



360° INNOVATION FOR INTERNATIONAL GROWTH



Thanks to ShippyPro, we are more versatile. Using new carriers and services is easier, helping us improve the optimization of logistics operations. We've managed to reduce integration costs for new carriers by 80%, while ensuring the best possible service for our customers."

PATRIZIA PEPE



Sandro Fadda

Head of Information Technology | Patrizia Pepe

BETTER WITH SHIPPYPRO

-50%

Time saved in verifying logistics costs thanks to a single point of information collection

-80%

Cost savings for the integration of new services and carriers

-50%

Time saved by Customer Care in handling tracking requests

Made in Italy focused on innovation

In recent years, Patrizia Pepe has embarked on a journey of global relaunch. With the aim of expanding its international presence and embracing innovation, the company has invested significantly in e-commerce and opened new retail locations, consolidating the brand worldwide. At the heart of this ambitious development plan lies the growth of digital channels.

To support this strategy, Patrizia Pepe integrated ShippyPro as a strategic partner. By enhancing the e-commerce platform, the company has been able to offer global sales and shipping, while ShippyPro has drastically reduced time and costs by automating the creation and production of shipping labels.

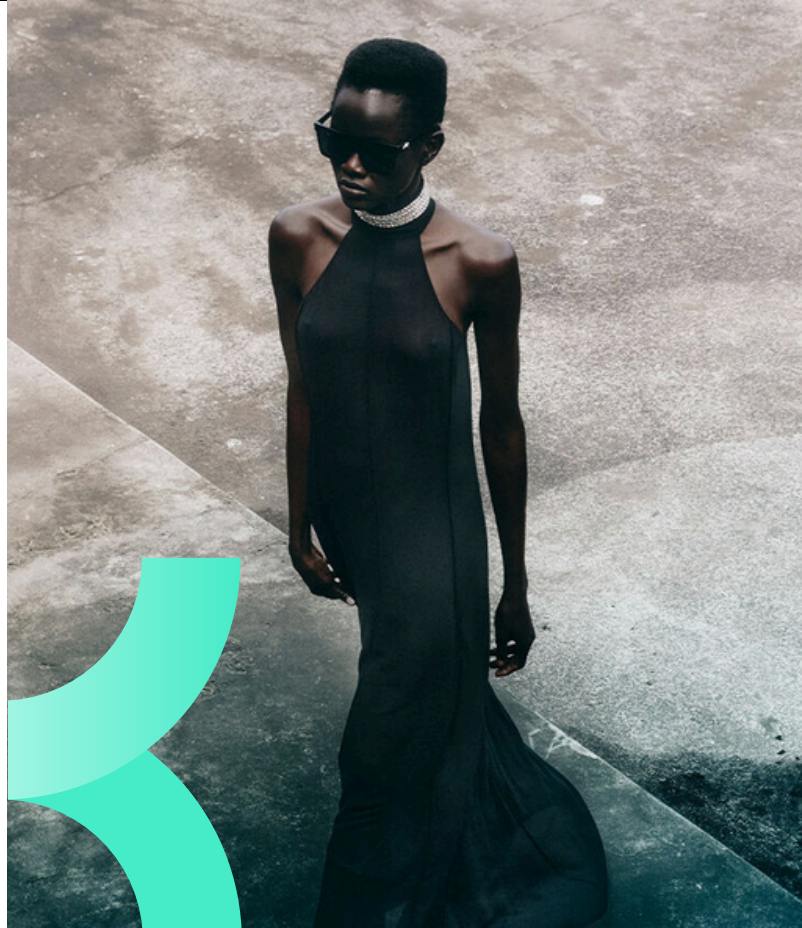
The growing complexity of logistics, with both B2B and B2C flows and increasingly high standards, has made the collaboration with ShippyPro even more essential. Today, thanks to this partnership, Patrizia Pepe manages B2B logistics for its retail stores and tracks thousands of daily shipments. ShippyPro's Track & Trace service enables the company to monitor the status of all global shipments from a single dashboard. Additionally, shipping notifications keep customers consistently informed with timely and personalized updates, further strengthening their connection to the brand.



The flexibility provided by ShippyPro, allowing us to avoid the need for new carrier or service integrations, enables us to easily explore pricing in new markets, assess potential logistics partners, and test new services with greater ease.”



Sandro Fadda
Head of Information Technology
| Patrizia Pepe



KEY FIGURES OF THE PROJECT

SHIPMENTS PER YEAR

80K shipments
100% managed with ShippyPro by the end of 2024, including B2B and PUDO.

DESTINATION COUNTRIES

Italy, Germany, and Poland. Belgium and France are the main markets.

RETAIL LOCATIONS AND INTEGRATIONS

1 e-commerce
34 stores for Ship from Store
4 marketplaces
6 carriers

From Florence to the world

Founded in Florence in 1993 from the creative vision of Patrizia Bambi, now Creative Director, and the entrepreneurial spirit of Claudio Orrea, now President, Patrizia Pepe is the signature brand for an urban, bold woman who loves to experiment. Renowned for its clean lines and refined details, Patrizia Pepe has transformed its style into a true anthem of irreverent femininity, characterized by contrasts and opposites. This distinctive style is evident in every collection, the result of continuous research: from the quality of the materials used to the meticulous attention to detail, sophisticated colors, bold prints, and flowing lines.

In 2012, the brand unveiled its precious emblem to the world, designed to embody the exclusive stylistic and qualitative value of all Patrizia Pepe products: the Fly symbol. Light, bold, and unapologetic, just like the vision of founder Patrizia Bambi, it has become the brand's unforgettable iconic symbol.

With its heart rooted in Italy, the brand has embraced a mission to share its story globally. More recently, it has developed an international consolidation plan that, in just a few years, will showcase its iconic and original pieces across Europe, the Emirates, and Asia, culminating in the opening of over 50 monobrand boutiques worldwide.

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