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LEVALLOIS-PERRET



press release

KENZO PUTS TRUST IN GEODIS TO HANDLE ITS GLOBAL LOGISTICS

GEODIS is stepping up its growth in the retail fashion sector as proven by a new partnership with KENZO, the luxury prêt-à-porter company owned by the LVMH group.

GEODIS has been operating KENZO's global logistics from France since the beginning of March. Through the recently agreed five-year partnership, KENZO will be able to pursue its growth plans by taking advantage of the specialist expertise of GEODIS in retail fashion. With a dedicated team of 70, GEODIS is responsible for the reception, storage and preparation of the fashion brand's clothes, leather goods, shoes and accessories.

GEODIS' logistics campus to the south of Paris, a secure site with storage and preparation facilities especially adapted to folded and hanging garments was selected to centralize these operations. GEODIS is also supporting KENZO in the development of its e-commerce sales channel by preparing and fulfilling orders. In addition KENZO is sourcing specific services from GEODIS such as the management of raw materials, quality control and ensuring all its products meet regulatory compliance standards.

Commenting on the business relationship, David Perruche, Logistics Director at KENZO, said: *"It is the ability of GEODIS to support KENZO in its international growth and both the modularity and flexibility of its technical and commercial offering that caught our attention"*. While Neil Bird, Vertical Market Director for Retail and Luxury at GEODIS said, *"We already work with other LVMH brands and this new contract strengthens our partnership with the group at a global level. We are acting as their growth partner"*.

GEODIS – www.geodis.com

GEODIS is a Supply Chain Operator ranking among the top companies in the field in Europe and the World. GEODIS, owned by SNCF Logistics, which in turn is a business line of the SNCF Group, is ranked as the number four logistics provider in Europe and number seven at a worldwide level. GEODIS is also listed as a "Leader" in Gartner's 2016 Magic Quadrant of Worldwide 3PLs. GEODIS' reach includes a direct presence in 67 countries and a global network spanning over 120 countries. With its five Lines of Business (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport), GEODIS manages its customers' Supply Chain by providing end to end solutions enabled by over 39,500 employees, its infrastructure, its processes and systems. In 2016, GEODIS recorded €8 billion in sales.

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