

## **DB Schenker is the exclusive logistics provider of Prada's fashion show**

**(Shanghai, September 29, 2017) DB Schenker has been appointed as the exclusive logistics service provider of Prada's Resort fashion show in Shanghai on October 12, 2017.**

This is the third time that DB Schenker will handle the logistics for such a big fashion event for the Italian luxury fashion house in China. The event takes place at Shanghai's Rong Zhai mansion; a city owned sumptuous 1918 building which has been restored by Prada in cooperation with Shanghai's government to host the show.

DB Schenker will be responsible for the delivery of Prada's articles of clothing and accessories for the show from the retailer's warehouse in Shanghai to the event's venue. Furthermore, DB Schenker will move all items into the mansion and position them according to Prada's requirements. After the show, DB Schenker will manage the move-out of the high-end goods which includes careful sorting, repacking and return to Prada's warehouse.

DB Schenker's repeated assignment as Prada's exclusive logistics provider for its fashion shows in China results from nearly ten years of excellent collaboration. Since 2008, DB Schenker has been serving Prada with retail logistics solutions comprising inbound air freight shipments from Italy to China, national distribution by air and road to 40 Prada retail stores across China, store-to-store transfer shipments and reverse logistics from stores as well as increased e-commerce customers stimulated by China's rapidly growing retail e-commerce market. In addition, DB Schenker handles Prada's outbound air freight shipments for its off-seasonal products from China to outlet stores worldwide.

"We are truly excited to support Prada's fashion show once more with our logistics expertise. Prada's trust in our service performance honors us and proves our professional and reliable logistics capabilities for the high-end fashion sector in China", says Thomas Sørensen, CEO North/Central China, Schenker China Ltd.