**PRESS RELEASE**

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**GANNI found a new, responsible logistics partner for its exponential growth**

Eindhoven, 27 June 2022

**The Danish affordable luxury brand GANNI chooses Bleckmann as its logistics partner for all its operations in Europe. Sustainability and responsibility are the keys to this new partnership.**

The fashion press describes GANNI as "one of the most exciting labels that came out in the last decade." The Danish brand has +1 million followers on Instagram and offers affordable luxury clothing with respect for people and the environment. GANNI is one of the top 20 bestselling labels at online shops Net-a-Porter and Browns.

**Exponential growth requires an experienced partner**

The brand is run by a husband-and-wife team: creative director Ditte Reffstrup and founder Nicolaj Reffstrup. GANNI has a strong base in Europe and in the US with 33 stores globally. The brand is growing rapidly.

Because of this worldwide expansion, the brand needed a highly reliable and innovative e-fulfilment partner. GANNI has chosen Bleckmann to be this partner. Bleckmann has a lot of experience in supporting and servicing hypergrowth companies.

Bleckmann and GANNI signed a long term agreement for warehousing, distribution and fulfilment. From now onwards, GANNI products from all over Europe are shipped from Venlo in the Netherlands. This central location in Europe is crucial to delivering products fast and with a high service level to end customers, B2B and B2C.

Bleckmann receives goods in their fulfillment centre, sorts, stores and delivers according to expectations. GANNI can choose for value added services (VAS) as RFID-tags, specialized packaging and more.

**Sustainability is the key to this partnership**

This collaboration also offers the possibility to focus even more on sustainability.

Because GANNI has the ambition to become a more responsible version of itself, sustainability was one of the critical elements in looking for the best logistic partner. According to this fashion brand, it is a moral obligation to do better every day. In 2020, GANNI launched its Responsibility Game Plan, which includes 44 goals across people, planet, product and prosperity, to be reached by 2023.

The new partnership with Bleckmann helps GANNI in fulfilling its holistic and results-driven approach to sustainability. The fulfilment centre in Venlo is close to the inland rail terminal. It is a certified sustainable fulfilment centre thanks to actions to stimulate biodiversity, investments to reduce carbon footprint, waste and green delivery options and solar panels on the roof. The warehouse also uses 100 per cent clean energy.

Ron Thijssen, Manager Corporate Social Responsibility at Bleckmann: "We are impressed by the growth of GANNI and by their focus on sustainability. We are honoured GANNI chose us as its logistic partner. Our expertise in logistics and our experience with sustainable solutions will help them grow with a lower carbon footprint. A new service we want to offer in the future is the possibility of end consumers choosing a more sustainable carrier. Our IT team is already looking forward to realising this project."

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About GANNI

Based in Copenhagen, owned and run by husband-and-wife team Creative Director Ditte Reffstrup and Founder Nicolaj Reffstrup, GANNI has developed exponentially over recent years with its Scandi 2.0 sense of style full of personality and contrast. GANNI is all about making a community with people who wear its clothes and feel even more confident and capable of anything. The brand has +200 employees in offices in Copenhagen, London, Paris, New York & Shanghai. It is represented in more than 600 of the world's top tier retailers and in 33 GANNI retail locations across Europe and the United States. GANNI.com delivers internationally to 35 countries including Australia, Canada and South Korea.

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

About Bleckmann

Bleckmann is the market leader in Supply Chain Management (SCM) services for the fashion, lifestyle and consumer electronics markets.

Founded in 1862, Bleckmann has evolved from a transport company into a full supply chain solutions provider with a specific expertise in e-fulfilment solutions. With a strong base in Europe the company has expanded to the US and Asia enabling Bleckmann to service its customers across the globe. Bleckmann’s investments and vast experience in IT solutions enable a globally unified platform for our clients. Every day over 4000 team members support Bleckmann customers to deliver on their promises. With over 470 million Euro revenue, Bleckmann has the scale and flexibility to create world class solutions that delight its customers. For more information, please visit [www.bleckmann.com](http://www.bleckmann.com)

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