

CASE STUDY

SAINT + SOFIA

Post-Brexit fulfillment and expansion to the German market



Company description

London based brand Saint and Sofia shows that fashion and ecology can go hand in hand. No wonder the fashion company's designs are not only popular in London but also among 500,000 customers around the world. Their next step on the road to global success is further expansion towards European Union markets.

<https://saintandsofia.com/>

Logistic challenges

- ✓ Sustainable logistics
- ✓ Expansion to the German market
- ✓ Post-Brexit fulfillment

Solutions

As a logistics partner who specializes in the fashion industry, we were well equipped to offer Saint and Sofia logistic solutions that could meet the highest consumer expectations.

1 Sustainable logistics

All packaging for Saint and Sofia is ethical and sustainable. The materials used are either biodegradable or recyclable and produced with the minimal amount of dyes in order to reduce the environmental impact. All orders are packed carefully in either a recycled cardboard box or a recycled paper mailing bag and secured with a strong, eco-friendly adhesive.

2 Expansion to the German market

Thanks to Omnipack, Saint and Sofia is now able to offer next day delivery to Germany. Our stock is conveniently located in our 6 500 sqm fulfillment centre in Gorzów Wielkopolski, near to the Polish-German border.

3 Post-Brexit fulfillment

Before Brexit came into effect, European orders were fulfilled by centres in the UK. However, due to the changes that followed, the brand needed to find a logistics partner in the European Union. Omnipack provide Saint and Sofia with same day fulfillment, picking, packing and shipping orders on the very day that they come in to us.



We knew very well how we wanted our products to be packaged, how we wanted them to be delivered to the end customer, how returns needed to be handled, and how quickly we needed to be able to respond to customers and process things. We're very happy that Omnipack provides these services and works out exactly how it's best for us and our customers. - Dessislava Bell, Founder & COO of Saint and Sofia

Omnipack numbers

- 99,92%** accurate order fulfillment
- 70%** merchants from the fashion and beauty industry
- 1 day** delivery time to Poland and Germany
- 3-4 days** delivery time to the rest of the EU