



CASE STUDY

BESTSELLER: Global Fashion Powered by Innovation and Transparency

Unlocking the full potential with Manhattan Active® Supply Chain Execution

 **Manhattan**

BESTSELLER

Founded in Denmark 50 years ago, BESTSELLER is a family-owned fashion company with a strong foundation. Its distribution network consists of five proprietary warehouses in Denmark, complemented by a network of regional logistics partners and a state-of-the-art automated distribution centre under construction in the Netherlands. This upcoming 155,000 m² facility built largely from FSC-sourced timber reflects the company's commitment to design, innovation, and technology. To orchestrate this network, BESTSELLER turned to the Manhattan Active Supply Chain Execution suite.



The Challenge: Building a Future-Proof Supply Chain

For BESTSELLER, speed is as critical as accuracy. When a new collection arrives at a warehouse, the exact quantities for each store are already planned, leaving the warehouse to fulfil orders flawlessly and on time. To keep pace with its growth, BESTSELLER needed a modern Warehouse Management System (WMS) capable of unifying processes across regions and accelerating global expansion.

The answer was Manhattan Active Supply Chain Execution, a cloud-native replacement for the company's legacy custom-built system. The platform ensures globally consistent warehouse and transportation processes for a truly unified supply chain and provides a powerful advantage: a fully integrated Warehouse Execution System (WES) to orchestrate advanced automation, including shuttles and robots.



“We originally selected Manhattan’s warehouse management system in 2019, but the pandemic delayed implementation. Taking Manhattan’s advice, we transitioned to Manhattan Active Supply Chain Execution - a cloud-native, fully unified platform combining warehouse and transport management. It proved to be the right decision. Today, we benefit from quarterly automatic updates and the latest innovations.”

– Svend Sørensen, Product Owner, BESTSELLER TECH



The Solution: Intelligent Orchestration Across Warehouses

The Manhattan Active WM is operational in three Danish warehouses, including the Taulov site, which uses an Exotec automated storage and retrieval system (AS/RS). Nearly 90 robots move bins of clothing and accessories to eight workstations, where operators pick and pack with speed and accuracy. The Manhattan application orchestrates these automated workflows alongside all the other warehouse processes, ensuring a seamless, high-performance operation.

BESTSELLER will continue to roll out the Manhattan solution wherever operational control is required, including the new Lelystad warehouse in the Netherlands. This site will feature Europe's largest shuttle system, designed to house 1.4 million bins and 1,400 robots.





“Integrating with advanced AS/RS systems made this one of our most complex projects. Manhattan’s consultants were instrumental, always listening, providing honest feedback, and offering smarter alternatives when ideas weren’t feasible. That partnership was key to our success.”

– Svend Sørensen





From Change to Transformation

Migrating from legacy systems to the Manhattan Active Platform marked a significant transformation for BESTSELLER, and a substantial change for their warehouse teams. Initial adjustment soon gave way to improved performance with operators now working faster, more accurately and efficiently than ever.

“This is only the beginning. We’re exploring Yard Management, Appointment Scheduling, Labour Management, and the exciting potential of AI. Manhattan’s innovation roadmap promises to make life even easier for our teams.”

– Svend Sørensen



The Result: Greater Transparency and Cost Efficiency

Following go-live, BESTSELLER achieved a significant reduction in cost per order line and improved visibility across the supply chain. Every box can now be tracked from warehouse receipt to store delivery, enhancing overall operational quality and control.

“The biggest gain is quality. Processes now run as intended with the right orders picked, packed and shipped on time. When we leverage the Manhattan Supply Chain Execution suite fully, productivity gains and cost reductions follow naturally.”

