



SIMONE ROCHA (SR) IS A LUXURY DESIGNER BASED IN LONDON CENTERING WOMEN AND SUSTAINABILITY.

HEAR FROM ROCHA ABOUT HER FEMALE-RUN STUDIO & HOUSE ETHOS ...



ABOUT Since her debut at London Fashion Week in 2010, London-based designer *Simone Rocha* has become a globally renowned and celebrated luxury fashion brand headed by designer Simone Rocha, daughter of Chinese-Irish designer John Rocha. The brand aesthetic marries femininity with the naturalistic macabre of the female experience. Rocha also draws heavily on her Chinese-Irish heritage. (The New York Times, 2017)

The label has produced 20 collections over the past decade, with launches each Spring/Summer (SS) and Autumn/Winter (AW) season. With creativity, eco-consciousness, and feminism reside at the heart of the brand, Rocha shows novel ideas on every runway without sacrificing sustainability.

SUPPLY CHAIN

Historically, Simone Rocha (SR) has kept design and pattern-making processes in-house overseen by Rocha herself (The New York Times, 2016).

In 2019, SR established its own warehouse through the UK-based firm Optima Warehouse Solutions (OWS) to take control of the brand's distribution and production, previously outsourced overseas.

Integrated with SR's existing enterprise resource planning (ERP) provider, Zedonk, OWS developed a unique warehouse management system (WMS) in Porto, Portugal, near SR's existing material and manufacturing facilities (Optima Warehouse Solutions, 2019).

DESIGN FEATURES



80% PRODUCTION **100% EXPORTS**
HANDLED IN-WAREHOUSE
(Ukft, 2021)

In 2020, Simone Rocha changed its incoterms (delivery agreement regulations between buyers and sellers).

DDP

Delivered duty paid. SELLER bears responsibility for risks and costs associated with shipments. (Noah, 2024)

DAP

Delivery at place. BUYER bears responsibility for risks and costs associated with shipments.

BUSINESS OF FASHION



For Fashion Supply Chains, Chaos Is the New Normal

WE USE [ZEDONK] FOR OUR PRODUCTION DEVELOPMENT, LOGISTICS, SALES AND ACCOUNTS. WE ALSO USE THE INTEGRATION WITH JOOR* WHICH MEANS ALL SALES ORDERS ARE PUSHED THROUGH ZEDONK TO RAISE PRODUCTION IN A CENTRAL HUB.
— Amelia Davis, Logistics Manager at Simone Rocha (Ukft, 2021)

SR primarily sources materials from Vietnam. Its top export is women's apparel, though the brand also sells menswear, children's wear, accessories, and some beauty (Trademo, 2024).

Recently, supply chain disruptions have impacted fashion businesses worldwide and SR is no exception, i.e. COVID-19 has slowed importing and exporting between the UK and EU. (Ukft, 2021) This coupled with a surge in supplier acquisitions, nearshoring and vertical integration in the fashion industry over the last two years will influence SR's supply chain. (Seares, 2023)

*300R is a B2B software as a service (SaaS) platform that streamlines wholesale operations. It also offers virtual showroom, digital line sheet, and hybrid selling services. (300R, n.d.)

SUSTAINABILITY

Sustainability for the Simone Rocha brand extends beyond supply chain and materials. It is an intrinsic element of the brand ethos and of particular importance to the designer herself.

Despite this, some critics question the depth of SR's sustainability commitments considering its partnerships with fast fashion brands (e.g. H&M) and lack of transparency around its supply chain and manufacturing practices. Good On You, a company which rates fashion brands on a scale of 'Great' to 'We avoid' to encourage brand transparency for consumers, has rated SR a 'We Avoid' brand based on insufficient evidence of positive environmental impact. (Good On You, n.d.) On the collaboration with H&M, Rocha said —

"I'm really impressed with all the work H&M does on sustainability, particularly in terms of committing to fabrics that are organic, recycled or sustainably sourced. Within this collection, they were open to having me develop bespoke fabrics, which is something that we always do with our own collections to ensure quality and longevity - that was really special, as it assured me that these pieces really will be built to last." (Kell, 2021)

5 GENDER EQUALITY



SR ALIGNS ITSELF WITH THE UN SUSTAINABLE DEVELOPMENT GOAL FOR GENDER EQUALITY AND WOMEN'S EMPOWERMENT IN ITS COMMITMENT TO UPLIFTING WOMEN IN THE ARTS (XEROS, 2022)

Sustainable apparel is projected to reach a 6.14% revenue share of the global apparel market by 2026, a 1.4% increase from 2023 (Statista, 2023).

