



**UPS EUROPE**  
**CASE STUDY: CHIE MIHARA**

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**Expanding E-Commerce:**

How a Spanish footwear brand successfully stepped into global e-commerce sales with the help of UPS





In the early 2000s, as *Sex and the City*'s Carrie Bradshaw declared her devotion to shoes, Brazilian-Japanese fashion designer Chie Mihara started her eponymous footwear brand. With her husband, she launched her business in Elda, Alicante – the heart of Spain's shoe industry. Since then, Chie's feminine, bold, and unique shoe designs have found their way into the closets of shoe-lovers in Spain and around the world.

At the start of their venture, Chie Mihara merchandise was mainly sold to department stores and independent boutiques around the globe. Around 2006, the company decided to explore B2C e-commerce to reach new customers, not only in Spain but worldwide.

As early adopters of the direct-to-consumer online strategy, they were able to test the waters and find out what strategies worked best for them.

A key aspect of setting up their online shop was choosing a fast and reliable shipping partner that would support their operations while always keeping their customers' needs in mind. They chose to partner with global logistics carrier UPS because of their service options to deliver orders quickly and to help fulfil their ambitions for international expansion.

This is the story of how a designer shoe brand in Spain became a global success story.



## Shoe-mania delivered

Sixteen years after Chie Mihara first stepped into the world of B2C online fashion shopping, it seems this trend is still in vogue. Following the e-commerce boom due to the coronavirus pandemic, a recent survey revealed that 50% of women plan to continue buying shoes online<sup>1</sup>. However, when it comes to shoes, it's not always simple and consumer demands are high:

**“Selling shoes online is a complicated transaction,”** says María Elías, Business Development Manager at Chie Mihara. **“Not only due to sizing but also due to personal preferences and urgency. Shoes are usually the last thing you buy when you think of an outfit, so our customers need quick delivery. Sometimes, customers are unable to go to a traditional store to buy another pair of shoes.”**

As a premium footwear brand, Chie Mihara knew it was crucial to provide their customers with faster international delivery options to make their e-commerce growth plan a success.

Today, 90% of their sales come from online B2C sales by offering their customers the choice of UPS's range of delivery speeds.

**“When we first started selling online, we only shipped to Spain. But it became quite clear that our international customers also wanted the convenience of having their shoes delivered right to their door. UPS allowed us to ship internationally only a few months after establishing our online store”**

María Elías, Business Development Manager.



<sup>1</sup> FDA, 2022

## Visibility from factory to closet

Chie Mihara shoes are designed and crafted in the heart of Spain's shoe industry in Elda, Alicante, and are exported directly from their headquarters to the rest of the world. They needed to effectively manage their end-to-end operations from factory to consumer. An efficient, fast, and easy-to-use solution was essential to ensure that their shoes reached their customers quickly.

