

White Stuff is a fashion and lifestyle brand that sells women's and men's clothing and accessories. It was founded in 1985 by two ski fanatics that first sold their 'Boys from the White Stuff' t-shirts to pay for their skiing habit. 25 years on, White Stuff now sells beautiful clothes, accessories and home stuff in over 85 shops in the UK and online.

Delivering total supply chain management

Benefits of the SEKO Solution

- Providing improved supply chain visibility
- Managing inbound freight from multiple factories by air and ocean from the Far East
- Maximizing factory consolidation opportunities - at source
- Providing supply chain training to buying and merchandising teams
- Reducing costs throughout complete the supply chain

“Working with SEKO has been a pleasure throughout, they go the extra mile for us and really make us feel valued as a client. Proactive, and responsive to potential risks or issues, great service levels and supportive training too.”

Marlon Kistonsammy - Import Manager



FASHION
CASE STUDY



The White Stuff story

THE CHALLENGE

White Stuff needed full visibility of its international supply chain, and also wanted to consolidate its inbound freight to reduce costs.

THE SOLUTION

The MySEKO technology solution was implemented to proactively manage online factory bookings in the Far East and India. SEKO worked with a number of suppliers to increase consolidation opportunities which resulted in an increase in full multi-supplier container loads and substantial cost savings.

THE RESULT

White Stuff has increased the volume of goods shipped in full containers, reducing its overall freight cost per unit. MySEKO effectively manages resources and the flow of inbound goods, enabling White Stuff to proactively manage shippers based on their ex-factory dates. This has led to significant cost savings throughout the entire supply chain as well as on-time production and delivery to store.

“People at the heart of our brand.”

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



Intelligence Delivered

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