

Case Study

Our client, one of the most exclusive fashion designers in the world, had an urgent shipment to be delivered to the Superbowl from Europe; namely Beyonce's custom dress for the halftime show. The process of custom couture with massive public exposure involves an intricate timeline of fittings of the garment weeks in advance of the event, with the performer never being in the same place for each fitting. Our instructions are to deliver, wait while she is dressed and measurements are taken, and then return it for adjustments.

All of this had been done successfully leading up to the event but the finished garment was shipped late (on Friday afternoon).

Regretfully, when it arrived at JFK Airport it was put in a Customs hold. Our brokerage team quickly went to Customs in person and determined that this particular situation would only be solved by a letter from the fashion designer attesting to the garment's purpose.

We obtained that on Saturday, but given the timing, again decided that the only way to get the dress to its receiver on time was to send an On Board Courier on the last leg of its journey to New Orleans. We arrived on Saturday, Superbowl Sunday's halftime show was a hit, and the rest is history.

Worldnet's decades of experience in exactly these kinds of problems, as well as relentless energy and drive resulted in the quick, custom thinking, intuition and action needed to make this job a success.

Related to this project, a short interview of one of our team members in Elle Magazine is here :

<https://www.elle.com/fashion/a12633/milan-dadlani-interview-assistant-to-mary-bhullar/>