– Svend Sørensen

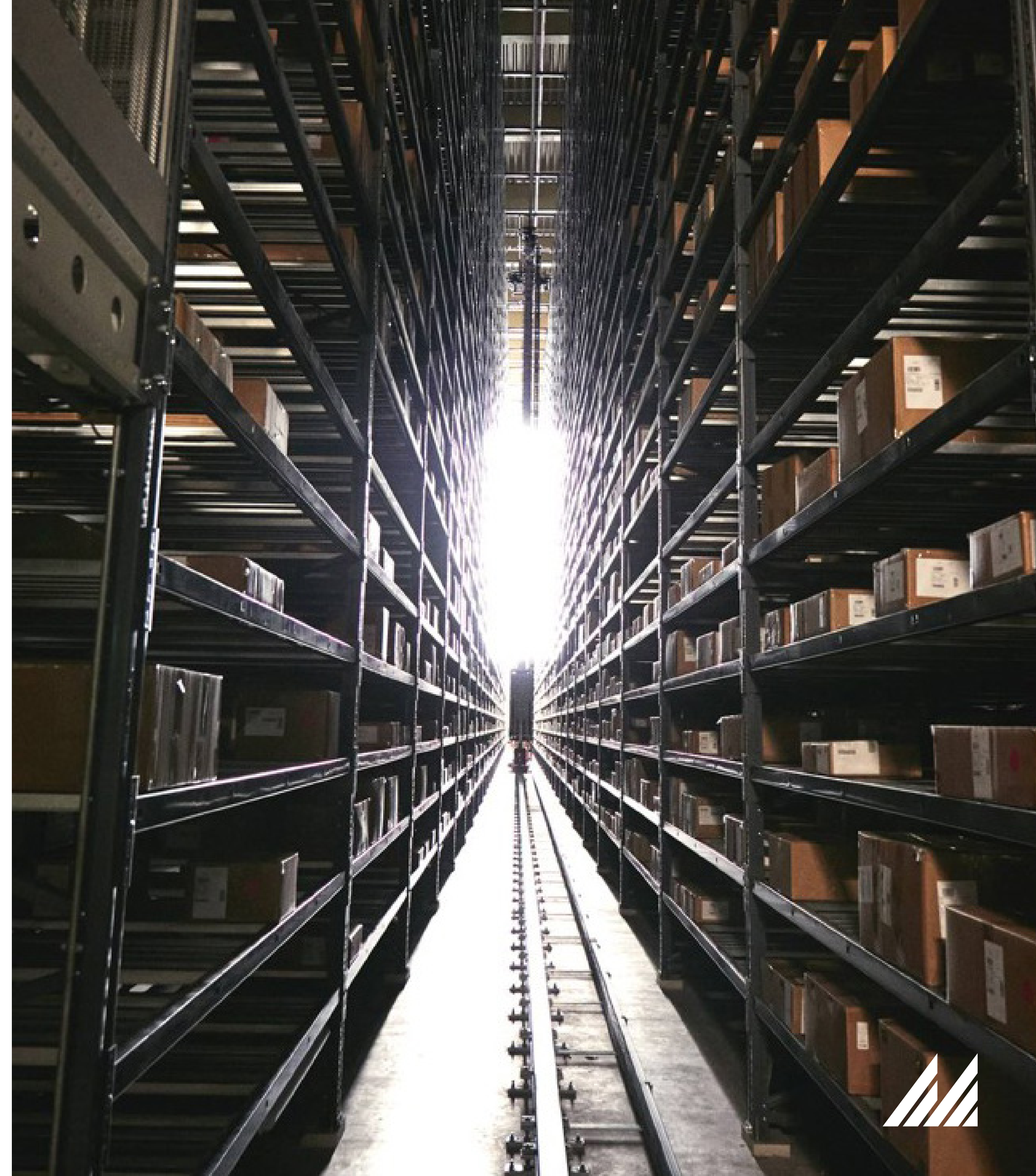


The Future: A Unified Supply Chain

With warehouse management optimised, BESTSELLER is extending the platform to transportation management. This unified approach allows seamless coordination from planning to fulfilment, reducing friction, improving responsiveness, and lowering costs. After optimising outbound flows, inbound processes are next, with Manhattan as a long-term innovation partner.

“Unifying warehouse and transportation management brings tremendous benefits. We serve many customers with different needs, transport modes, and schedules. A single solution simplifies planning and ensures shipments are ready the moment carriers arrive. With Manhattan, we’re unlocking even more potential in our supply chain.”

– Svend Sørensen



About BESTSELLER

BESTSELLER is an international, family-owned fashion company with a strong foundation. Founded by the Holch Povlsen family in Denmark in 1975, we remain true to our Founding Principles. We have a range of more than 20 brands, including JACK & JONES, ONLY and VERO MODA. We sell clothes and accessories for all ages, genders and occasions. Our products are based on the concept of good quality at competitive prices. Today, our products are sold in 75 countries across Europe, Asia, North America, South America, Oceania and the Middle East. Our wholesale business sells our products to more than 16,000 multi-brand and department stores globally.

There are approximately 2,800 branded BESTSELLER retail stores in 44 countries globally. We own approximately 2,200 of these stores, while the other stores are operated by partners. We're more than 24,000 colleagues working across design, logistics, sales, technology and other functions. We employ committed and ambitious colleagues with a positive mindset. Our global supply chain partners include more than 350 suppliers. Our products are manufactured at more than 700 factories, which employ over 700,000 people across 18 countries.

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