

LA REDOUTE: A BESPOKE PHASED DEVELOPMENT

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When La Redoute, the iconic French multi-channel retailer, introduced its home and decorating offering, its logistics system had to be reevaluated to sustain the company's strategic goals. Hauts-de-France is a historic region for La Redoute and a key location in the heart of Europe; sourcing premises in the region that met space requirements, including anticipated expansion over time, while maintaining competitive rental costs was essential.

E-Valley met La Redoute's needs with space available for a 110,000 sq.m. development, loading docks and reserved land area for potential future development. The park boasts outstanding connections to local highways and the upcoming Seine-Nord Canal offering a low-carbon transportation route to Dunkirk and other delivery ports. In early conversations with Castignac, the commitment to collaboratively fulfilling specific needs was clear and the construction of the warehouse was swiftly planned.

The project was delivered in two phases. Building and transition timelines were strictly met, with phases completed in September 2022 and January 2025. La Redoute worked closely with its warehouse operator, GXO, and the Castignac team to optimally configure the building. For example, the warehouse features a racking layout designed to take advantage of natural light through smoke vents aligned with aisles.

“Throughout the process, we maintained seamless collaboration with Castignac. The construction quality of the warehouse was outstanding, and any minor issues encountered during handover were swiftly resolved to facilitate the launch.”

– Patrice Fitzner, Logistics Director, La Redoute

The warehouse has environmental certifications which align with La Redoute's CSR commitments. The high-spec warehouse has also enabled the company, in collaboration with GXO, to implement innovative technologies to improve ergonomics, quality control tools for order preparation and more.

Find out how Castignac can meet your specific strategic needs by getting in touch with the E-Valley team today.



La Redoute

