**PRESS RELEASE**

Eindhoven (NL), November 6, 2024.

**H&M chooses Bleckmann to support online launch of its Pre-Loved Archive collection**

Global fashion brand H&M has selected Bleckmann, a leading provider of end-to-end logistics solutions, to handle the online launch of its Pre-Loved Archive collection. This series of limited-edition re-releases celebrates twenty years of H&M designer collaborations, offering shoppers the opportunity to purchase iconic pre-loved items from the brand’s back catalogue – including collaborations with Karl Lagerfeld, Versace, Kenzo and many other well-known fashion houses.

# **Circular solutions, sparkling results**

Following a global in-store launch, the Archive Pre-Loved collection was recently released online in Europe on HM.com. And Bleckman’s expertise in fashion logistics was vital to making this ambitious initiative a reality. Working closely with the operations and sustainability teams at H&M, Bleckmann’s circular fashion experts, created a bespoke renewal solution. This proprietary process enabled them to restore a wide selection of the Pre-Loved garments, ready for resale on H&M’s e-commerce site.

# **A streamlined renewal process**

Once the garments arrived at its distribution centre in Almelo, the Netherlands, Bleckmann handled the entire renewal and distribution process. This included grading, cleaning, invisible mending, product photography and inventory management. “Working closely with H&M, we tailored the renewal process to meet the unique requirements of this exclusive collection,” said Hans Robben, Programme Manager for The Renewal Workshop at Bleckmann. “Our streamlined process enabled the team to get all the items ready for sale in just eight weeks.”

# **End-to-end logistics**

The Renewal Workshop’s data-rich tracking capabilities simplified integration with H&M’s e-commerce platform. “We attach individual SKUs to each item to store key information such as the product’s style and size, and what repairs have been carried out,” said Taylor Hill, Senior Manager for Circular solutions at Bleckmann “This allows us to track the status of each garment internally and it helps H&M to populate its product description pages, providing its customers with full transparency.” In addition to cleaning and repairs, Bleckmann handled distribution to H&M’s customers across Europe through its extensive network of transportation partners.

“Bleckmann’s expertise in reverse logistics is a great fit for our Pre-loved Archive campaign,” said Linn Af Klint, Head of Circular Business Models for H&M. “Their reach across the EU, advanced capabilities in handling single SKU inventory and optimising the recovery process of pre-loved pieces to ensure that each item retains its highest value and finds a new owner. This collaboration strengthens our commitment to sustainability and innovation in the fashion industry, making it easier for customers to access and appreciate high-quality, second-hand garments.”

# **Embedding circular business models**

The Pre-Loved Archive campaign is Bleckmann’s second collaboration with the H&M Group to promote circular fashion, following its partnership with H&M’s COS brand. COS Restore, the brand’s range of pre-loved clothing, is currently available in locations across Europe. To meet the growing demand for circular solutions in the fashion and lifestyle industry, Bleckmann is investing in the expansion of its Renewal Workshop offering. “The aim is to have a Renewal Workshop in every region where we’re active,” concluded Hans. “The recent acquisition of the Spanish fashion logistics experts B2Tex will also be a valuable addition to our renewal capabilities.”

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# **About H & M**

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M’s business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, & Other Stories, H&M HOME and ARKET as well as Sellpy. For further information, visit [www.hmgroup.com](http://www.hmgroup.com)

# **About Bleckmann**

Bleckmann is a market leader in supply chain management (SCM) services for fashion and lifestyle brands. Founded in 1862, Bleckmann evolved from a transportation company to a provider of complete supply chain solutions with specific expertise in e-fulfilment. From its strong base in Europe, the company expanded into the US and Asia, enabling Bleckmann to serve customers around the world. Its investments and extensive experience in IT solutions ensure that Bleckmann offers a unified platform to its customers worldwide. Around 6500 team members are ready to support Bleckmann's customers and fulfil their promises every day. With sales of 564 million euros (revenue 2023), Bleckmann has the scale and flexibility to provide world-class solutions for its customers. For more information, visit [www.bleckmann.com](http://www.bleckmann.com)

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