

HUGO BOSS Canada Inc.

Premium logistics: From hangers to high fashion

Subject

Fashion logistics tailored to perfection

In premium fashion, every detail matters – and that includes logistics. When HUGO BOSS Canada Inc. sought a supply chain partner capable of delivering precision, consistency and care at scale, Rhenus stepped in. The goal? A logistics solution that fits like a well-tailored suit.



A seamless fit for iconic brands

Since the launch of operations in June 2024, Rhenus has been managing the end-to-end warehousing and distribution HUGO BOSS Canada Inc. products at its dedicated Canadian facility. The result is a customized, fashion-forward setup to meet the high expectations of one of the world's most iconic brands.

Dedicated warehouse area

June 2024
in operation since

Blue Yonder WMS
powered by



Solution

Logistics that reflect brand quality & sustainability

From premium suits to runway-ready footwear, HUGO BOSS Canada Inc. needed a partner to match its high standards and support future growth. Rhenus developed an end-to-end solution for their products, focusing on precision, meticulous product care and delivery.

Key elements include:

- Custom labeling: Aligned with strict retailer requirements
- Carrier assignment: Integrated into the WMS (Blue Yonder)
- Efficient order consolidation
- Specialized GOH (Garment on Hanger) infrastructure:
 - Rail conveyor system for smooth, damage-free unloading
 - Appropriate shipping materials to protect fabric integrity
- Reusable totes:
 - Reducing packaging waste
- EDI integration service provider
- Efficient outbound process: Using pick & pack warehouse navigation system
- Real-time KPI's monitored via the Power BI tool



Journey & Challenges

Fashion logistics – from warehouse to retail store

The complexity of fashion logistics lies not just in volume but in variety. From seamless information exchange compliance to multi-channel coordination, fashion logistics processes require customization at every step.

Rhenus customized a setup to fulfill all the necessary requirements, always with an eye for the elegance behind the label.

Key challenges included:

- Retail label compliance to ensure speed and accuracy
- High-volume order consolidation without compromising service levels
- GOH transportation – secure delivery within and beyond the Greater Toronto Area, ready for retail
- Reducing packaging waste through reusable transport totes
- Safe transit of flatpacks and accessories, including high-value items
- Reliable delivery schedules customized to store-specific needs and preferences
- Dedicated point of contact for all logistics needs





Rhenus understands that for premium retailers, logistics is an extension of the product. Our solution is tailored to reflect this standard – ensuring excellence at every step of the journey.

Szczepan Gowin

Fashion & Lifestyle Global Business Development Director

Rhenus solution for premium execution

- Customized flows: From GOH setup to delicate item handling – every touchpoint is aligned.
- Sustainable transportation: Smart, eco-friendly packaging alternatives help reduce waste and deliver products in perfect retail condition.
- Responsive operations via dedicated support: Combines technology, communication and proactive service to meet store-specific needs and ensure consistency across all delivery scenarios.
- End-to-end coordination: LTL, GOH and courier services are managed by an experienced team that understands and consistently delivers on service expectations.



Who we are

The Rhenus Group – Our global presence

The Rhenus Group is one of the leading logistics specialists with global business operations and an annual turnover amounting to EUR 8.2 billion. 41,000 employees work at 1,330 business sites and develop innovative solutions along the complete supply chain.

Whether providing transport, warehousing, customs clearance or value-added services, the family-owned business pools its operations in various business units, with customers' needs remaining the major focus at all times.

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locations worldwide

41,000
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8.2 billion
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Together
with
passion.