**PRESS RELEASE**

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# Rapidly growing streetwear brand Represent chooses Bleckmann as its logistics partner

Eindhoven, 5 April 2022

**Fast-growing British clothing brand Represent now counts on e-commerce specialist Bleckmann for its inbound logistics, fulfilment and distribution. Bleckmann dedicates 950 sq m of its distribution centre in Grobbendonk (Belgium) and 800 sq m in its Magna Park distribution centre (UK) to Represent operations.**

Represent, created at college in 2012 by two brothers George and Michael Heaton, sells mainly through e-commerce, temporary events and key retail partners worldwide. The Manchester-based brand is a global staple within the realm of streetwear, showing in London, Milan and New York and being worn by Dua Lipa, Khloe Kardashian, Justin Bieber and 2 Chainz.

A highly reliable and innovative e-fulfilment partner is essential for the growing British streetwear brand. They sought and found this in Bleckmann, the market leader in fulfilment services for fashion and lifestyle brands with a strong base in Europe.

**End to end solution**

Operations for Represent went live in January 2022. The brand is fully serviced from two fulfilment centres: Grobbendonk (Belgium), where 950 sq m of the distribution centre are reserved, and Magna Park (UK), where 800 sq m are used. Bleckmann can flexibly expand these areas and operations to provide maximum support for future growth.

The young, creative brand can count on considerably shorter lead times from the start of the cooperation. Their customers can order online later and still get earlier deliveries in continental Europe and the UK. Other services provided by Bleckmann include intake, inspection and storage of all incoming goods, customs administration, returns of ordered goods, and more. Bleckmann provides a true end to end solution to support ambitious growth of the Represent brand.

**Most important partnership for growing fashion brand**

Represent speaks of its most significant partnership, for which they want to make sure the foundations of the relationship are rock solid for now and for the long term future.

James Gullick, General Manager at Represent: “We are delighted to get this deal over the line and believe we’re at the start of a strong and key partnership. The understanding and compassion for the sudden changes of plan have been a big relief, which speaks volumes for the Bleckmann team. I thank them for being so supportive. Their assistance throughout has been first class. It’s truly been a pleasure dealing with Bleckmann. I look forward to working together as we grow and develop in the coming years.”

Robert Kiewik, Director Sales at Bleckmann Fashion & Lifestyle Logistics: “It gives me great pleasure to announce our partnership with Represent. The Represent team are true entrepreneurs and our discussions leading to our partnership in both Europe and UK have been very pleasant at every stage of the process. This is a great brand that is gathering pace globally and we are delighted to be able to support their global strategy moving forward.”

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Note:

attached photo of the contract signing at the Represent HQ; from left to right: Michael Heaton, Robert Kiewik, George Heaton

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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