean plastic. They focus on monthly, rather than seasonal, production cycles to reduce waste and their impact on the planet, while donating 10% of online profits to wildlife conservation charities. To date the brand has removed over 982,000 plastic bottles, land and ocean bound, that are spun into a premium, durable material used in the making of the LØCI sneakers. In addition, its profit share model has enabled grassroots organizations like SEE Turtles to save over 100,780 new hatchlings. That's how LØCI defines style and purpose.

**About Bleckmann**

Bleckmann is a market leader in Supply Chain Management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann developed from a transport company to a full supply chain solutions provider with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a uniform platform to its customers worldwide. Around five thousand employees are available every day to support Bleckmann's clients and keep their promises. With a turnover of EUR 545 million, Bleckmann has the size and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com

**Media inquiries:**

Racula Bosinceanu | LØCI Press Contact

E-mail: [raluca@lociwear.com](mailto:raluca@lociwear.com)

Philippe Homsy

E-mail: [philippe@lociwear.com](mailto:philippe@lociwear.com)

Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator

+31 6 2258 6914 | [gerard.vanderzanden@bleckmann.com](mailto:gerard.vanderzanden@bleckmann.com)

Dorota Tankink | Bleckmann Marketing & Communication Manager

+31 6 3012 9759 | [dorota.tankink@bleckmann.com](mailto:dorota.tankink@bleckmann.com)