

## DHL Supply Chain Korea Boutique Hub for global luxury customers

In 2022 DHL Supply Chain Korea launched its best-in-class omni-channel Boutique Hub that meets the stringent omni-channel requirements of our global luxury customers in the fast-growing South Korea luxury market

### THE BENEFITS DELIVERED FOR THE BRAND



#### Central Location

Strategic connectivity to Seoul Central and key airport/seaport supports speed to market



#### The rise of e-commerce

Supports luxury customers' transformation from existing offline to omni-channel model



#### Sustainable Partner

Strong DHL sustainability focus in-line with luxury customers sustainability goals

### HOW DHL MADE IT HAPPEN

- DHL Supply Chain Korea worked closely with key global luxury customers incorporating their luxury specific requirements when developing the Korea Boutique hub
- DHL global tools and luxury processes know-how equip us to meet the demands of our global luxury customers, supporting our customers' transformation from existing offline business to omni-channel model
- Continuous Improvement culture continues to drive process improvement for the brands after go-live ensures we maintain the high-quality operations and services our customer needs

