



Hummel Enters Southeast Asia via ZALORA's One-Stock Solution (1SS)



Kuala Lumpur, 25 October 2021 ZALORA, part of Global Fashion Group (GFG) has officially been appointed by hummel, a Danish sport style brand founded in 1923, to support its operations in the Southeast Asia market as its *exclusive supply chain solution provider* via One Stock Solution (1SS), a modular multi-channel E-commerce fulfillment service by ZALORA.

In their initial foray in Southeast Asia, hummel launched on ZALORA's well-established shopping platform under the wholesale retail model, tapping on ZALORA's extensive reach to a large customer base and business expertise in the region.

Through ZALORA's 1SS, hummel has access to ZALORA's supply chain capabilities in Southeast Asia. This allows them to consolidate their stocks in ZALORA's E-Fulfillment Center and leverage its logistics infrastructure for various digital channels in the region, thus enabling the digital retail expansion of hummel's e-commerce presence via other online marketplace platforms. hummel is currently also looking at the possibility of establishing its own brand.com presence in the region.

While ensuring a consistent shopping experience for customers across their multiple digital channels in this region, centralizing their online operations with ZALORA allows hummel to optimize stock holding and reduce complexity in its business management within the Southeast Asia market. As a fully flexible and modular solution, 1SS also enables hummel to pace its expansion in this region by allowing strategic choices on which platforms, which markets and which services to include at different phases.

This new partnership builds on ZALORA's existing relationship with hummel as a digital platform and retailer. Speaking of the association, **hummel India & SEA director, Soumava Naskar**, mentioned, "Our focus is very clear, we want to leverage ZALORA's One – Stock Solution (1SS), multi-channel digital distribution capabilities to reach a wider audience across the region. 1SS has additionally helped us go live on Shopee and Lazada platform in Singapore & Malaysia and enabled us to give a better consumer experience to the audience in these markets. SEA is a key focus market for hummel and the initial sales reports have been extremely encouraging".

"1SS allows our brand partners to tap into our infrastructure and connect it with multiple different online channels" said **Matej Urban, Lead for Fulfillment Services, ZALORA**. "We are delighted to assist hummel in strengthening their presence in Southeast Asia in which they are able to take full advantage of the best Fashion E-commerce Logistics infrastructure in the region. Not only is the partnership strategically important to us, but operationally more efficient to our partner."

ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets. GFG is the brand partner of choice in growth markets, providing unparalleled access to a market of more than one billion consumers and an unrivalled end-to-end value proposition. The Group offers tailored business models to suit individual brand partner needs, including B2B services across fulfilment, media solutions and data analytics leveraging GFG's expertise in ecommerce.

For more information on GFG's business model and platform services visit: www.global-fashion-group.com/brands

-End-

MEDIA CONTACT

Christopher Daguimol | Director, Corporate Communications - ZALORA
christopher.daguimol@zalora.com | +65 9081 6040

ABOUT ZALORA GROUP

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Global Fashion Group

[Global Fashion Group](#) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

For more information visit: www.global-fashion-group.com

About ZALORA 1SS

One Stock Solution (1SS) is a Modular Multi-Channel E-Commerce Fulfillment Service available to ZALORA's strategic Brand Partners. E-commerce has seen a rapid growth in the past year as consumers turn to online shopping during the pandemic lockdowns and an online presence is now no longer an option for brands. Having observed this growth early on, ZALORA invested time and resources to allow brands to jump on this movement without the need to engage in a multitude of e-commerce enablers-intermediaries. Today, ZALORA sees its core strength manifesting in fashion's supply chain management and offers a set of modular services and solutions to brand partners that can be tailored based on the specific needs and interests of the brand.

About Hummel

Established in 1923, Danish sports brand hummel has a long history within the international sportswear industry. Headquartered in Aarhus, Denmark the Hummel mission is to CHANGE THE WORLD THROUGH SPORT based on a unique Company Karma philosophy that strives to balance running a profitable business, while maintaining a high degree of social responsibility. Hummel designs, produces, and markets high quality clothes and sports equipment, as well as fashion and leisure sportswear for both adults and children. Hummel is privately owned and part of the Thornico Group.