



“Fashion meets Logistics”: fashion show at DHL hub in Leipzig

- **Presentation of the DHL-inspired collection from designer label VETEMENTS for spring/summer 2018**
- **As the global logistics partner of the fashion industry, DHL cooperates with major fashion councils, designers and fashion weeks in London, Sydney, Tokyo and Moscow**
- **DHL offers tailored logistics solutions for fledgling designers and major fashion houses**

Leipzig/Bonn, February 2, 2018: Today DHL will be presenting a selection of clothing from the spring/summer 2018 collection of the designer label VETEMENTS. The fashion show will be held against a unique backdrop, the DHL hub at Leipzig airport. The “VETEMENTS x DHL Capsule Collection” plays with elements from DHL uniforms that are worn by more than 200,000 employees around the world. The casual collection to be presented in Leipzig will include shirts, skirts, caps and socks in the characteristic yellow and red; they will also sport the logistics company logo. As a trendy designer label VETEMENTS is known for its unconventional fashion statements and its play with prominent brands and symbols. In 2015, the label initially created a stir with a yellow t-shirt featuring the DHL logo. “The current collection again shows that red and yellow are never out of style,” said Arjan Sissing, head of Global Brand Marketing at Deutsche Post DHL Group.

The DHL hub in Leipzig, one of three global DHL airfreight hubs, serves as an unusual setting for the show. Designer fashion will be on display for an entire afternoon against the backdrop of conveyor belts and chutes in a high-tech facility where some 1,900 tons of freight are handled every night. “The collection is coming home as it were to the industry that inspired it – logistics,” said Ralph Wondrak, head of Operations at the DHL hub in Leipzig.

DHL: logistics partner of the fashion industry

The event in Leipzig not only puts the collection on fabulous display; it also offers an insider’s look at the fashion expertise of the world’s leading logistics company. DHL provides the products and services that enable fashion and retail companies to grow globally, and works closely together with a range of industry associations including the Council of Fashion Designers of America (CFDA), the British Fashion Council (BFC) and the Camera Nazionale della Moda Italiana (CNMI). DHL is also the partner of several notable fashion weeks such as



the London Fashion Week, Amazon Fashion Week Tokyo and the Mercedes-Benz Fashion Weeks in Sydney and Moscow.

In October 2017, DHL together with the CFDA published a study of the future of fashion logistics entitled The Human-Centered Supply Chain. The study examines the primary challenges and areas of focus for supply chains in the fashion industry – and outlines solutions. Study findings were used to develop a Designer's Playbook, a guide intended to provide concrete advice to prospective designers in the successful establishment of their own companies. DHL also encourages up-and-coming designers with workshop offers and awards programs that include transport services and mentoring for young talents.

“As the logistics partner of the international fashion industry, we are also an important driver of global trade,” said Ralph Wondrak. Logistics solutions customized for this particular sector make DHL attractive both to major fashion companies and ambitious young designers. “Thanks to digitalization and e-commerce, it's easier than ever for new entrepreneurs to bring their own creations to the market,” said Arjan Sissing. “Our fashion logistics help fashion creators establish themselves on the market and grow – starting with production of their collection, through transport to fashion shows to e-commerce and delivery of stock to boutiques.” In addition, DHL's offer includes time-definite express deliveries and warehouse logistics and value-added services within specially equipped fashion and garment centers.

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Media Contact:

Deutsche Post DHL Group
Media Relations
Heike Meyer
Phone: +49 228 182-9944
E-mail: pressestelle@dpdhl.com

On the Internet: www.dpdhl.de/press
Follow us at: [www.twitter.com/DeutschePostDHL](https://twitter.com/DeutschePostDHL)

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 57 billion euros in 2016.