



DHL supports the overseas expansion of apparel shown at Mynavi TOKYO GIRLS COLLECTION 2021 AUTUMN/WINTER through event-linked cross-border ecommerce

- DHL sponsors a stage of TGC for the first time in the international logistics industry and offers an express ticket to style worldwide
- DHL enables acceleration of cross border e-commerce in fashion and teamed up with "FASBEE", a global fashion e-commerce site

Bonn, November 8: DHL contributes to the internationalization of Japan's biggest fashion festival and hosts special stages as a sponsor of the "Mynavi TOKYO GIRLS COLLECTION 2021 AUTUMN/WINTER " (hereinafter referred to as "Mynavi TGC 2021 A/W"), which was held online on Saturday, September 4, 2021. In this project, DHL teamed up with "FASBEE", a global fashion e-commerce site, to enable people overseas to purchase products that were introduced on the sponsored stage of Mynavi TGC 2021 A/W.

This was the first attempt in the international logistics industry to create an official cross-border e-commerce page linked to the Mynavi TGC 2021 A/W. In doing so DHL contributes to the internationalization of the event and delivers "Positive Fashion" fusing genderless, borderless, and sustainability with fashion, presented by young Japanese influencers: Roy, Sakura Saiga, Mari Fukushi, Yoshiaki & Michi.

"We are proud to be the first logistics brand partnering with Mynavi TGC 2021 A/W. For the first time all fashion addicts around the globe will be able to purchase products shown on DHL Fashion stage. I am delighted to see DHL acting as a logistics partner for the Japan Fashion and Apparel industry facilitating to sell their products worldwide", said Arjan Sissing, Head of Corporate Brand Marketing.

DHL's international shipping services with reliable traceability are effective for high-frequency, small-lot cross-border ecommerce. DHL now provides speedy, high-quality transportation services and enables apparel shown on stage at Mynavi TGC 2021 A/W to conquer new markets by using tailored international logistics solutions. Tony Khan, President and Representative Director of DHL Japan, said "DHL's international express service delivers tremendous benefits to both fashion-apparel companies and online consumers across the globe. Beyond providing logistics service excellence, we are also committed to working with our partners to create a more sustainable future."

DHL has been a committed partner to the fashion industry for decades, pioneering tailored solutions to meet the needs of designers and retailers, as well as behind the scenes at some of the world's most glamorous fashion events.

Video impressions of Mynavi TGC 2021 A/W can be found [here](https://youtu.be/zo-ZEDvXvU): <https://youtu.be/zo-ZEDvXvU>.



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DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

DHL x FASBEE

In this project, DHL Express teamed up with FASBEE, a global fashion ecommerce site, as part of its support for the Japanese fashion and apparel industry's overseas expansion, to create a special page where people overseas can purchase products that were introduced on the sponsored stage of Mynavi TGC 2021 A/W.

Thanks to the delivery of DHL Express, the products introduced on the DHL stage at TGC were able to be sold to more than 220 countries and regions. This is one of the largest coverage areas in the world.

DHL's speedy delivery enables general parcels to arrive the next day in major Asian cities at the earliest, and the day after next in Europe and America.

DHL has been a committed partner to the fashion industry for decades and will support the overseas expansion of the fashion and apparel industry by expanding its services for cross-border ecommerce users, such as increasing the number of pick-up lockers and developing a cashless payment system, as well as developing a shipping fee structure for cross-border ecommerce businesses.

FASBEE special page URL : https://media.fas-bee.com/tgc-dhl/index_en.html