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# KARL LAGERFELD paves the way for future growth by partnering with Bleckmann as their logistics provider

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**High-end international fashion brand KARL LAGERFELD partners with Bleckmann as their end-to-end logistics provider. Bleckmann dedicates 6,000 sq m of warehouse space in their distribution center in Enschede to serve KARL LAGERFELD’s customers across 45 countries. Bleckmann will apply its supply chain management expertise to handle several million pieces merchandise annually. After smooth implementation of the solutions, first outbound shipments were processed in January 2021. The partnership paves the way for future growth of the KARL LAGERFELD’s brand, responding even faster to dynamic market changes and to run their business even more sustainably.**

## **Adapt to customers’ needs**

Over the course of the last few years KARL LAGERFELD has achieved a significant surge in its expansion, across wholesale, own retail and B2C channels. To be able to respond even faster to a dynamically changing market and customer needs the brand invests in a major uplift of the logistics set-up. Bleckmann has vast experience in working with omni-channel brands in the fashion industry that combine various sales channels, allowing to adapt its logistical services to the clients´ needs.

Siebrand Wiltjer, Sales manager at Bleckmann: “We know the market that KARL LAGERFELD operates in like the back of our hand and have a thorough understanding of the client’s needs. We are able to adapt the logistics process accordingly whether servicing wholesale, own retail or B2C channels. It is a perfect fit and we are very pleased to add this high-end brand to our portfolio.”

Timothy Dreijer, Senior Vice President Retail & Operations at KARL LAGERFELD: “We are confident that this new partnership with Bleckmann will elevate our supply chain performance through enhanced customer service, on time delivery, efficiency, stock accuracy, and reaction speed. Furthermore, it lays the foundation for more cohesive and coherent omni-channel operations.”

## **Sustainable & responsible business**

Bleckmann has a proven track record as the market leader in fulfilment services for fashion and lifestyle brands. The logistics provider operates all warehousing and outbound logistics for KARL LAGERFELD brand out of the central warehouse in Enschede, The Netherlands, as of beginning of 2021. At this moment operations occupy 6,000 sq m of warehousing space. Siebrand Wiltjer, Sales manager at Bleckmann explains: “Setting up the collaboration went very smooth from the beginning as we had a great mutual understanding and cultural fit. The first items have been successfully delivered showing essential improvements to the end recipients.”

Both Bleckmann and KARL LAGERFELD are committed to run their businesses sustainably and responsibly and will join forces to increase sustainability in the distribution center in Enschede. Timothy Dreijer, Senior Vice President Retail & Operations at KARL LAGERFELD: “We are pleased that Bleckmann supports our Corporate Social Responsibility ambitions. Working with them reflects our continued commitment to sustainability across our business, and in particular, will help us achieve some of the goals outlined by the Fashion Pact.”

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## **About KARL LAGERFELD – company profile**

## The House of KARL LAGERFELD shares the iconic vision and design aesthetic of its founder, Karl Lagerfeld, fused with a contemporary, forward-looking spirit. The brand celebrates his colossal legacy and breathes his passion, intuition and inexhaustible creativity into the core of its DNA.

## Featuring Parisian-inspired classics with a rock-chic attitude, the KARL LAGERFELD portfolio includes ready-to-wear for women, men and kids, plus bags, small leather goods, footwear, fragrances, eyewear and more. The Maison’s creative vision is led by Design Director Hun Kim; additional members of the KARL family include Style Advisor Carine Roitfeld, brand ambassador Sebastien Jondeau and collaborator Amber Valletta, amongst others.

## KARL LAGERFELD connects with consumers at more than 200 stores worldwide, with key locations in Paris, London, Munich, Moscow, Dubai and Shanghai. The brand also has a premium wholesale network and robust digital presence in Europe, the Middle East and Asia, while the KARL.COM flagship store reaches 96 countries.

## In 2019, KARL LAGERFELD joined the Fashion Pact, a global sustainability initiative seeking to transform the fashion industry through objectives in three areas: climate, biodiversity and ocean protection.

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## **About Bleckmann**

[Bleckmann](http://www.bleckmann.com) is the market leader in Supply Chain Management (SCM) services for the fashion and lifestyle 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 350 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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