

Flexibel supply chain strategic asset in life style

Flexibility is the new basis of competition in the life style sector. The ongoing growth of e-commerce has led to a highly competitive and fast changing marketplace. The channel lineup for fashion and apparel retailers can include the traditional store next to outlet locations, social and mobile commerce and single use channels such as pop-up stores and flash sales. Both price and brand identity being the main focus in competition. As a result seasons are getting shorter and retailers choose more trial & error collections and personalized products instead of large productions. Consumers aspect cross-channel services such as 'click-and-collect', free or low cost delivery and free returns through any channel.

This asks for a tremendous amount of flexibility and a well-managed multi-channel supply chain to reduce costs. One-size-fits-all doesn't apply: different product groups ask for different solutions. In the promising European market lifestyle products move more towards a European solution, rather than a regional one.

Optimizing your European supply chain can help boost your competitive performance. The Netherlands is the perfect fashion gateway to Europe. Tailored logistics solutions to meet your precise needs, from headquarters to European distribution centers or sales and distribution.

Trending ...

- fashion and apparel consumers shop a brand, not a channel - they expect consistency regardless the channel
- cross-channel inventory and supporting multi-channel order management systems are essential
- multi-channel = multi transportation mix: from bulk to stores to high volume of direct-to-consumer orders with a small number of items
- reducing delivery costs by smart choices, such as in-store pickup or local delivery from a store instead of national distribution center

Facts and figures

- Dutch design has particularly strong profiles in interior design, gaming, fashion, and architecture.
- The creative industry counts 46,000 employees, 13,000 registered architects, urban designers, landscape architects and interior architects and more than 1,300 fashion designers.
- 8,250 Dutch and international creative companies are based in the Amsterdam Area.
- Amsterdam is the chosen European headquarter of well-known denim brands like Levi's Vintage Clothing, Tommy Hilfiger and G-star Raw. Other examples of brands operating from the Netherlands: Nike, Calvin Klein, Timberlake, Abercrombie & Fitch and Forever 21.
- The Netherlands is home to some of the best design schools, such as the Design Academy Eindhoven, the Arnhem Academy of Art & Design and the Amsterdam Fashion Institute.
- The Dutch fashion industry is closely linked to networks of supporting services like advertising agencies, international law offices, international fashion fairs, trend watchers and pattern makers.
- The Dutch Logistics industry equals USD 55 Billion. Fashion logistics and pick & pack represents a yearly throughput of USD 9.1 billion.
- From the Dutch region 170 million consumers (half of the EU) are reached within a 300-mile radius, in a 600-miles radius approximately 244 million consumers.

Your benefits in the Netherlands

- Superb location for life style and e-commerce
- Centrally located in the proximity of three largest European economies: Germany, France and the UK
- Pro-business climate and attractive tax advantages, including VAT deferment upon import
- Strong presence of e-commerce service providers, specialist support services (ICT, consultancy, VAT) and knowledge institutes
- Late order cut-off times (21:00h) compared to other European countries
- Top ranking sea and airport facilities (Amsterdam Schiphol Airport, the Port of Amsterdam and the Port of Rotterdam)
- Highly educated, multi-lingual and flexible workforce.
- High quality and availability of real estate



Make our network yours!

Holland International Distribution Council (HIDC) is a non-profit public-private organization, representing the logistics sector in the Netherlands. Services provided by HIDC are free of charge to international companies.

We understand your business, know about logistics, legal and financial regulations, and give neutral tailor-made advice on the most suitable logistics partners in our network for your activities.

For more information, see our website www.hidc.nl
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