

## DHL Express and mybudapester.com create unique sneaker collection for fashion fans

29-08-2019

When fashion and logistics work together, something very special is usually created. Actually these are special logistics services tailored to the individual needs of the fashion industry, which make it possible for the companies to generate product sales and revenues. Sometimes something unique is created: to mark the occasion of the 50th anniversary of DHL Express, mybudapester.com, retailer for designer brands, and the logistics company DHL Express are launching their own limited sneaker edition. Special features of the yellow-red branded DHL 1 Sneaker: The toe cap is made of recycled "Red Bags", special shipping bags of the global express logistics company. Among other things, they are being used in disaster relief.

The tag also comes from DHL and is made from the metal of a 33-year-old Boeing 757 cargo plane. For this creative crossover promotion, mybudapester.com and DHL Express got the urban streetwear icon Hikmet Sugoer on board. "An online shop only works with a reliable and strong shipping partner like DHL Express," says Matthias Nebus, co-founder of mybudapester.com. "With this collaboration, we can now give back part of our success and together with Hikmet we have produced this unique shoe. We want to strengthen our position in the sneaker scene and establish our brand even more. "The DHL 1 Sneaker comes in a limited edition of 300 pairs and costs 300 euros. The purchasing right will be raffled at mybudapester.com, registration is possible from the 1st of September.

The basic model for the DHL 1 Sneaker is the cult shoe "Sonra Proto" by Hikmet Sugoer. Its unique style is also reflected in the distinctive design of the current redesign: The yellow and red of the sporty-elegant shoe represents the colours of DHL Express. The tag contains the unique production number of the limited edition sneaker. The look is finalised by the sole branded with the designer label. The packaging is also a highlight: While the

design of the shoe box resembles a DHL shipping box, the shoe bag as well as the toe cap consists of the DHL "Red Bag". "For decades and thanks to our unique logistics network, we have been making designers and fashion labels more successful worldwide because we create tailor-made shipping solutions for our customers," explains Markus Reckling, Managing Director DHL Express Germany. "Celebrating our 50th anniversary this year, we are proud to be part of this creative collaboration, from which this limited sneaker highlight came into being".

The DHL 1 Sneaker is available exclusively online at mybudapester.com on 20/09, and on 21/09 in the Berlin store at Kurfürstendamm 43.

### Years of expertise in fashion logistics

As the leading logistics partner for the fashion, jewelry and lifestyle industry, DHL has decades of experience and expertise in the field of fashion logistics. The company provides a wide range of customized logistics solutions including a variety of services for e-commerce, delivery to boutiques and shopping centers, or comprehensive warehousing and value-added services in

special fashion distribution centers. DHL's services are intended not only for large fashion businesses and established designers but for talented and ambitious newcomers as well. DHL assists the latter in making a name

for themselves in the fashion industry with flexible logistics solutions to bring their creations to the runways of fashion events or to boutiques around the world.

Source: [Deutsche Post DHL](#)

