

# CRISIS MANAGEMENT FOR LUXURY FASHION PRODUCER

The logo for 'hothouse' is located in the top right corner. It consists of the word 'hothouse' in a white, lowercase, sans-serif font, centered within a solid orange circle.

## Background

- A luxury fashion supplier in boutique concessions in major worldwide retailers
- This cashmere line was being manufactured in the Far East when the entire supply team / buyers team left the company and as a parting gift wiped computer files
- Administrators had been called it to either save the company or close it

## Requirements

- Find the current status of manufactured goods, Items in transit and items supplied
- Fulfil orders to premium retailers on three continents with time sensitive requirements to ensure proper flow of production from suppliers
- Over printing of designs to three garments in the UK and redistribute worldwide
- Meet pre-agreed launch dates

## Methodology

- Hothouse liaised with factories and stores to schedule deliveries and confirm specific own brand requirements
- Organise overprinting of garments in the UK to complete lines
- Liaise with shippers and distribution hubs in New York and the Netherlands
- Clear communication channels for customers, suppliers administrators and the owner under delicate circumstances
- Replicate order, sales, invoicing and specifications files for the administrators

## Solution

- 96% deliveries were made on time
- One shipment which was held in customs due to a paperwork error made by the distribution hub in the Netherlands
- The owner sold his stock recouping the manufacturing costs despite the actions of his staff
- Hothouse returned all paperwork and files to the administrators who were delighted with the completion of this project under such difficult conditions and requiring extremely gentle handling