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# Lounge Underwear partners with Bleckmann for its fulfilment in continental Europe

Eindhoven, 9th November 2021

**Fast-growing underwear brand Lounge Underwear chooses e-commerce specialist Bleckmann for its warehousing and final mile distribution in continental Europe for the next 5 years. Bleckmann dedicates 5,000 sq m of the distribution center in Rieme, Belgium, to Lounge Underwear’s operation. Significantly decreased lead times and late cut-offs will substantially boost customer experience in Europe mainland. Outbound operations went live in September.**

Lounge Underwear is a fast-growing, pure online player in the underwear market. The Solihull-based brand started in 2015 and has since grown into a worldwide player that is ready for the next step in its ambitious growth strategy.

**Entering a new phase due to rapid growth**

Rapidly increasing sales in recent years and the logistical challenges as a result of Brexit were the reason for Lounge Underwear to look for a logistics partner to distribute all of its European volume. Bleckmann has a proven track record as the market leader in fulfilment services in the field of fashion and lifestyle with a strong base in Europe.

Jack Humphreys, Chief Operating Officer at Lounge Underwear: “Over the past 18 months Lounge has seen massive growth across Germany, France, Belgium, the Netherlands and a lot of the Nordics, from day one of the growth phase we knew it was important that our customer offering also scaled with the demand to ensure a seamless end to end experience. When we decided to put stock on the ground in Mainland Europe, Bleckmann were the obvious choice. Our delivery times have more than halved, we have mitigated the impact that BREXIT has had, we are using localized final mile services that we wouldn’t have access to from the UK and we have a partner that has proven they can scale in peak to deal with massive volumes. Lounge has every ambition of becoming that largest underwear brand in the world and see Bleckmann as an integral part in this journey.”

Reinardt van Oel, Chief Operating Officer Belgium & UK at Bleckmann: “We are very excited to announce Lounge Underwear, a pure online player, as our new client. The brand has so much potential and the expertise Bleckmann has in both fashion- and e-commerce fulfillment can support strong future growth and boost the customer experience. The cooperation with Lounge has been phenomenal since our first contact end of last year and the teams partner with great enthusiasm to deliver on our promises.”

Bleckmann will operate all warehousing and final mile distribution in continental Europe for the next 5 years. The logistics provider has dedicated 5,000 sq m of the distribution center in Rieme, Belgium, to Lounge Underwear’s operation with ample space for expansion to facilitate the brand’s future growth. Operations went successfully live in September and are in full swing.

**Boost customer experience in mainland Europe**

Opening a distribution center in Europe mainland will significantly improve Lounge Underwear’s customer experience. Bleckmann will handle all customs formalities, will offer the latest possible online order cut-off times and will provide best in class transport solutions, from which customers immediately reap the benefits. Both companies have the ambition to further expand the cooperation beyond Europe in the future.

Jack Humphreys adds: “We have already had a great experience onboarding with Bleckmann in their impressive Rieme facility. Their culture and ambitions are truly aligned with ours, I look forward to a long and successful relationship for Lounge X Bleckmann.”

Reinardt van Oel agrees and concludes: “We could not be happier with the cooperation so far and are really keen to build a strong partnership with this ambitious and leading brand. It’s our ambition to offer a world class experience to the Lounge customer and to continue to strengthen the proposition.”

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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 clients to deliver on their promises. With over 370 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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