

GAC Dubai goes live with e-commerce operations for high-end fashion line

Dubai, United Arab Emirates - GAC Dubai has celebrated its first month of live outbound operations for start-up online luxury couture retailer, The Modist.

The launch of themodist.com website, followed a short preparation period to build up stock and develop the dedicated Warehouse Management System (WMS).

GAC Dubai's dedicated Contract Logistics team assigned to the account was met with a flurry of local and international orders when the website went live, all of which were picked, packed and dispatched within hours. Local customers in the UAE received their orders on the same day and international orders were delivered the next day, a pattern that has continued since. Orders for Dubai are delivered within just four hours, those to London arrive within 24 hours and New York within 48 hours.

Lisa Bridgett, Chief Operating Officer for The Modist, says: "GAC Dubai was selected as the very best partner for the inbound and outbound operations of our luxury proposition. Their strength in warehousing and commitment to the evolution of e-commerce in the region has been second to none.

"They have been fully responsive to our needs for 24/7 turnaround on stock, same day and international distribution, as well as support in import and export. We are delighted to be warehoused in the region and part of the wave of digital growth originating from the UAE."

Neil McMaster, GAC Dubai's General Manager of Contract Logistics, adds: "E-commerce is becoming increasingly important in Dubai as local and regional retail markets mature. GAC is part of a working group sponsored by Jebel Ali Free Zone to drive practical solutions around simplifying the paperwork, customs and duty regulations that will make Dubai a desirable and viable hub for high volume international e-commerce retailers. It is great to be part of this revolution, playing an important role in shaping the future of our local industry."

The start of e-commerce operations for The Modist contract brought some changes to GAC Dubai's contact logistics team to meet the need for detailed picking and packing solutions, order picking for end-customer and same-day operations. Distribution Centre Manager Richard Potts says: "Luxury packaging on this level is a step up for us, and The Modist contract has brought many more female colleagues into our warehouse team."

GAC Dubai Contract Logistics currently operates storage and handling operations for retail customers from both offshore locations at Jebel Ali Free Zone and onshore at Dubai Industrial Park. With a retail stock file comprising approximately 250,000 live SKU (Stock Keeping Unit) at any given time, GAC Dubai's staff can pick up to 50,000 units per day for home and retail delivery for customers in the UAE, across the GCC and, in the case of e-commerce, worldwide.
