

Our client, one of largest mass market lingerie brands in the world, had their Chinese fashion show debut in Shanghai in 2017.

The show required an incredible amount of intricate logistics planning and execution, including moving a two million dollar bra as well as 20 sets of custom, exotic wings on the runway worn by the models themselves.

From a physical standpoint, the wings needed to be crated individually, and in such a way that their contents could not move an inch when inside. From a regulatory standpoint, an ATA Carnet was required to preclude the imposition of duties and taxes, and as the wings were made in part of exotic furs and feathers, they needed be approved by US Fish and Wildlife regulations as well as the Chinese Endangered Species Import and Export Management Office.

As the wings themselves could only be physically handled by someone with specific training, our New York Branch Manager himself flew to Shanghai and spent the week there. He was personally responsible for the care of the wings from the time they were released from Customs, to their storage in advance of the show, and even at the actual show he handled the dressing and removal of these delicate articles from the models themselves backstage.

The show itself, though not without various controversies, was judged a success, and our part in it was executed as it should have been. You can see more about the event here :

<https://www.scmp.com/lifestyle/fashion-luxury/article/2120845/victorias-secret-shanghai-show-angels-controversies-fall>

The return of all material was an equally sensitive and intricate dance involving the physical and regulatory aspects of the move, just in reverse.

All in all, this project involved many Worldnet stakeholders over a time period of three months. Fashion show logistics project management is far more complex, with a greater demand for planning as well as troubleshooting, than most professionals realize. The consequences for failure, even at minor levels, can be professionally catastrophic. Worldnet's customers know that their project is our project, and that they are entrusting a team with the experience, thoughtfulness, precision and pure grit to see it through, every time.