


# Vilebrequin

Case study





**45%**

**international  
growth with  
Zonos in  
2019**

**75%**

**faster international  
growth than with a  
consolidator**

## About Vilebrequin

Vilebrequin is a French luxury brand based in Switzerland, created in 1971 that sells French Riviera-inspired swimwear. We spoke with Vilebrequin's Digital Director, Anthony Lesueur about their international struggles. This is a story of a clothing company that ships internationally to more than 180 destinations worldwide. They struggled with a previous provider that made things more complicated than it needed to be. Learn how Zonos helped them grow their international business while simplifying the process.



# Difficulty

Every business has their own unique challenges. Below are the obstacles Vilebrequin faced before working with Zonos.



No cross-border duty &  
tax solution



Long lead times and  
customer complaints



Lack of control and transparency  
with cross-border shipping



Technical complexities of using  
multiple checkouts



Concerns and uncertainty  
surrounding Brexit



Restricted international  
growth

# Speed




## Choosing Zonos

Vilebrequin found Zonos through a simple Google search. Anthony Lesueur (Vilebrequin's Digital Director) dropped a message on the Zonos website and got a nice email back.



"We identified maybe 2 or 3 potential partners, but due to the quickness of the discussion and exchanges, we really went forward with Zonos very fast."

## How Zonos can help


-  Calculate duty and tax for cross-border
-  Reduce shipping lead times and gain transparency
-  Decrease complexity with multiple checkout integrations



# Choice

## Flexibility was a must

In the past, Vilebrequin used a consolidator (GELP\*) as their international solutions provider. International packages were processed through their hub in the UK. Since packages were essentially getting shipped twice, this led to long lead times (7-15 days) and customer complaints. The issue of Brexit also created uncertainty, so Vilebrequin wanted to ship directly from their warehouse in Belgium in order to avoid problems with Brexit and long lead times.



"Most companies provide the same sort of services as a consolidator, which is to fully outsource the global business going through a hub. Obviously, we didn't want that. We **wanted the flexibility** to do whatever we wanted."

## What's a GELP?


\*GELP stands for Global Ecommerce Logistics and Payments. These companies offer ecommerce technology only if you use their shipping and payment services.

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# Control


## Getting control of your business

Vilebrequin now has **complete control** because of Zonos.



"Consolidators are more like a black box. You ship to them, and they ship to your clients but you don't know what happens. We wanted to have complete control over customer experience. Now, we know where shipments are, because we ship directly. We don't need to go through a consolidator to ask where the parcel is."

Zonos was less expensive and allowed Vilebrequin to ship **much faster** and grow in more countries.



"We've been growing 15% faster in countries like Canada, Australia, and Switzerland than we would've staying with our previous partner. In 2019, we grew 45% with Zonos. We ship to more countries than we did before."

# Perfect

## The right pairing for Vilebrequin

Because Zonos is carrier-agnostic, Vilebrequin is able to partner with Zonos for duty and tax calculations and their carrier of choice for the perfect pairing.



"Zonos computes the landed cost for most countries out there."

## Partner solutions



Zonos as the landed cost technology partner.



Carrier of your choice as the international shipping provider.







# Transparent

## Reducing technical complexities

Before Zonos, Vilebrequin had to maintain two checkouts on their website. One implementation was with Adyen to process payments and the other was with a consolidator, who forced them to process payments with them. Vilebrequin simplified these technical issues by using the Zonos Landed Cost API.



"It was completely transparent for our client, but it was different from a technical perspective. Now with the current Zonos setup, it's only one checkout. That's it."

## Unlocking omnichannel opportunities

Vilebrequin plans to use Zonos APIs to help them develop their omnichannel capabilities. They want to enable click-and-collect as well as ship-from-store functionalities on an international scale.



"Omnichannel is working really well in the US and Europe, and we can implement these capabilities with Zonos in our retail locations like Hong Kong, Macau, Singapore, and China."



# Insights

## General advice for merchants

Vilebrequin offered some insights for other merchants who are either looking to do cross border for the first time or are currently on a solution like a GELP and want to switch to Zonos.



"In both cases, most people assume because it's a consolidator or any similar service, it will have less complexity because it's one single partner handling everything. But in fact, this isn't true - it's actually the same or even more complex."

Control and ease of use was key for Vilebrequin. Lengthy discussions with our previous partner were needed to discuss how things were computed and to review statements in order to reconcile everything.



"Now, everything is completely transparent, and we can refer to data in the orders from Zonos. It's really easy."

# Support

## Having a relationship with Zonos.

In addition to having more control, transparency, speed and lower costs, Vilebrequin has a great relationship with Zonos.



"The support is awesome, and our answers get responded to very fast. It's not every day you find a company that's up to standards, and that's important to us since we're a small company. We appreciate that very much. Overall, the delivery, logistics and last mile is better because of Zonos."

## Results

-  45% growth in 2019
-  Faster lead times
-  Complete business control
-  Reduced technical complexity
-  Increased transparency



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