

Apparel Group Direct to Store Program

About Apparel Group

Apparel Group is home to the iconic Australian fashion brands Sportscraft and SABA. The company also has a private label division which provides design and manufacturing services for many leading Australian retailers.

Owned by the Marshall and Michael families, Apparel Group was established in the early 1950's. It's headquarters are in Sydney's Waterloo, with other offices in Shanghai and Hong Kong. Today, the Apparel Group employs over 900 people.

A leader in the Australian fashion industry, Apparel group designs and manages its brands in Australia with strong manufacturing relationships throughout China.

Known for its quality and craftsmanship, Apparel Group sources the best fabrics from Europe and around the world, controlling the supply chain to ensure each and every garment produced is of the highest quality.

Key Issues

Need to reduce lead times to stores

Incurring local Distribution Centre (DC) costs for 100% of garments

Need to reduce costs and increase gross margin levels

Lack of visibility down to a style, size and colour level

Proposed Solutions

Consolidate Chinese suppliers at 2 regional points, being Shanghai and Hong Kong

Apply Serial Shipping Container Code (SSCC) labels to each carton for identification to facilitate destination sorting

Offshore pick and pack to store for 'first drop' of garments (70% of total number of units)

Outcomes Achieved

By-pass of Toll in2store DC for store ready cartons (70% of total number of units)

Reduction in total supply chain costs of 19% per garment System integration with AP21 with Toll Global Forwarding sending Advanced Shipping Notice (ASN) files to Toll in2store, Toll Ipec and retail stores.



References available on request