

RETAIL

Holt Renfrew chooses DHL for all logistics needs

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Holt Renfrew's store on Bloor Street in Toronto, Canada. Image credit: Holt Renfrew

By STAFF REPORTS

Canadian department store chain Holt Renfrew has tapped DHL to be the sole provider of its logistics practices.

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The delivery service will now be responsible for all of Holt Renfrew's air freight and customer brokerage services. In a multi-year deal, DHL will ship out all of the department store's incoming products from the United States, Europe and Asia into Canada.

Delivering luxury

Arriving at its nine stores in Canada, products such as designer apparel, accessories, beauty products and fragrances will be shipped from the manufacturing locations around the world via DHL.

The delivery service will provide a dedicated warehouse in Europe, managed by DHL Supply Chain with a specialized IT integration.

"At DHL Global Forwarding we are excited to enter into a new relationship with Holt Renfrew to provide them with unparalleled logistics expertise for their air freight and customs needs," said Renata Mihich, managing director for DHL Global Forwarding, Canada, in a statement. "They are in a unique position as Canada's specialty luxury retailer with close to two centuries of experience in providing high-end fashion products to Canadians throughout the country.

"Coupled with DHL's unmatched global network, Holt Renfrew is able to deliver those luxury goods into the hands of consumers in a more timely and efficient manner," she said.



Holt Renfrew department store location in Toronto. Image credit: Holt Renfrew

The department store chain also recently aimed to build the world's leading collection of luxury apparel and beauty brands with an increased investment.

Holt Renfrew put \$400 million towards renovating its stores across Canada based on its Vancouver location updates. Expansions to the Montreal and Toronto stores are among the many improvements taking place across Canada ([see story](#)).

Both investments are Holt Renfrew's look into the future, as it hopes to continue to become a major force within luxury retail.

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