$$(c \otimes d) \otimes e \xrightarrow{\sigma_{c,d} \otimes \mathrm{id}_e} (d \otimes c) \otimes e \xrightarrow{\alpha_{d,c,e}} d \otimes (c \otimes e)$$

$$\downarrow \mathrm{id}_d \otimes \sigma_{c,e}$$

$$c \otimes (d \otimes e) \xrightarrow{\sigma_{c,d \otimes e}} (d \otimes e) \otimes c \xrightarrow{\alpha_{d,e,c}} d \otimes (e \otimes c)$$