# ASOS and DHL expand long-term partnership in Europe

17-12-2020

Deutsche Post DHL Group has expanded its service for ASOS, UK's biggest online retailer for fashion and beauty. Since 2014, DHL has helped the British brand to expand into several markets worldwide. Starting with Express delivery services worldwide, DHL has also offered standard shipping services for ASOS across borders. This started with Germany and has evolved to 14 markets in Europe.

DHL eCommerce Solutions is servicing ASOS through the DHL Parcel Connect platform. It facilitates flexible solutions and seamless integration to a high-quality parcel delivery network throughout Europe. Consisting of 28 partners, including public postal operators, courier businesses, and DHL delivery organizations, the platform offers a unified label that is directly processed as a look-a-like domestic parcel product and includes the relevant recipient services for the specific markets. Additionally it offers easy access to the biggest service point network in Europe consisting of over 70,000 shops and lockers. In Italy, the Parcel Connect standard is provided by DHL Express.

"Italy is a very important market for us. This is a milestone in our long-standing partnership with DHL, as it allows us to further expand our service and reach our customers quickly and cost-effectively", says Riccardo Mannhoefer, Head of Delivery Solutions at ASOS. "As our long-term partner, we know we can rely on the services and expertise of DHL eCommerce Solutions. With this service, we can continue providing our usual level of quality in shipments while also offering integrated customer service across all our key markets. Together, we work on solutions to constantly improve the entire logistics process, which in turn enables us to offer our customers the best possible shopping experience. We are also pleased to gradually expand our offer for Direct Addressing to stores and lockers for our customers all across Europe."

"With DHL Parcel Connect, we offer ASOS full-service parcel shipping within Europe, including returns. We are able to more easily implement cross-border shipping since we can rely on a comprehensive network with the same standards for processes and data", says Oliver Sukowski, CEO Cross Border Solutions at DHL eCommerce Solutions. "In total, we are currently processing on average more than 100 truckloads per week just for ASOS

accessing our networks and those of our partners throughout Europe directly."

Source: Deutsche Post DHL


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