

SOHO HOUSE & RHENUS



RHENUS WAREHOUSING

**RHENUS DELIVERS
TAILORED LOGISTICS
FOR SOHO HOUSE**

AGILE AND BESPOKE OMNI-CHANNEL WAREHOUSING SOLUTION

SOHO HOUSE APPOINT
OMNI-CHANNEL FULFILMENT
EXPERT RHENUS TO
STRENGTHEN GROWTH
STRATEGY AND CUSTOMER
EXPERIENCE EXCELLENCE

Founded in London in 1995 as a private members' club for people in the creative industries, Soho House & Co has grown with clubs now across Europe and North America. Their company ethos is to create a relaxing and comfortable home from home for their members with an emphasis on creating customer experience excellence. They have expanded their portfolio and opened houses, workplaces, cinemas and restaurants as well as offering interior designs for private clients. With their beauty and grooming range their members are able to recreate their favourite Soho House at home as the furniture, furnishings and spa products are available to buy online and at selected retail partners. //

THE CHALLENGE

With a strong and loyal client base worldwide, as well as global strategic plans to open more houses annually and expand their retail partners, Soho House recognised that to uphold their customer promise of exceptional service, it was imperative that they needed to consider the integrity of their global supply chain operation and product distribution. With the emphasis on inventory accuracy, customer satisfaction and speed to market, the Soho House Senior Operations Team began a review of possible future risks to business which would prevent them from achieving their objectives. //



THE
SOLUTION

Soho House considered a number of outsourced solutions, before appointing Rhenus as their preferred warehousing and logistics provider, to ensure they found a partner who would emulate their core ethos and provide an agile and customer centric solution.

To drive their business forward, Rhenus' expertise in managing substantial SKU ranges with complex customer orders along with Rhenus' capability to operate in a dynamic omni-channel environment were of paramount importance. The ability to provide real time management information, including outbound and reverse logistics traceability, as well as automated collection advice instructions and an updated POD status upon delivery were key factors for Soho House when choosing Rhenus as their integrated supply chain solution. //

UNITS RECEIVED

2,306,013

WHOLESALE UNITS SHIPPED

2,143,480

5870 ORDERS

E-COMMERCE UNITS

991,852

174,419 ORDERS

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Soho House's footprint has grown 30 times since we moved our business to Rhenus three years ago and the innovation has been constant.

The logistics sector has kept the UK trading throughout the pandemic and without the dedication and optimism of this brilliant team working alongside us, our business would not have survived 2020. Huge thanks to everyone at Rhenus Warehousing Solutions Lutterworth.

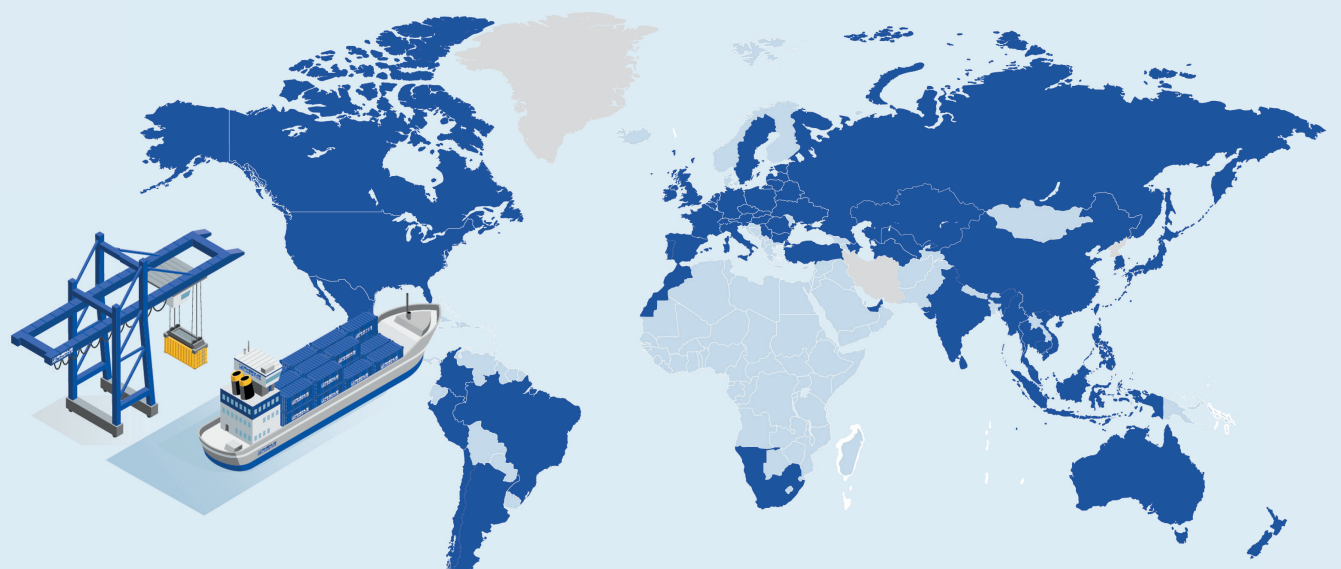
Engineering and ingenuity makes me tick which makes this a very rewarding partnership.

Aalish Yorke-Long – Managing Director, at Soho House

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THE RHENUS GROUP IS A LEADING LOGISTICS SERVICE PROVIDER WITH GLOBAL BUSINESS OPERATIONS AND AN ANNUAL TURNOVER OF EUR 5.4 BILLION.

Rhenus has business sites at 820 locations worldwide and employs 33,500 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.



**MORE THAN 820
LOCATIONS WORLDWIDE**

**WIDESPREAD PRESENCE IN EUROPE,
ASIA-PACIFIC AND AMERICAS**

**LONG-TERM
OVERSEAS-PARTNERS**

■ RHENUS GROUP **■ NO PARTNER
AND AGENTS**
■ PARTNER AND AGENTS



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