



# Product Personalisation

## A Powerful Differentiator for Fashion Brands

Fashion product personalisation has been growing in popularity in line with a flourishing demand for gifting. More and more customers are willing to pay extra for adding a personal touch to a fashion or accessory gift.





## Why Offer Personalisation?

These days, fashion customers are well used to offers, communications and buying experiences uniquely tailored for them. As demand grows for bespoke, top-quality customer journeys, consumers will expect brands to offer product personalisation as part of the buying process. In return, fashion brands are set to benefit from greater differentiation, more competitive advantage, enhanced loyalty and boosted basket spend.

Research shows that personalisation at scale can yield a 2%\* rise in total sales by increasing loyalty and share of spend. Also, many consumers will happily share data in return for a more personalised customer experience or product. By using that customer data to target and personalise their communications and promotions, fashion brands can cut their marketing and sales costs by as much as 20%.\*



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— Lucy —

## Fulfilment-Stage Personalisation

One of the easiest and most cost-effective ways to implement product personalisation is at fulfilment stage, when **items are embroidered, embossed or engraved to order as part of the fulfilment process**. Prior to working with us, many of our clients outsourced their personalisation to third-party companies, which often led to delays in fulfilling orders or problems with quality control. Many more found themselves unable to offer personalisation at all.

Bringing their personalisation function to ILG and integrating into our fashion logistics operation gives our clients access to the best personalisation machinery and a team of experienced, highly skilled fulfilment staff. All our operators undergo thorough training and brand familiarisation to understand each client's needs and ensure our personalisation services are fast, precise and professional.

Today, we believe our specialisation in product personalisation has helped to establish ILG as a standout 3PL, especially in the fashion, beauty and wellbeing fulfilment sectors.

## Considerations:



**Order Scalability** - when choosing a fulfilment partner to handle your fashion order personalisation, think about its ability to up-scale to meet your future needs. If your business takes off and demand increases six-fold, would it be able to build capacity in its personalisation processes?



**Effective Training** - the risk of accidental spoilage of your valuable fashion items during personalisation highlights the importance of using skilled machine operators. Careless mistakes, such as misspellings or use of the wrong colour, could easily make an item unsaleable. This potential for costly errors may be why relatively few fulfilment companies offer personalisation services. At ILG, we ensure our staff are expertly trained in the handling of fashion items and maintain an excellent record for reliability.



**Minimise Downtime** - the purchase and maintenance of personalisation equipment is often the responsibility of the fashion brand rather than the outsourced fulfilment partner. Make sure your maintenance and servicing agreements are sufficient, as any equipment failures can lead to costly downtime and a backlog in your order deliveries.



**Good Connection** - ensure your website makes it easy for your customer to add personalised names, messages or graphics to their order. Also, your site must be properly configured to send your customers' instructions to your fulfilment partner, so it has all the relevant details in place to perform personalisation.



## Rewarding Partnerships

We are seeing a growing number of ILG's fashion clients offering product personalisation at fulfilment stage. Children's fashion brand MORI had been handling its own fulfilment and clothing personalisation using desktop embroidery machines. But, with order volumes rising rapidly, the company approached ILG to ask how we could help.

We worked in partnership with MORI to source the best equipment for embroidering onto any type of textile, including MORI's delicate signature fabric, and to train ILG staff to undertake all their personalisation and gift-wrapping. This stage of the fulfilment process sits between the warehousing and logistics services and is now managed by us from end to end, with ILG's IT systems integrated with MORI's website. This enables us to seamlessly capture order details at point of purchase, such as items to personalise, embroidery text, colour of thread and other specifications.

Right now, product personalisation may seem like a big investment, but in a couple of years we can expect it to become the norm. Personalisation is a good way to differentiate your brand and get ahead of the competition.

SCAMP  
& DUDE 

*Bordelle*

MORI

self-portrait

 LITTLE GREEN RADICALS



“We needed a logistics partner with clothing and gift fulfilment expertise, who could handle the volume but also deliver high-quality personalisation. Attention to detail and reliability were the key decision makers; ILG convinced us that they could do the job and have lived up to our expectations.”

Founder & CEO, MORI



## Delivering a Boutique Experience

As well as personalisation, there is a growing demand among many ILG fashion clients for gift-wrapping and bespoke packaging services. For lingerie and bodywear brand Bordelle we perform unique value-add gift-wrapping and packing processes which include tissue paper wrapping, free gifts, branded packaging and gift notes. **This required our fulfilment teams to undergo extensive training** prior to onboarding the account, including a 'know your customer' presentation from Bordelle with detailed instruction on their products, quality controls and specific packing requirements.

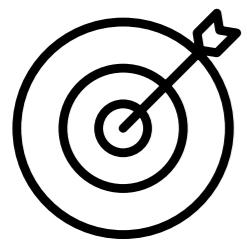
### ILG now handles over 3,000 orders per month for Bordelle.

Our high-quality fulfilment services ensure swift deliveries within the UK and internationally, plus the all-important wrapping and packaging which are so crucial to Bordelle's brand.



"Bordelle's online sales have tripled over the past season and this smooth logistical transition would not have been possible without the help of ILG. Each order is beautifully packaged to our high specifications and always arrives on-time."

**Head of Logistics, Bordelle**



## Value-Add: Part of ILG's Mission

At ILG, our mission is to make our clients more successful. By investing in high-quality, value-add fulfilment services, we deliver exceptional, on-brand customer experiences and differentiate ourselves as a supplier of choice.

For more information on setting up your fashion product personalisation, get in touch with our team:

**Visit our Website**

[international-logistics-group.com/uk-en/fulfilment-services/fashion/](http://international-logistics-group.com/uk-en/fulfilment-services/fashion/)



# About ILG

Founded in 1990, ILG is a market leader in outsourced order fulfilment and delivery. With the latest technology, state-of-the-art facilities and expert, highly trained staff, we specialise in retail and e-commerce fulfilment for fashion, beauty and wellbeing brands. **We employ over 600 people in the UK and EU, and serve over 350 customers worldwide**, from fast-growth e-commerce businesses to high-profile retail brands. As part of Yusen Logistics, we offer global air, road and sea freight services.

## Fulfilment Across the EU and UK

Following the UK's exit from the EU, we continue to help e-commerce and retail brands overcome their post-Brexit fulfilment challenges, ease cross-border deliveries and access high-value UK customers. **We operate 10 specialised fulfilment facilities in the UK and EU, supported by a network of 104 Yusen storage locations throughout Europe.**



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