OMNICHANNEL RETAIL

SR sells via bricks-and-mortar and e-commerce, both B2B and B2C/direct-to-consumer. SR operates four physical stores in London, New York and Taiwan, with the most recent location opened in Taipei in 2023 (Croft, 2023). The SR website offers a wide variety of apparel and accessories, as well as periodic pre-order drops and runway footage and photography showcasing recent and past collections. While originally only selling off the runway, SR began producing commercialized merchandise to appeal to wider audiences. Its initial brand strategy involved fostering relationships with small boutiques prior to partnering with larger department stores (Fernandez, 2017). Years later, the label is now housed on multi-brand retailing platforms, including Farfetch, Net-a-porter, Neiman Marcus and Selfridges. Additionally, SR has collaborated with both high and low brands, including Moncler and H&M. The latter mass-market collab sold out in 24 hours (Halliday, 2021).

Like many brands, SR utilizes a ship-from-store model, increasing efficiency in inventory tracking between in-store and online sales. SR fulfills online sales from its London and New York flagships (Fraser, 2021).

LOGISTICS — DHL

DHL is an international logistics company. UK businesses, suppliers and manufacturers can utilize two shipping options, DHL Express and DHL eCommerce UK (DHL, n.d.).

DHL Express

DOOR-TO-DOOR, COURIER-DELIVERED SHIPS TO 220+ COUNTRIES AND TERRITORIES
70 KG WEIGHT LIMIT/PACKAGE
EXPEDITED SHIPPING FROM 1+ WORKING DAYS
DOMESTIC SHIPPING UNAVAILABLE

DHL eCommerce UK

DOOR-TO-DOOR, COURIER-DELIVERED SHIPS TO 200+ COUNTRIES
25 KG WEIGHT LIMIT/PACKAGE
NEXT DAY DELIVERY ACROSS THE UK
COMPREHENSIVE TRACKING

REVERSE LOGISTICS

SR offers returns and exchanges in-store at its London or New York flagships and by post within 14 days of order receipt. Returns within UK are free with prepaid return shipping labels. A Return Authorization Number (ROW) is required for all returns, which are then processed within 7 days. Sale items are final sale (Simone Rocha, n.d.).



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Simone Rocha: Bespoke Artistry Thrives in a Luxury Framework Explanatory Note

3rd May 2024

Odessa Hott (S2379036)

Fashion Retail Environment and Sustainable Supply Chain Management — M2N526549

Seminar: Friday, 10-11 am

Module Leader: Louise McBride

Simone Rocha: Bespoke Artistry Thrives in a Luxury Framework highlights three key areas of the Simone Rocha (SR) luxury fashion brand: supply chain, sustainability and omnichannel retail. Additionally, the poster suggests a logistics company to carry out SR's logistical operations, both nationally within the UK and internationally.

First, a short video from The New York Times' YouTube channel (scan the QR code in the television) invites the reader to hear from Simone Rocha herself about the eponymous label, specifically her philosophy on preserving craftsmanship by keeping her patternmaking and design in-house and highlighting female empowerment and entrepreneurship in her studio. The *About* pop out on the right-hand side gives a brief description of the celebrated designer, including historical information, the number of collections released, and the house ethos, setting the scene for the following sections.

Starting with supply chain, the poster describes the 2019 warehousing project conducted by Optima Warehouse Solutions that allowed SR to take the reins on its own warehousing needs from storage to inventory management. The poster then touches on SR's shift from a delivered duty paid (DDP) distribution model to a delivery at place (DAP) model to reduce financial risk on behalf of the brand. Finally, the supply chain section provides a link to an article on supply chain issues and future projections from Business of Fashion (scan the QR code in the article image) to support examples of how SR's supply chain has been impacted by recent events, such as the COVID-19 pandemic. Overall, SR has taken steps toward nearshoring and increased control of its supply chain processes over the last several years.

Moving on to sustainability, SR has frequently proclaimed its commitment to sustainability, though some critics have expressed concerns over lack of transparency on relevant sustainability information from the brand. However, this section also presents quotes from the designer about her interests in making garments that last and responding to questions about past collaborations with fast fashion retailers as a sustainable brand. Also highlighted is SR's alignment with the United Nations Sustainable Development Goal for Gender Equality (scan the QR on the red image) as a women-run and women-centering company. Finally, a statistic from Statista projects global market share of sustainable apparel between 2023–2026 to demonstrate growing interest in environmentally conscious fashion worldwide.

The omnichannel retail section shares key information about SR's bricks-and-mortar and e-commerce platforms. SR's webstore is a relatively new establishment that has allowed for the brand to broaden its reach and create more accessibility for consumers in the luxury market. It also mentions additional collaborations with high and low fashion brands and multi-brand retailers. Lastly, the section highlights how SR's ship-from-store model integrates its in-store and e-commerce platforms to increase efficiency in inventory management.

The final section of the poster suggests the international logistics company DHL for SR's logistical needs, as this company provides both domestic and internationally distribution services for businesses of varying sizes. It also acknowledges SR's reverse logistical implementations before offering an abbreviated reference list.

Simone Rocha: Bespoke Artistry Thrives in a Luxury Framework Extended Reference List
3rd May 2024
Odessa Hott (S2379036)
Fashion Retail Environment and Sustainable Supply Chain Management — M2N526549
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