

TEXTILE

Haute couture logistics

The textile trade represents almost 10% of worldwide trade. Despite tough competition from China, the European textile sector is nonetheless a dynamic one. Customers are attracted to brand name products, collections are renewed more and more often, brand names are available for children... all these factors, teamed up with other fashion fads mean that players in the textile market occupy a prominent position.

Logistics is part of the strategy.

In a “globalised” textile sector, the distribution logistics chain still tends to be located close to points of sale. “*Products arrive in sea containers from Asia or North Africa, heading towards European or national warehouses*”, states François Bertreau, President of Norbert Dentressangle Logistics.

Distribution logistics consists in preparing orders for shops and transporting them to points of sale. A major player in European textile logistics, the Norbert Dentressangle Group handles 280 million items per year and devotes 420,000 sq.m of

warehouse space to this sector at 18 European sites. For its twenty biggest customers, the Group is developing more and more sophisticated technological solutions.

An automatic sorting machine for Billabong

For Billabong, Australian group specialised in gliding sports, with its European head office in Hossegor (Landes), the Norbert Dentressangle Group has adapted to a complex logistics programme based on 4 yearly collections:

“Logistics represents 6 to 10% of the selling price of an item of clothing.”



“Our European platform, located in Roissy-en-Brie in the Paris region, delivers to all of our European points of sales, whatever the type of product (clothes, accessories, shoes, etc.), explained Franco Fogliato, Managing

from the warehouse in Garonor, the Norbert Dentressangle Group plays the proximity card. Proximity in terms of the customer’s logistics flow, with deliveries 6 days a week, at a rate of 13 vehicles per day. And proximity in terms of the relation between the driver and the shop. For this customer, delivery turnarounds are particularly short and the global delivery plan has been reviewed during the contract, bringing about a considerable reduction in the logistics budget. Lastly, for H&M, the Group distributes clothes on rails, requiring particular expertise and equipment.

Fast parcel preparation for Replay

“Since early 2005, Replay & Sons have entrusted their transport and logistics to Norbert Dentressangle Italy, which handled 1.8 million items of clothing in one year, from packaging to dispatch to customers all over the world, explains Giuseppe Mattarollo, Managing Director of Fashion Toy, Replay Group. Norbert Dentressangle helps us via the quality of its service and its quickness in preparing packages for customers. Clothes are received in boxes or baskets, and then packages are prepared and distributed according to timeframes... Norbert Dentressangle was chosen for its experience in the sector and its value for money. The Group provides a good and quick service: package preparation, separations between different customers, prioritisation.”

The Italian group is in full swing and new projects with Norbert Dentressangle are being studied.

Director of Billabong. Managed by the Norbert Dentressangle Group since May 2006, this 20,000 sq.m warehouse stores products from manufacturing plants the world over. These products are packaged, and then distributed to shops and distributors in 27 European countries. With our logistics partner, we have set up an automatic sorting machine that identifies parts and distributes them in dispatch boxes in line with customer orders. This sorting machine enables us to increase our daily delivery capacities and gives us a serious competitive edge.”

Clothes on rails for H&M

For H&M, the Swedish ready-to-wear clothes brand, in addition to the two main seasons (spring/summer; autumn/ winter), purchases evolve constantly according to best-selling products, country and climate. Logistics plays a central role for the brand: delivering the right article, in the right amount, in the right shop and in the right country requires an optimal distribution system. Chosen by H&M to distribute to its 29 Paris shops and its 5 boutiques in the Lyon region

H&M Photographie: John Scarisbrick



Billabong

Founded in 1973 in Australia for surfing, Billabong has rapidly grown. The European subsidiary opened in Hossegor (Landes) in 1992, recording growth of 0 to 120 million euros in 2006. Listed on the stock exchange in 2001, Billabong today has a range of 7 brands targeting adolescents, and covers all glide sports: snow, skate and surf.

H&M

Founded in Sweden in 1947, H&M today has 1,200 shops in 22 countries and 22 production offices throughout the world. In 2005, the 50,000 staff members of H&M generated turnover of 7,800 million euros (SEK 71,886 million).

Replay

Specialised in sports clothing and accessories, the Italian group Fashion Box is focused on developing its research in materials, finishings and style. In 2005, the group made 9 million articles and generated turnover of 326 millions euros, of which 65% outside Italy.

Andy Irons® T.Jones/Billabong



Billabong

