

Case study

Our client is a London based iconic luxury fashion brand with additional offices in Italy and the US. They entrust Worldnet to ship high value and irreplaceable press samples, along with entire new season collections between London, Paris, Milan, New York and Los Angeles. We move garments, accessories and footwear for shows, shoots, VIP consignments and editorial requests. Quite often they ship extravagant, voluminous and delicate dresses that require custom made crates before shipping. Worldnet assists with full logistical support and advice on commercial invoices, payment of taxes and duties and, most importantly, the precision execution of successful, on-time delivery.

Opportunity

Our client has International Press days twice a year in New York and they rely on Worldnet to move their entire collection, securely and compliantly, while meeting delivery deadlines. Historically they were shipping goods as standard exports and over a multitude of shipments at different times. The bookings were made in London by different departments inclusive of press team, logistics team, design and marketing. This resulted in multiple shipments to the same destination, also multiple payments of import taxes and duties which Worldnet recognized as unnecessary expenditure. We realized we could save our client both time and money and we put forward our plan.

Solution

In our next meeting we offered our Carnet service, which included raising the Carnet on their behalf. This avoided the need to pay duties and taxes at all, and our handling all of the Carnet details also eliminated any time they would have spent administering it themselves. We advised all team members involved in the project to communicate and book with their internal logistics office, who in turn gave them a deadline of when all collection items had to be submitted to them in order to be included in the Carnet shipment. This gave the brand total control and visibility over the shipments and also reduced any duplicate shipments to the same destination, saving additional money against how they were transacting previously.

Our special projects team handled the Carnet shipment from point of booking to delivery, offering the same personal service for the return of the shipment. This gave the client more confidence as only one person from our office and one from theirs were involved, which gave the client greater control and visibility. This also reduced a large amount of communication calls and e-mails for the client and saved them valuable time as it freed up staff members to focus on the project itself as we took care of all the logistics and communications.

The Carnet was raised and executed in a timely fashion and we kept communication with the client to just the logistics team. We customized the logistics service to New York, ensuring the goods arrived and cleared into New York to meet their deadline. This resulted in a shipment being delivered on time and also met their compliance regulations. The client saved money and time, and Worldnet gained an ongoing business relationship. The client projects duty and tax savings alone of £20,000/season from only this project.

Operational procedure:

- 1: Worldnet raise and process ATA Carnet
- 2: Goods collected from Client
- 3: ATA Carnet and shipment tendered to airline on direct flight to JFK or EWR International Airports
- 4: ATA Carnet shipment clears Customs
- 5: Collection of goods and ATA Carnet paperwork from airline
- 6: Goods delivered via dedicated drive to destination in New York
- 7: ATA Carnet paperwork returned to our New York office for secure storage until goods are ready to be returned
- 8: Goods collected on site for return to client in London via dedicated drive
- 9: ATA Carnet processed for export to UK
- 10: ATA Carnet and shipment tendered to airline for return to LHR, LGW or STN International Airports
- 11: ATA Carnet clears Customs
- 12: Goods returned to client in London via dedicated drive

Carnets were not invented by Worldnet, however they are complicated, tedious and somewhat arcane instruments. The magic with Worldnet is in how it removes the onerousness of Carnets from its clients, and ensures that Carnet eligible shipments experience smooth administration, and most importantly on time delivery.