



Standardized omnichannel logistics, ready to scale

The GUESS case study

Over 5 million orders a year and ~30 carriers, managed through a single shipping control layer.

GUESS is a globally recognized fashion and lifestyle brand, renowned for its iconic denim, apparel, accessories and unmistakably contemporary style. With a strong international presence and 1.5 billion in revenue in 2025, it runs complex global B2B and B2C operations where brand experience, agility and supply chain efficiency are key to growth.

Its logistics network is vast: 9,500 channels spanning flagship stores, distributors, e-commerce and marketplaces, 500 directly operated stores integrated into fulfillment, and 3 dedicated e-commerce warehouses in Italy, Poland and the Netherlands.

As e-commerce boomed, shipping volumes grew rapidly, and so did exposure to every logistics disruption. Around 30 carriers, each with different services, rates and requirements; limited shipping options on some marketplaces; and the need to deliver a consistent shipping experience, wherever the order originates.

**5M+**

Orders managed every year, including wholesale and online B2B

~30

Carriers managed from a single platform

500

Directly operated stores integrated into the fulfillment network

ShippyPro turned an increasingly complex logistics network into an infrastructure that is simpler to manage, more flexible and ready to grow with the business.

MD

Marcello De Melgazzi
European Logistic Director | GUESS

Standardize before complexity becomes unmanageable. A single strategic partner can absorb carrier complexity without slowing the business down, and visibility into shipping data translates directly into savings.



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What changed with ShippyPro

For GUESS, growing internationally didn't just mean increasing sales, but managing an increasingly complex network of warehouses, stores, e-commerce, marketplaces, wholesale and B2B. ShippyPro evolved from a simple shipping management tool into a strategic partner.

A single management layer

Shipments are once again managed from a single point, with the same standard regardless of where the order originates and which carrier is used.

A control tower for ~30 carriers

ShippyPro absorbs the different services, integration requirements and operating procedures of each carrier and market. The GUESS team focuses on strategic decisions, not technical maintenance.

New markets without multiplying systems

An ecosystem integrated with ERP, store systems, e-commerce platforms and the WMS of warehouses run by third-party logistics partners.

From B2C to B2B

The same approach, born for e-commerce, now extends to B2B logistics: a single setup for different flows and channels.

Automation and control

Optimizer

Tracking Solver

Check-out Maps

Label-free returns with QR code

Next steps

North America

Evaluate expansion into Canada and North America

European model

Replicate the model already built in Europe in new markets

Returns

Simpler, more automated return processes

B2B management

Further extend the use of ShippyPro to B2B

INTEGRATIONS

ShippyPro: multi-carrier management, Optimizer, Tracking Solver, Check-out Maps, label-free returns with QR code

Systems: management system (ERP), store systems, e-commerce platforms, 3PL warehouse WMS, ~30 carriers



ShippyPro



GUESS

Talk to our experts

Get started with ShippyPro