

CASE STUDY : Lacoste APAC HANGERS SUPPLY CHAIN

> Initial situation

Lacoste had undergone a logo change and global headquarters was in need of a reliable supplier for their 30 different types of hangers. The perfect partner would be able to provide innovative designs and product development while supply the brand with quality products which fit the Lacoste brand image. Previously, several partners were supplying different products for different markets which could generate issues in terms of brand consistency. Also Lacoste was not satisfied with the innovative capacities of the current suppliers.

> Solution/ implementation by aeptis

It was decided that aeptis would take over the development of the new Lacoste hangers by keeping the original concept while improving the current feel. aeptis standardized the specification book for Lacoste hangers by translating the original Lacoste ideas into real marketing items which fit the quality and brand image needed by Lacoste. These wooden and metal hangers were then produced and delivered on a global scale.

> Client benefits

- Lacoste was able to rely on a standardized specification book for all its hangers throughout the world no matter the shop categories.
- In Europe, in Asia-Pacific or in North America, Lacoste benefited from the same consistent brand image and quality for all their 30 different types of hangers.
- Lacoste was able to receive in their stores worldwide the new hangers with the new logos on time for the Fall-Winter 2013 campaigns.
- Since aeptis was in charge of the development, the production and the distribution of the hangers worldwide, Lacoste was able to benefit from an efficient supply chain with a reduced total project cost.



PARTNER INFO

> Lacoste APAC

Lacoste is a French clothing company founded in 1933 that sells high-end clothing, footwear, perfume, leather goods, watches, eyewear, and most famously polo shirts. The company's founder was nicknamed "the Crocodile" by fans because of his tenacity on the court.

- > Industry Retail
- > Sales € 1.6 billion
- > Staff 1,000
- > USP Multi-category brand with focus on the high end polo shirt

aeptis SERVICES

- > Consultancy
- > Advertising media development
- > Production
- > Quality control
- > Logistic management