**PRESS RELEASE**

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**HERA Clothing chooses Bleckmann as new 3PL partner**

UK-based online men’s and women’s clothing label HERA Clothing has selected Bleckmann, experts in supply chain management for fashion and lifestyle brands, as its new third-party logistics (3PL) partner. This new collaboration, which covers warehousing and fulfilment, will ensure that HERA can continue to deliver exceptional customer service as it pursues its growth strategy.

HERA Clothing, best known for its iconic skinny jeans and unique vision of high-end street style, was acquired by its current owner Paul Richardson in October 2021. Paul’s experience as Executive Chairman of Gymshark, another Bleckmann client, had given him first-hand knowledge of how the 3PL provider could help young fashion brands to scale-up their operations. Bleckmann was, therefore, a natural choice to support HERA’s next phase of growth.

“Bleckmann’s experience in helping fast-growing labels like Gymshark to expand their operations at a rapid pace without ever compromising on quality of service made them the ideal 3PL partner for us, offering outstanding performance and significant economies of scale.” said Holly Beadle, CEO of HERA Clothing. “We’ve all been impressed with the speed of the set-up and onboarding, the quality of service and the high level of support we received.”

**Tailor-made fashion logistics**

The first HERA orders were dispatched from Bleckmann’s Swindon warehouse at the beginning of July 2023. The brand will initially occupy 1,000 square metres at the site, with additional space available to meet demand. “Bleckmann has been a true partner throughout the process, enabling us to build a logistics solution that meets our exact requirements,” continued Holly. “For example, we were keen to ensure that operations were up and running before our peak trading period in August. Thanks to Bleckmann’s expertise, agility and short lines of communication, we were able to start fulfilling orders well ahead of that deadline.”

Bleckmann has taken over HERA Clothing’s warehousing and distribution operations in all its markets. While the brand does the majority of its business in the UK, it is also experiencing rapid growth in the USA, Australia, Ireland and the UAE. Thanks to Bleckmann’s preferential relationships with a wide range of carriers, HERA will be able to offer an excellent customer experience, wherever in the world its clothing is shipped.

**Taking the next step with Bleckmann**

With operations now well underway, effective communication will continue to be crucial as HERA looks ahead to its next peak sales period. “Our team really appreciates the close working relationship we have with Bleckmann, whether it’s our weekly meetings or the WhatsApp group that keeps us updated day-to-day,” concluded Holly. “With such a great team, there’s no doubt that Black Friday will be a success breeze. Bleckmann allows us to continue delivering on our promises to our customers as the HERA brand grows around the world.”

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**About HERA Clothing**

Established in 2015, HERA gained prominence with the introduction of the Spray-on Skinny Jean, a pioneering product in men's denim fashion. The brand quickly garnered attention from customers and celebrities alike, renowned for its signature oversized streetwear aesthetic worn by the likes of Lewis Hamilton and Hailey Bieber. HERA's journey took a significant turn in 2021 when it was acquired, leading to a transformative phase under the guidance of sisters Holly Beadle (CEO) and Georgia Streeton (CBO). The brand's renewed mission as the Waymaker extends beyond clothing, signalling a new era for HERA. As a multifunctional men's and women's brand, HERA draws inspiration from both contemporary and timeless trends, offering versatile pieces that can be customized to suit individual styles. Guided by their in-house design team, HERA creates looks built to equip men and women on their unique journeys.

**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-fulfillment. 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

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