

**CASE
STUDIES**

HUGO BOSS & RHENUS



RHENUS AIR & OCEAN

**RHENUS DELIVERS
CUSTOM-MADE LOGISTICS
FOR HUGO BOSS**

PRECISION AND CARE IN GLOBAL LOGISTICS

DELIVERING ON THE FINE DETAILS FOR HUGO BOSS IN CANADA

Hugo Boss AG is a luxury fashion house, headquartered in Metzingen, Germany. Producing clothing, accessories, footwear and fragrances, it is one of Germany's largest fashion companies. Global sales for 2019 totalled €2.9 billion and its collections are sold in more than 120 countries across the world.

In Canada, Hugo Boss has a presence in over 70 locations. Its Canadian network comprises Boss stores and concessions, as well as e-commerce and independent wholesale.



// ABOUT HUGO BOSS

Industry: Luxury fashion
Global sales: €2.9 billion
Countries: 120 countries worldwide

// RHENUS FREIGHT SERVICES



“ THEY’RE FANTASTIC AT CUSTOMER SERVICE AND COMPLETELY RESPECT THE LEVEL OF DETAIL THAT WE DEMAND ”

Deidre Lue
Senior Manager, Purchasing & Imports
at Hugo Boss Canada Inc



THE CHALLENGE AT HUGO BOSS

Hugo Boss Canada receives stock from across the globe. The company needs a robust process for managing these weekly shipments, which arrive in Toronto via air and sea freight, before being forwarded on across the Canadian store base.

While clothing shipments are co-ordinated via regional distribution centres, visual merchandise is delivered to third party warehouses, broken down and then sent on to visual merchandising teams within each store.

The challenge for Hugo Boss is to ensure that every item is treated with ultimate precision and care, as Deidre Lue, Senior Manager, Purchasing & Imports at Hugo Boss Canada Inc, explains: "Maintaining the quality and standard of our products is paramount. Our customers expect luxury, which means everything has to be treated with the greatest amount of care on its journey to the end consumer."



ECO-FRIENDLY 'COUTURE TOTE' BAGS ARE A PATENTED SOLUTION TO COMBINE FLAT OR HANGING GOODS

“ OUR CUSTOMERS EXPECT LUXURY, WHICH MEANS EVERYTHING HAS TO BE TREATED WITH THE GREATEST AMOUNT OF CARE ON ITS JOURNEY TO THE END CONSUMER. ”

Deidre Lue, Senior Manager, Purchasing & Imports at Hugo Boss Canada Inc

PREMIUM CARE FOR A PREMIUM PRODUCT

For Hugo Boss, reliability, trust and first-class customer service are key to its continued success. The company expects the same from its logistics partners, and that's what Rhenus delivers for all stock received from Germany and Turkey. "They're fantastic at customer service and completely respect the level of detail that we demand", adds Deidre.

Rhenus always looks for new ways to maintain those standards. For example, warehouse teams use an innovative and cost-effective packaging solution for transporting domestic consignments, once Hugo Boss goods arrive in Canada. Branded as 'couture tote', this eco-friendly bag is a patented solution which enables Rhenus to combine flat or hanging goods, while keeping them in the best possible condition. The bags can be used to ship goods by air and ocean freight, truck or rail.

SMOOTH SAILING FOR CHECKS AND CLEARANCE

QUALITY AND REASSURANCE

Peace of mind on customs checks and clearances is also crucial for Hugo Boss. Rhenus is used exclusively by the fashion house for customs brokering in Canada due to the transparency and quality service it provides.

“Visibility is really important to me”, says Deidre. “The team at Rhenus provides me with a delivery status report that is constantly updated. This means I can see every shipment that is entering the country from Germany or Turkey, and whether it is in transit or customs cleared.”

Rhenus has its own licenced and qualified customs team with direct electronic links to the Canadian customs service, to ensure that it complies with all regulations. This also helps to secure the greatest possible relief for Hugo Boss in terms of customs duty and taxes.

“FOR ME, THEY’RE THE BEST CUSTOMS BROKER IN CANADA”

Deidre Lue, Senior Manager,
Purchasing & Imports at Hugo
Boss Canada Inc



For example, import permits are prescribed for some textile goods and clothing. Applying for those early means they are available for the customs office when the goods are imported.

This attention to detail significantly reduces the chance of errors occurring when submitting documentation to customs, making the process even quicker and more efficient. “For me, they’re the best customs broker in Canada”, says Deidre.

ADAPTABILITY AND RELIABILITY

COVID-19 sent shockwaves through global supply chains. However, Rhenus was able to guarantee shipments to Hugo Boss in Canada throughout the pandemic, securing all the air and sea freight that the company needed.

“They were a fantastic partner to us during the Coronavirus pandemic”, says Deidre. “Their attention to detail, reliability and willingness to go the extra mile made a huge difference in what was a challenging year”.

