

CHANTELLE

CUSTOMER STORY

#textile

#software

#WMS

A creator of lingerie since 1876, the Chantelle Lingerie group employs 5,500 people around the development of six brands: Chantelle, Passionata, Chantal Thomass, Femi- let, Livera and Darjeeling. To supply its 11,000 points of sale worldwide, the company relies in particular on its logistics site in Corbie, Somme.

TARGETS

- 01 To support extension of the building
- 02 To increase the daily picking rate
- 03 To optimize transport management

RESULTS



**QUADRUPLED PICKING
PRODUCTIVITY**



**OPTIMUM MANAGEMENT
OF CUSTOMIZATION**



**IMPROVED QUALITY OF
SERVICE**

WHY SAVOYE?

- A long-standing partnership
- Structured and rigorous contact
- The potential for acquiring a comprehensive offering



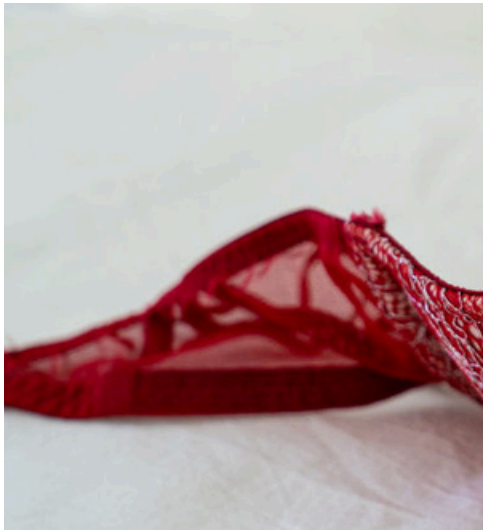
Philippe SOPHYS

Logistics Director
Chantelle Lingerie

"Order personalization is a competitive advantage that we've been able to develop thanks to SAVOYE tools. Today, this flow represents around 92% of our parcels, and we have the means to manage it optimally."

CHANTELLE

A logistics platform, expanded from 14,000 to 20,000 m², has been fully modernized with the support of SAVOYE, an intralogistics specialist. This expansion marked a key milestone in the reorganization of the automated material handling system.



FOR MANY YEARS,
CHANTELLE HAS RELIED
ON EFFICIENT,
OPTIMIZED LOGISTICS
SOLUTIONS FROM ITS
LONG-STANDING
PARTNER, SAVOYE.

The entire installation was redesigned to integrate new automation tools. SAVOYE added four stacker cranes: the first two, equipped with display systems, are dedicated to high-frequency picking, while the other two are reserved for specific operations. Within the site, the company offers customized order preparation services, including the addition of anti-theft devices, labeling, and hanger-based packaging.

All mechanized equipment is controlled by SAVOYE's WCS. The introduction of pick-to-light technology has quadrupled picking productivity, handling around 15 million items annually.

From the logistics platform located in Corbie, 550,000 parcels are now shipped each year. The order preparation and customization system accounts for a significant part of the operation, involving around 92% of the parcels shipped, with optimized processes to ensure both efficiency and flexibility.

As part of its continued logistics transformation, the company later adopted SAVOYE's TMS to digitalize and streamline transport management, which was previously handled manually. This development has improved collaboration with carriers and enhanced the quality of service provided to customers.