



ZALORA.

Accelerating fast
fashion with modern
freight forwarding

flexport.

ZALORA

> 30%

Freight cost saving just by switching to Flexport

> 70%

Logistics cost saving working with Flexport

5-6

Emails saved per shipment

How ZALORA speeds up fast fashion with modern freight forwarding

Overview

Founded in 2012, ZALORA is Southeast Asia's leading online fashion e-commerce company, operating across Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA offers an extensive collection of top international and local brands as well as in-house labels across apparel, shoes and accessories for men and women. ZALORA requires a supply chain that not only delivers on time, but is also highly flexible to adapt in a rapidly changing e-commerce environment.

ZALORA started partnering with Flexport since January 2017, supporting its Transpacific as well as intra-Asia air and ocean freight shipments.

Challenges

Complex global network of suppliers. ZALORA buyers source globally and that means they don't have one or two specific shipping routes, but they bring from all over the world for their customers. ZALORA needs a resourceful partner who can help to deliver across the world, and not be bound by geography.

Effective supply chain accountability. On-time delivery, lead time, and freight spend are key supply chain metrics that ZALORA measures its business against. As one of Asia's major and fast-growing e-commerce leaders, ZALORA requires effective tools that enable them to not only monitor these KPIs actively, but that also allow them to communicate with stakeholders of a shipment and hold them accountable.

Keeping Up with ZALORA. ZALORA leads the game of fast fashion in Southeast Asia by offering an extensive product variety, but also by ensuring speedy delivery services to their end customers. They need a highly adaptable and flexible freight forwarder that is not stuck to the conventional methods to make things happen, as well as a partner who can grow with them as they expand the business.



I would describe Flexport as the future of freight forwarding. It's dynamic, integrated, refreshing, and simple. Everything is connected.

—Nelson Moreno Diaz, Associate Director of Operations at ZALORA

Getting started

Before ZALORA started using Flexport, ZALORA worked with traditional freight forwarders in the market. There was a lot of back and forth communication about shipments by email and phone calls, which was not ideal for Zalora. “Once we were introduced to Flexport, we were really excited because we have never experienced anything like Flexport’s platform, specifically [the ability] to exchange data and be connected with all parties in the supply chain,” explains Dilin Low, Regional Project Manager of ZALORA.

Streamlined and centralized communication

“Flexport’s platform is the first thing that won us over. It’s so simple to use and see all shipment data. Most of the freight forwarders charge you for having this level of visibility, but this is provided by Flexport as part of the core service,” says Nelson Moreno Diaz, Associate Director of Operations of ZALORA. Flexport’s platform brings all shipping parties together, including the customs brokers in Malaysia, and this helps to consolidate all shipment communications into one single platform, keeping everyone up-to-date on the status. This increases productivity, allowing ZALORA to more quickly resolve any issues that arise, and reduce unnecessary back-and-forth over email. “The experience with Flexport has been amazing. Rather than using different modes of communication, everything can be done on the platform and people can talk to one another directly from there,” says Low.

Proactive, dedicated team

Flexport offers a reliable and dynamic team to support ZALORA’s fast-paced supply chain. “The logistics and customs experts dedicated to us are helpful and engaging, handling all our air and ocean shipments end-to-end. Flexport has impressed us in the sense of their proactiveness: They update us if there is anything, way in advance, ensuring all problems that we are facing are kept at the minimum and all our products are handed over on time in the fastest way possible,” says Low.

Shipping made easy

Flexport’s platform is a really big plus and differentiator. Apart from tracking each part of the journey of ZALORA’s shipments, from placing a booking to managing payments, all the end-to-end processes are made significantly simpler. “For sure I will recommend Flexport. They offer an end-to-end solution and we use as much Flexport as we can. It is an easy recommendation to make and everyone that has access to your platform would be glad to recommend it,” says Diaz.