



Hunkemöller to open new distribution centre in Almere in 2023

Lingerie brand Hunkemöller will open its new distribution centre at business park Stichtsekant in Almere in 2023. On Friday October 15th, 2021 the environmental permit application was officially submitted to the municipality of Almere, a major step in the process.

The state-of-the-art architectural building design is based on a BREEAM (sustainability) Excellent (BRL 2020) certification. The focus lies on an efficient building that has low energy consumption, requires little maintenance and in which sustainable solutions are incorporated.

Stichtsekant is a strategically chosen location along the A27 motorway, only 30 minutes away from both Utrecht and Amsterdam/Schiphol, close to a container and inland shipping terminal and easily accessible.

The move is part of the lingerie chain's growth ambitions that have outgrown its current DC in Hilversum and facilities in Bunschoten and Almere.

"Hunkemöller has over the last few years experienced a rapid growth through its omni-channel ecosystem and has taken the strategic decision to build a new state of the art Logistics and Distribution Centre (DC) in Almere, close to its existing location", says Philip Mountford, CEO of Hunkemöller. "We are excited to be developing this new DC which will incorporate high levels of automation to improve the efficiency and speed of our logistics. This new DC will also house a number of key support services. The facility has been designed in an environmentally friendly way to produce additional natural light, climate control and open spaces. This has been designed by DENC, in conjunction with DC&I Real Estate B.V., Districon and the Municipality of Almere, who have been extremely supportive of this project."

"We are pleased with the arrival of the Hunkemöller logistics centre at the business park Stichtsekant in Almere. Hunkemöller designed a beautiful building, tailor made for the prominent location along the A27, with high sustainability ambitions that match the ambitions of Almere perfectly. Hunkemöller will employ 200 employees in the DC within a nice mix of functions", says Maaike Veeningen, alderman of the municipality Almere.



About Hunkemöller

Hunkemöller is Europe's leading and fastest-growing lingerie brand, with approx. 900 stores across 19 countries. Founded in Amsterdam in 1886, the company has since developed into a pan-European omnichannel lingerie brand. Hunkemöller delivers perfect fitting, fashionable, and high-quality bodywear products (bras, underwear, nightwear, swimwear, and other categories including fitness gear). Hunkemöller is a truly omnichannel retailer and has integrated technology into every aspect of the business; from extensive customer profiling based on an extensive base of active loyalty program members, to a digitalised recruitment and training process for retail employees. The customer journey is at the heart of Hunkemöller's strategy and has resulted in a seamless interaction between the physical and digital environment through its click2brick initiatives. Sustainable journey Together Tomorrow was launched in 2020, a name created to unite all activities that look after the planet and its people. www.Hunkemöller.com

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