

# FASHIONING SUPPLY CHAIN SUCCESS ACROSS ASIA FOR AN ITALIAN LUXURY POWERHOUSE

## CHALLENGE

A renowned Italian luxury fashion powerhouse sought a reliable logistics partner in Asia to ensure the quality and timely distribution of its high-end products. Building on the success of a 2022 collaboration in Singapore where we provided climate-controlled storage and efficient distribution to their stores locally, they expanded their logistics needs with new regional requirements:

- Streamlined solution for inbound shipments from Hong Kong and Italy to key markets in China and Malaysia.
- Maintaining brand integrity and inventory accuracy.

## SOLUTION

Working closely with them to deliver an end-to-end logistics solution that could manage the increased scope of their operations, this solution included:

1. Dedicated 3,000 sq. ft. air-conditioned storage space to protect their luxury goods.
2. Handling all inbound shipments from Hong Kong and Italy, providing seamless distribution across Singapore and supporting the efficient outbound movement of products to China and Malaysia.
3. Enhanced supply chain efficiency with value-added services such as labeling, tagging and hub inventory management.

## RESULTS

- ✓ IMPROVED INVENTORY CONTROL
- ✓ PRODUCT AVAILABILITY ACROSS MARKETS
- ✓ CONTINUED GROWTH IN ASIAN LUXURY MARKET

