ShippyPro X GUESS



From distributors to stores and e-commerce: B2B and omnichannel logistics built to scale

The GUESS case study

Over 5 million orders a year across wholesale, B2B and e-commerce, managed from a single shipping control layer.

GUESS is a fashion and lifestyle brand recognised around the world, known for its iconic denim, apparel, accessories and unmistakable 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 extensive: 9,500 channels across flagship stores, distributors, e-commerce and marketplaces, 500 directly operated stores integrated into fulfilment 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 comes from.

5M+

Orders handled every year, including wholesale and online B2B

~30

Carriers managed from a single platform

500

Directly operated stores integrated into the fulfilment network

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

MD

Marcello De Melgazzi
European Logistic Director | GUESS

Standardise before complexity becomes unmanageable. A strategic partner like ShippyPro 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, wholesale and B2B are a pillar of the sales network, alongside stores, e-commerce and marketplaces. Growing internationally meant managing all these flows together: ShippyPro has evolved from a simple shipping management tool into a strategic partner.

A single management layer
Shipments are managed from one place, to the same standard, whatever the origin of the order, B2B or B2C, and whichever carrier is used.

A control tower for ~30 carriers
ShippyPro absorbs the different services, integration requirements and operating procedures of every carrier, market and channel, B2B and B2C. The GUESS team focuses on strategic decisions, not technical maintenance.

New markets without multiplying systems
An ecosystem integrated with the ERP, store systems, e-commerce platforms and 3PL warehouse WMSs, to replicate the B2B and B2C model.

From B2C to B2B
The same approach, born for e-commerce, now extends to wholesale and B2B flows, which are central to GUESS: one setup for every channel.

Automation and control

Optimizer | Tracking Solver | Check-out Maps | Label-free returns with QR code

Next steps

North America
Assess expansion into Canada and North America

European model
Replicate the model built in Europe in new markets

Returns
Simpler, more automated returns processes

B2B management
Extend the use of ShippyPro further across B2B

INTEGRATIONS

ShippyPro: multi-carrier management for B2B and B2C flows, Optimizer, Tracking Solver, Check-out Maps, label-free returns with QR code

Systems: ERP, store systems, e-commerce platforms, 3PL warehouse WMSs, ~30 carriers

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Talk to our experts

Get started with ShippyPro