

www.sunglassesshop.com is an online reseller of iconic eyewear, stocking a range of designer fashion brands including RayBan, Celine, Michael Kors and Burberry. Based in the UK, the ecommerce retailer has a large market in the UK and the US.



## Consolidating returns for Sunglasses Shop

### Benefits of the SEKO Solution

- Full visibility of all returned stock
- Consolidated shipping of returns to reduce costs
- Reduced VAT and duty payments
- Improved the customer service experience with faster refunds to customers

“ Since our first contact with the SEKO team we’ve been exceptionally impressed with the level of service and efficiency. They’ve offered us what truly feels like a bespoke service to cover all requirements – big and small. ”

Andy Puddick, Head of International & Marketing

FASHION  
CASE STUDY



# Sunglasses Shop story

## THE CHALLENGE

Sunglasses Shop was fulfilling UK & International orders from their UK warehouse. However, their second largest market after the UK was the US. The challenge here lay in dealing with the high cost of shipping returned items back overseas to their warehouse and being charged unnecessarily for UK customs duties & VAT. These costs were having a negative impact on their US business.

## THE SOLUTION

SEKO worked to reduce shipping costs by consolidating returns orders at a central point in one of their 58 locations in the US. Using the SEKO Warehouse Operation & IT platform, returns can be quickly checked and recorded, giving the client full visibility of their incoming stock. SEKO in-house customs experts reviewed the returns process in the UK to gain Returns Goods Relief authorisation from HM Customs on behalf of Sunglasses Shop to avoid paying duty & VAT on the returns.

## THE RESULT

Since setting up weekly or bi-weekly bulk consolidation shipments, Sunglasses Shop have greatly reduced their international shipping costs back to the UK. Refunds can now be managed in a much shorter timescale with new domestic delivery times. Working with SEKO customs experts allowed Sunglasses Shop to follow the correct customs protocol and set up the right customs regime for their business to avoid paying unnecessary duty & VAT on returns into the UK.



To find out how SEKO can help you transform your business, please email [hello@sekologistics.com](mailto:hello@sekologistics.com)



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