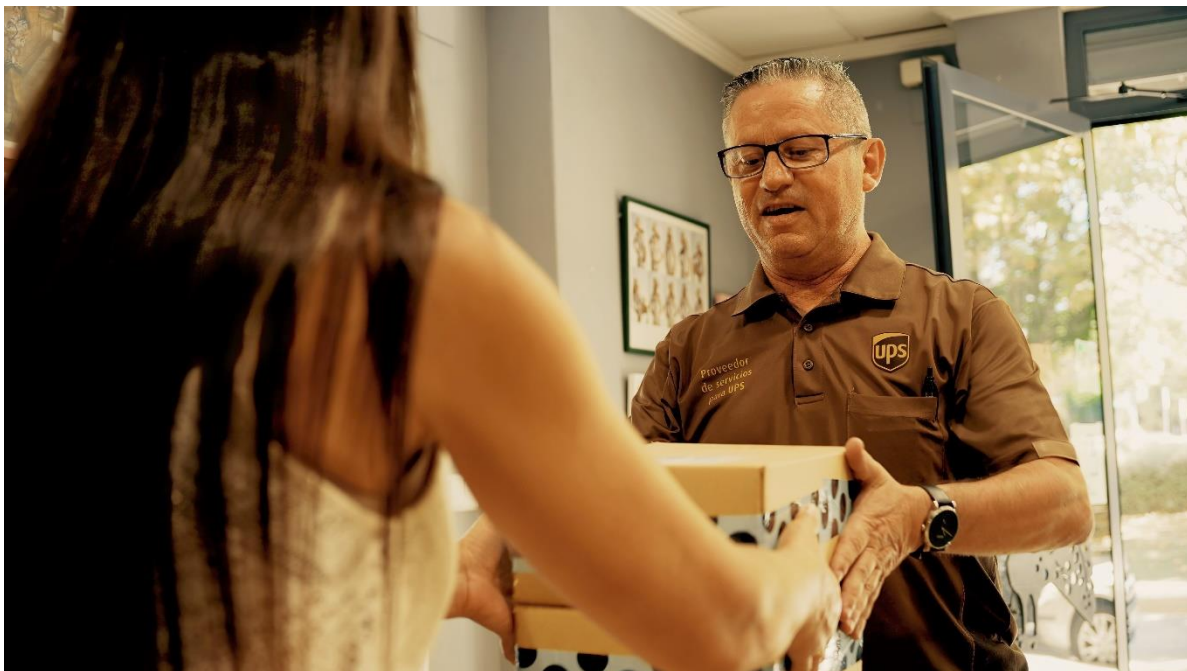
“UPS have been with us from the very beginning and have been able to provide us with effective business tools that allow us to reach our customers worldwide”

María Elías, Business Development Manager.

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The use of Shipping Application Programming Interface (API), a customizable online tool that allows shippers to integrate their shipping options with their internal applications, allows Chie Mihara to efficiently streamline their systems and improve their e-commerce processes. This tool allows them to create labels and process orders in the same day, ensuring that their customers receive their shoes on time.

Another important tool implemented in their delivery flow is the UPS Quantum View API. This is an online tool that provides Chie Mihara with shipment information, updates, and event alerts for both their inbound and outbound shipments. This increased visibility has allowed them to track their international parcels from Spain to the rest of the world. This in turn, allows them to keep their customers and teams in the loop and grow their business in international markets such as the USA, Canada, and Japan.



## Improving customer satisfaction

Studies show that 62% of online customers<sup>2</sup> want to be updated on the status of their shipment via e-mail. One key way that Chie Mihara is able to keep its customers in the loop on their parcels is by offering automatic day-before delivery notifications, thanks to UPS.

This way, Chie Mihara shoes, or *chies* as they are affectionately known, can be tracked the moment they leave the warehouse. This not only reduces complaints and tracking status requests, but it also offers customers more options to manage their final mile delivery.

**“We trust UPS to deliver our *chies* with care and on time. We are very pleased with UPS’s reliable on-time delivery. This helps us gain our customers’ trust and engagement, and grow our business across borders”**

María Elías, Business Development Manager.

Consignees receive an email the day before delivery with an estimated delivery window. To maximize their convenience, they are also able to redirect their parcel’s delivery date or location if they need to. They can select to redirect their parcel to the nearest UPS Access Point location – a flexible, safe, secure alternative to home delivery, with over 45,000 locations around the world – or choose a more convenient delivery time.

Chie Mihara is also working on simplifying their cross-border returns process by integrating UPS Paperless Invoice into their shipping process to help make customs clearance procedures faster and more efficient for their customers based outside of the European Union.

**“Our customers need to have their shoes delivered fast and, for most of our sales, UPS can deliver in 1 to 2 business days. Right away, we saw such a surge of positive feedback from deliveries to returns and that has made all the difference with our clients.”**

**“As the demand for our products grow, we are planning on increasing the countries on our shipping list. We believe that in every corner of the world, there is a passionate and creative woman that is also truly unique - too unique for what is available in the market right now - and that wants to find Chie Mihara. So, we need to make it accessible for her to find us,”**  
María Elías, Business Development Manager.

<sup>2</sup> UPS Pulse of the Online Shopper study, 2019

