

PRESS RELEASE

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KILLSTAR selects Bleckmann as its new 3PL partner

KILLSTAR, an alternative clothing and lifestyle brand for those who want to explore their dark side, has selected Bleckmann – a specialist in supply chain management for fashion and lifestyle brands – as its third-party logistics provider (3PL partner). All volumes from the United States (US) and the European Union have been transferred to Bleckmann.

Initial contact took place in August 2025, after which the contract was signed in December, and all operations have been fully operational since 2026. The Rieme site was chosen strategically, partly due to its proximity to ports and motorways leading to France, Germany and the Netherlands. There are also good connections to Zaventem Airport for shipments to the US. The Rieme site also has a customs warehouse.

Europe as a key market

It is expected that around 946,000 units will be dispatched annually from the warehouse in Rieme. From this distribution centre, located near Ghent, KILLSTAR parcels are sent throughout Europe, as well as to the US and the rest of world. The main market for KILLSTAR remains the US, followed by Germany and the United Kingdom. The fashion and lifestyle brand is available online and on various marketplaces.

A more efficient supply chain

Thanks to Bleckmann's experience in both fashion and lifestyle, KILLSTAR saw them as a partner who truly understood their needs. This gave the brand the confidence to entrust the management of its logistics operations to Bleckmann.

As a 3PL partner, Bleckmann handles the logistics operations, including supply chain management, fulfilment, warehousing, transport and returns. Bleckmann manages distribution for KILLSTAR for both B2B and B2C.

“By centralising its European logistics operations in Rieme, Belgium, and consolidating them at Bleckmann's facility, the brand is creating a more efficient and strategically organised supply chain. This enables them to optimise processes and improve both operational performance and the customer experience,” says Julien Vander Haeghen, site manager at Rieme.

“Centralising our logistics with Bleckmann is a transformative step for KILLSTAR's global operations. Their strategic warehouse location in Belgium, coupled with their unmatched expertise in e-fulfilment, allows us to streamline our supply chain, improve stock levels, and deliver an exceptional experience to our alternative fashion community worldwide,” says Seb Tarleton, Chief Operating Officer at Killstar.

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About Bleckmann

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve clients around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its clients worldwide. Around 7000 team members are ready to support Bleckmann's clients and fulfil their promises every day. With sales of around 730 million euros (revenue 2025), Bleckmann has the scale and flexibility to provide world-class solutions for its clients. For more information, visit www.bleckmann.com.

About KILLSTAR

KILLSTAR, founded in 2010 in the United Kingdom by Mika Moonchild, has grown from a niche brand into a world-leading cult brand for alternative fashion. With its largest market in the United States, followed by Europe and the United Kingdom, the brand ships to 90 different countries. KILLSTAR has a turnover of 30 million in direct-to-consumer sales and expects to grow by a further 30 per cent next year. The cult fashion brand is as quirky as it is daring, releasing limited-edition collections and long-awaited collaborations for anyone looking to explore their dark side. With a mix of gothic, punk rock, glam and festival fashion, KILLSTAR encourages people to discover who they are, to be themselves and to celebrate it.

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