

LF Logistics launches e-commerce operations for H&M in Japan

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LF Logistics has launched its distribution center services for H&M's e-commerce business in Japan. The Japan DC is part of the Swedish retailer's aggressive omnichannel expansion plan into a total of 34 markets by year end. H&M has called its e-commerce business "very profitable," and identified Ireland, Croatia, Slovenia, Estonia, Latvia, Lithuania, Luxembourg, Greece, Canada and South Korea as target markets.



A customer of LF Logistics China since 2010, H&M has just begun building out its e-commerce presence across the region. In 2013, LF Logistics helped H&M open its first e-commerce DC for Asia in China. Our colleagues' services have since extended to H&M's operations in Taiwan, Malaysia, Korea and now, Japan, making LF Logistics its exclusive e-commerce logistics provider in Asia.

"H&M had a choice of working with their existing logistics providers in Japan or going with us, even though we had no business in Japan. They decided they would rather work with us," said [Dominic Gates](#), Executive Director and Head of North Asia – LF Logistics. "They appreciate our expertise in the footwear and apparel sector, but more importantly we share common values in the way we work."

LF Logistics Japan is the first business entity set up in Japan by a Li & Fung (494) company, making the team pioneers in a sense. The Forward Apparel Corporation, a Fung Group company, was already in market and supported the team in recruitment and financial services. Prior to launch, setting up the warehouse required the collaborative efforts of the global LF Logistics team. The Japan team also trained extensively in LF Logistics warehouse in Jiangsu, China, before the go-live date.

"The key to a successful launch was to bring together the best of our resources around Asia to provide advice and support to the newly recruited Japan team," said Dominic. "Colleagues from Hong Kong, Malaysia and Korea offered project management support and most importantly, the go-live was bolstered by key members of our China H&M e-commerce team."

After winning business from Inditex and H&M, the next move for LF Logistics Japan is to extend its services there to existing customers in Asia. Forecasts predict over 10% growth in e-commerce in Japan over the next five years.

"Our focus now is on improving our operations and building our team, as reputation is everything in the logistics business," said Dominic. "Our goal is to create a completely unique logistics company, which is characterized by speed, flexibility and a global outlook." 🍀