



For immediate release

**PARCELly PARTNERS WITH LUXURY LIFESTYLE BRAND SHAKTI SHANTI FOR NATIONWIDE
CLICK&COLLECT**

Parcelly has announced their latest partnership with luxury lifestyle brand Shakti Shanti, who have integrated Parcelly's Pick-up and drop-off service to offer a nationwide Click&Collect services to their Online customers.

Founded in Cape Town in 2012, Shakti Shanti, meaning 'power and peace', specialise in high quality yoga and activewear that balances natural materials with striking yet functional design. Following the arrival of its first UK boutique and online shop in summer 2017, the brand now ships to customers internationally and is set to become a yogi's favourite.

Co-founder of Shakti Shanti UK, Kate Wood, comments: *"We're delighted to have partnered with Parcelly. Many of our customers lead busy lives and this makes it super easy to collect one of our parcels whenever it suits them. It's also important to us that we work with other like-minded, environmentally conscious companies, so we are very pleased that Parcelly donate 5% of the price of each booking to reducing environmental impact."*

Shakti Shanti joins a growing number of Parcelly Retail Partners who make customer convenience and satisfaction a key priority when thinking about their fulfilment options as part of the customer journey. Parcelly provides Shakti Shanti shoppers with full control over their parcel delivery, allowing them to decide how, where and when to collect their online purchases. By eliminating failed parcel deliveries and also donating 5% of the costs of each transaction to their long term partner Atmosfair, Parcelly offsets carbon footprint emissions and helps lessen the environmental impact of the growing ecommerce trend.

Sebastian Steinhauser, CEO at Parcelly comments: *"We are thrilled to work with Shakti Shanti and provide their customers a convenient, nationwide, social and environmentally friendly Click&Collect solution. Their clothes are beautifully manufactured, ethically sourced and now also sustainably distributed along the last-mile. Right on time before peak, we expect to give Shakti Shanti's customer base more delivery choices at check-out, which will in return drive conversion, repeat sales and customer satisfaction levels."*

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For more information or to arrange an interview, please contact: press@parcelly.com

NOTES TO EDITOR:

Managing over 1.600 parcel collection points to date, Parcelly is the UK's fastest growing network of retailer and carrier agnostic PUDO locations. Launched in December 2014 with the mission to make failed parcel deliveries a thing of the past, the company provides on-demand collection points to resolve existing industry problems associated with first and last-mile delivery.

Parcelly's vision is to provide individuals with full control over their parcels, revive local high streets and trigger environmental benefits, all through one business model with an app technology solution at its heart. The company's multi award-winning mobile technology solution continues to disrupt the retail logistics industry and is designed to facilitate seamless delivery of online purchases whilst providing superior customer experience. Parcelly's innovative approach helps to reduce the number of driver destinations and delivery attempts by consolidating in- and out-bound parcel volumes, whilst driving air quality improvements and white van traffic reduction in high congestion zones - one parcel at the time.

By converting redundant space in local shops and businesses into parcel storage capacity, Parcelly now offers a variety of B2C and B2B services, including Click&Collect, Key Exchange and hyper-local Mini-Warehousing.

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