While Coronavirus was an exceptional situation, Rhenus has consistently demonstrated an ability to go above and beyond. When a custom-made suit for a global superstar hadn’t arrived in time, for example, the CEO of Rodair (later acquired by Rhenus Logistics) flew to Germany and back to Los Angeles to collect the suit and ensure it could be worn at an important public appearance.



STAYING ONE STEP AHEAD

Quality items, such as those designed by Hugo Boss, inevitably attract unwanted attention. Shipments are often targeted in the luxury goods sector and managing the risk of theft is a constant challenge.



Rhenus continuously looks for solutions that minimise this risk, for example by placing cookie sheets underneath pallets to prevent thieves from gaining access underneath.

The company is also shortening the time that stock spends in bonded warehouses – where the majority of thefts happen. Where possible, shipments are now collected directly from the airline and moved to more secure Hugo Boss or Rhenus warehouses.

A PARTNERSHIP BASED ON TRUST

“EVERYTHING WE SELL IN CANADA IS IMPORTED SO WE’RE COMPLETELY RELIANT ON HAVING THE BEST CUSTOMS BROKER POSSIBLE.”

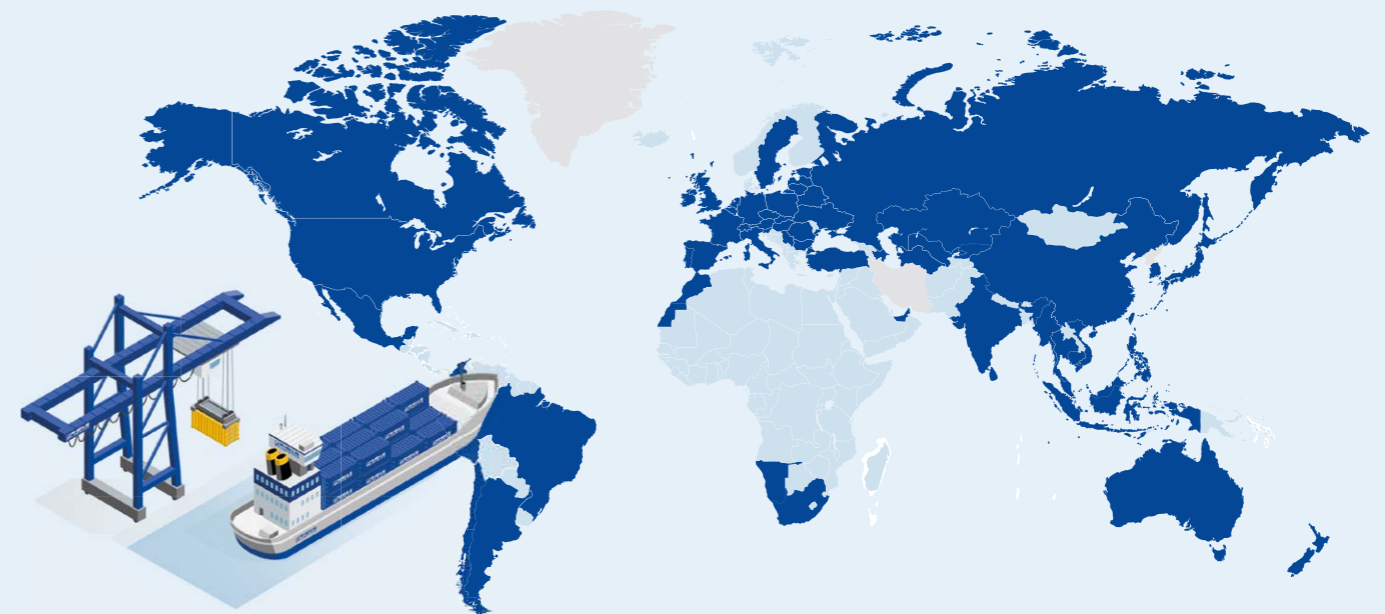
Deidre Lue, Senior Manager, Purchasing & Imports at Hugo Boss Canada Inc

The relationship between Hugo Boss and Rhenus continues to develop as Rhenus finds new ways to keep shipments safe and in pristine condition, while making the process as smooth and speedy as possible.

“From moving display cabinets from Mexico to Vancouver to ensuring late shipments always reach their destination on time, Rhenus leaves no stone unturned when it comes to finding a solution to our challenges”, Deidre concludes. “Everything we sell in Canada is imported so we’re completely reliant on having the best customs broker and freight forwarding partner possible. For us as a business, our colleagues at Rhenus provide an invaluable service to the teams within our stores.”

THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.5 BILLION.

Rhenus has business sites at 750 locations worldwide and employs 33,000 people. The Rhenus Group provides solutions for a wide variety of different sectors along the complete supply chain; they include multimodal transport operations, warehousing, customs clearance as well as innovative value-added services.



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