

EFFICIENT MULTI-CARRIER STRATEGY AND BUDGET OPTIMISATION



Thanks to ShippyPro we have more flexibility in terms of integrations with Carriers, a growing request for our omnichannel ecosystem that previously had to cover internally."



Benoit Schmid
IT Retail Manager | LONGCHAMP

LONGCHAMP
P A R I S

BETTER WITH SHIPPYPRO

-4€/ORDER

Saving for shipments to the UK

50%

Less time for order preparation

1K HOURS

Saved per year in Longchamp's European boutiques

Omnichannel and optimised logistic flows

The operational challenges faced by Longchamp, given its highly omnichannel environment, involve the traditional in-store flow, enhanced by a system that allows for shipments from the brand's stores to the web. For online customers, Longchamp ships from local warehouses as well as local stores, including international ship-from-store shipments. The end of COVID and 2023 mark a turning point for French brand, which experienced over 40% growth in 2023 in both online and in-store sales. Longchamp has increased its flexibility in integrations with carriers by adopting ShippyPro, which simplifies shipping management and reduces order preparation times by automating the printing of shipping labels.

To manage the increase in "Ship from Store" orders, the brand reorganised its stores, optimised shipments, enabled cross-border options, and adopted strategies to minimise returns. Longchamp sought a paperless system for logistical operations and customs clearance and wanted to integrate more sustainable carriers. ShippyPro convinced Longchamp with its tool for automatic label printing in stores, which reduced printing time by threefold, saving about 1,000 hours annually in European boutiques. Additionally, the competitive costs identified through ShippyPro allowed the brand to save approximately €4 per order in the UK.



ShippyPro’s capability to let labels be printed automatically directly in store resulted in huge time savings at the points of sale. We calculated about 1000 hours a year saved in our European boutiques, which represents a threefold reduction in the time spent printing labels

Also, ShippyPro allowed us to achieve savings of about €4 per order to the UK with a new carrier service.”



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IT Retail Manager |
LONGCHAMP



KEY FIGURES OF THE PROJECT

SHIPMENTS PER YEAR

300K shipments

DESTINATION COUNTRIES

Over **25** countries between Europe, Middle East, Asia North and South America

Globally for online shopping

RETAIL LOCATIONS AND INTEGRATIONS

350 shops with ship from store
11 Marketplaces
6 Carriers
Delivery Points for ecommerce
3 direct marketplaces

An iconic French fashion brand

A historic French fashion house, Longchamp embodies an elegance that blends luxury, functionality, and impeccable style. Founded in Paris in 1948 by Jean Cassegrain, Longchamp is today a globally recognised French luxury brand. In 1971, Longchamp launched its first women's handbag, beginning a journey that would lead it to become a symbol of French elegance in the fashion world. One of Longchamp's major successes was the creation of the "Le Pliage" bag in 1993, a foldable bag that combines practicality and elegance, designed by Philippe Cassegrain, the founder's son.

"Le Pliage" has become iconic for its unique design and versatility, significantly contributing to the brand's international fame, with over 32 million units sold worldwide since its launch, it continues to symbolise Longchamp's commitment to craftsmanship and timeless style. Today, Longchamp is known for its dedication to quality and innovative design, employing over 3500 people worldwide. Its production of handbags and ready-to-wear is among the most cherished in the world and is retailed in over 350 stores across about 25 countries, and even more countries online.

Contact our Experts

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