

David Reiss opened his first store in 1971 selling European quality men's tailoring in the city of London, and today, Reiss is a multi-national fashion retailer with over 90 stores worldwide. Reiss prides itself on having an uncompromising commitment to delivering innovative, original products combining exceptional design, quality and value.



Helping Reiss to grow internationally

Benefits of the SEKO Solution

- Enabling Reiss to expand into new international markets by providing Global warehouse infrastructure, and customs and regulatory expertise in foreign markets
- Established hub and spoke US and Asia warehouse operations to complement Reiss' existing European logistics infrastructure and support strong retail growth across the world
- Implemented Reiss' inventory management solution internationally
- Supported international growth for a successful British brand

“Working with SEKO has provided us with an essential platform for international growth. Thanks to SEKO, our expansion into the US and Far East has been very smooth and low risk. We only pay for the space and logistics activity we actually use meaning we have no fixed costs and an extremely competitive global fulfillment solution.”

Yussef Bictash – Operations Manager

FASHION
CASE STUDY



The Reiss story

THE CHALLENGE

With a mature and successful UK business in full flow, Reiss began opening shops in other countries and needed a system to manage the rollout and ongoing supply of these new stores. In delivering European fashion, Reiss needed full visibility of its overseas purchase orders to manage the new stores successfully.

THE SOLUTION

In addition to establishing stock holdings for Reiss in Asia and the US, SEKO installed a fully customized supply chain technology solution to help Reiss manage its international shipping from factory to distribution center to store. Today, the MySEKO technology suite connects Reiss with its factories' purchase order progress and provides visibility to inventory in transit by air and ocean.

THE RESULT

Reiss now has greater supply chain control and visibility as SEKO's open-ended technology system allows its employees to instantly view progress, and its merchandisers to plan effectively. This enables Reiss to run a robust and reliable manufacturing and supply process, saving both time and money and allowing senior executives more time to concentrate on their beautifully-designed products, luxurious stores and customer satisfaction.

"Iconic, Sexy,
Confident,
Modern."

To find out how SEKO can help you transform your business, please email hello@sekologistics.com



Intelligence Delivered

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