

PRESS RELEASE

Eindhoven (NL), September 18, 2024

White Fox Boutique chooses Bleckmann as new 3PL partner

White Fox Boutique, a leading Australian fashion brand and Bleckmann, a leading provider of end-to-end logistics solutions, announce a new partnership. This strategic collaboration aims to enhance White Fox's distribution and logistics capabilities within the United Kingdom (UK) and Europe, ensuring faster and more efficient service for their expanding customer base.

Key Highlights of this new Partnership are:

Optimized Logistics Solutions

Bleckmann will provide comprehensive 3PL services, including warehousing, order fulfillment, distribution, freight forwarding and returns management, tailored to meet the specific needs of White Fox. Utilization of Bleckmann's advanced logistics technology will streamline operations and improve supply chain efficiency.

Enhanced Customer Satisfaction

The partnership is set to significantly reduce delivery times and improve the overall shopping experience for White Fox's customers. Customers in Europe and the UK will benefit from more reliable and timely deliveries, ensuring high levels of satisfaction.

Commitment to Sustainability

Both companies share a dedication to sustainability, with initiatives in place to minimize the environmental impact of logistics operations. Efforts will include the use of eco-friendly packaging materials and strategies to reduce carbon emissions throughout the supply chain.

Bleckmann is excited to share that our UK site in Burton on Trent will manage the logistic operations for White Fox Boutique, utilizing a substantial 8,500 square meters - around 91,500 square feet - of warehouse space.

Executive Statements

Daniel Contos, Co-Founder & Director of White Fox, commented, "Partnering with Bleckmann marks a significant milestone for our expansion into the UK. Their reputation for excellence in logistics and their sustainable practices align perfectly with our values. We are confident that this collaboration will enhance our service quality and help us better connect with our UK customers."

"We are thrilled to partner with White Fox and support their growth in the UK market," said Jurrie-Jan Tap, Bleckmann's Chief Business Development Officer. "Our expertise in e-commerce logistics will provide White Fox with the reliable and efficient service they need to meet the demands of their customers. This partnership underscores our commitment to delivering top-tier logistics solutions to leading brands worldwide."

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About White Fox

The brand White Fox is a bold, trendsetting brand continuing to take over wardrobes across the world. Throw it back to 2013 where it all began, when co-founders Georgia & Daniel Contos embraced the start-up hustle with stock filling up their home. After harnessing the power of social media and influencer marketing ahead of the game, they quickly built a brand destined for success and in no time began impacting markets across the globe with in-demand products and an eye for what works. Flash forward to 2024, in their dreamy Sydney headquarters, Georgia & Daniel have proven White Fox has what it takes to dream big. Now, with over 2.5 million followers on insta, global A-lister events, luxe showrooms in Sydney & Los Angeles and celeb fans across the world, White Fox is flying full speed ahead - with no plans to slow down. For more information, visit www.whitefoxboutique.co.uk

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 fulfill their promises every day. With sales of 561 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

Media inquiries:

Dorota Tankink | Bleckmann Marketing & Communication Manager
+31 6 3012 9759 | dorota.tankink@bleckmann.com

Gerard van der Zanden | Bleckmann Marketing & Communication Coordinator
+31 6 2258 6914 | gerard.vanderzanden@bleckmann.com

Jaz Yap | White Fox Public Relations & Influencer Manager
E-mail: jaz@whitefoxboutique.com