

Muubaa redefines what is possible with leather, challenging the notion that it can only look good as a biker jacket. Its design philosophy is about creating current yet timeless pieces that every woman can make her own, and the brand is now stocked in over twenty countries, including London, Paris, New York, Milan and Tokyo.

Exporting celebrity fashion to the USA

Benefits of the SEKO Solution

- Providing a US logistics solution for a British retailer through SEKO's Global network
- Hanging garment and reprocessing operation
- Distribution to major US retailers as well as small independent stores
- Consistent service levels worldwide
- Enabling smooth international expansion

“As part of our international expansion strategy, we viewed the USA as a key market for growth - but we had no infrastructure in the US. SEKO stepped in to help us painlessly and we have significantly increased sales in the US since.”

Stephen Sacks - CEO



FASHION
CASE STUDY



The Muubaa story

THE CHALLENGE

With a well-established and successful European business, Muubaa wanted to expand into the US market, whilst retaining visibility of its stock and supply chain.

THE SOLUTION

SEKO delivered a multi-channel warehouse and distribution center in the US with real-time web based visibility to stock held locally as well as the inventory moving through the supply chain. The solution included customized pre-retailing, labelling and quality control services and allowed Muubaa to service eCommerce orders and retail customers with ease. SEKO also installed a returns processing solution for eCommerce orders.

THE RESULT

Muubaa was able to quickly launch into the US market and service major retailers - with a stable platform and infrastructure provided by SEKO to support the growing increase in sales volume. Muubaa now has complete visibility of its supply chain throughout Europe, Asia and the US.

“Exporting celebrity fashion to the USA.”

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



Intelligence Delivered

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