Bestseller has named Allan K Kjærgaard as its Director of Logistics, a new role and one of the most important posts in any major fashion organisation these days.

He previously spent many years with JYSK, Carlsberg and Lantmännens Unibake and will now be responsible for "enhancing the company's full value chain, which is set for significant investment in the coming years".

The company said it will "strengthen and intensify its investments in its combined supply chain".

CEO and owner Anders Holch Povlsen said: "Logistics has never been more important and we have invested and improved our supply chain extensively in recent years. Our focus has both been commercial and organisational, so that we can be even closer to our customers, but also so that we can reach the ambitious climate goals we have set where transport will naturally be an integral factor.

“We are all going to significantly continue and accelerate this work. Our ambitions are great and we need to work hard to achieve them, and I am sure that Allan is the right person to contribute to this.”

The new arrival will report directly to the CEO of the group that has recently opened a new logistics centre in Spain and signed a deal with Maersk to secure CO2-neutral ocean transport.

Kjærgaard added: “Bestseller is known for its special culture and great expertise, which it has also exhibited in recent months where the global supply chain has been challenged at an historically high level. But [it] has managed – despite these difficulties – to stay ahead and remain relatively unaffected compared to so many others. It is a reflection of the very strong team that I am looking forward to leading. I am also excited about being a part of a number of major projects that await us in the future.”

He joins at the start of next month and takes over the logistics role from the firm’s CFO, Thomas Børglum Jensen, who has been in charge of the finance, e-commerce and logistics operations but will now relinquish the latter task.