


DESIGN
ARC _____

BROCHURE

PURPOSE

To be the leading global provider of innovative fashion solutions, through trusted & ethical standards.



MISSION

Provide all Design Arc associates & partners an environment which fosters personal & professional development.

Provide competitive supply chain solutions with innovative product design through leading-edge technology.

WHO WE ARE

We are a group of passionate fashion professionals who pride ourselves with years of industry experience under our belt. Design Arc was founded on the principles of innovative commercial product, high service levels and expertise; presenting an effortless and steady fashion & lifestyle supply chain solution.

Our positive working practices, deep understanding of the product and anticipated problem-solving ability directs us to offer customized, fast responsive service not only to our customers but also to our suppliers.

Being in tune with the ever changing fast paced fashion industry has forged our reputation as one of the leading fashion suppliers.

2005

Established

50+

Designers & Product
Developers

150+

Employees

12

Countries

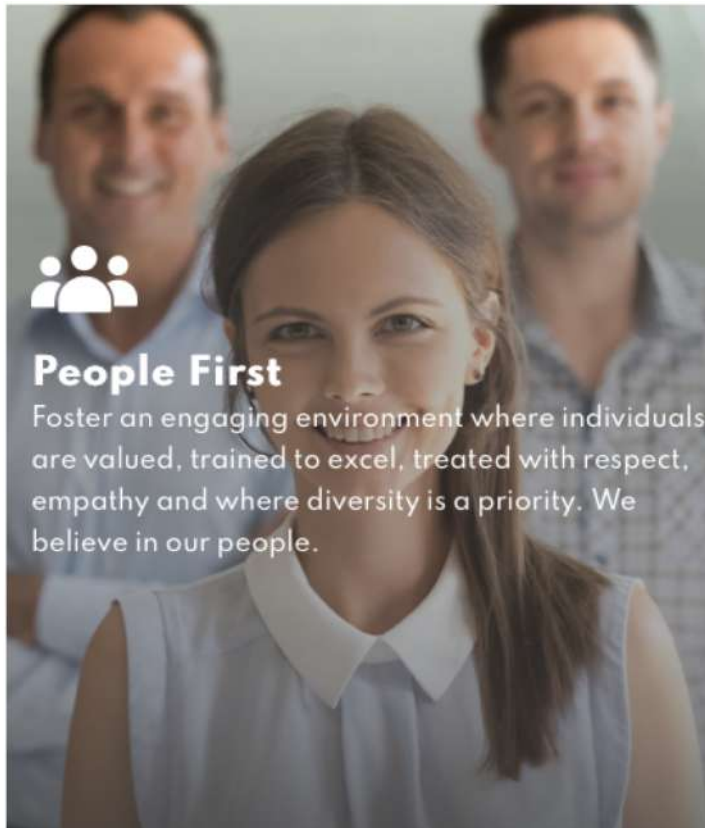
20+

Customers

50+

Partner Factories

OUR CORE VALUES



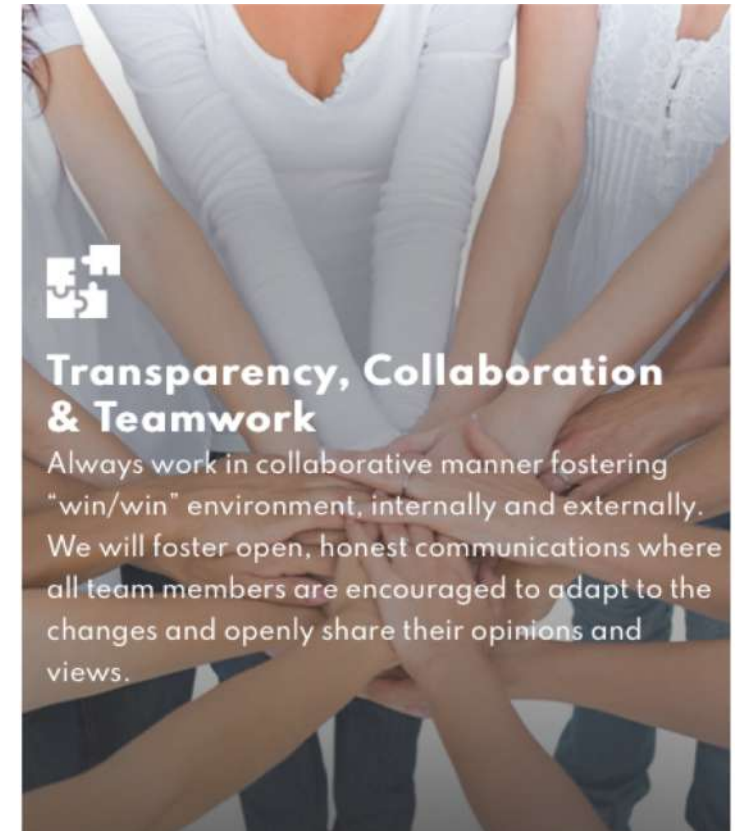
People First

Foster an engaging environment where individuals are valued, trained to excel, treated with respect, empathy and where diversity is a priority. We believe in our people.



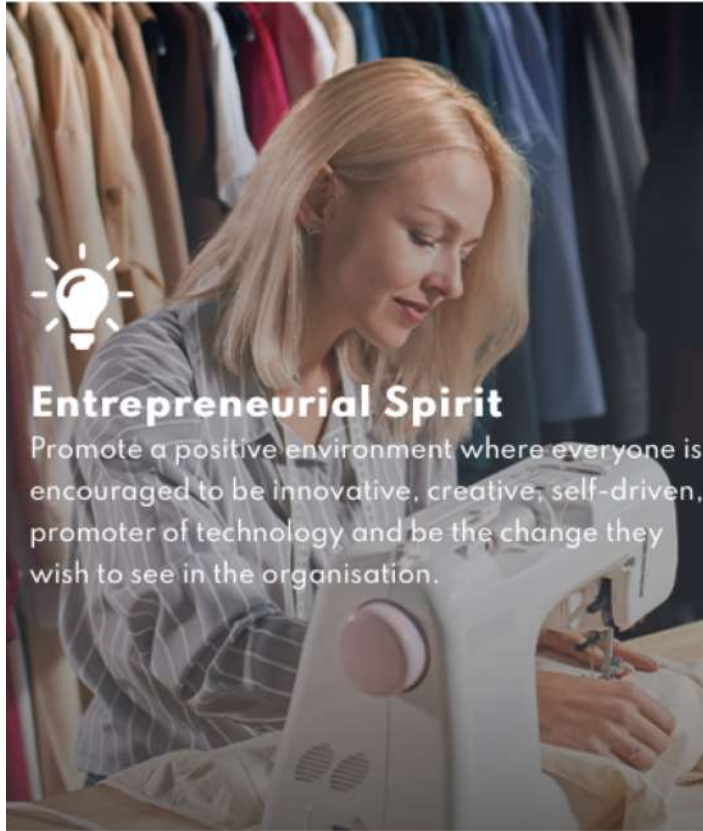
Trust, Integrity, Ethics & Discipline

Always conduct ourselves, internally and externally with trust, integrity, ethics and discipline.



Transparency, Collaboration & Teamwork

Always work in collaborative manner fostering "win/win" environment, internally and externally. We will foster open, honest communications where all team members are encouraged to adapt to the changes and openly share their opinions and views.



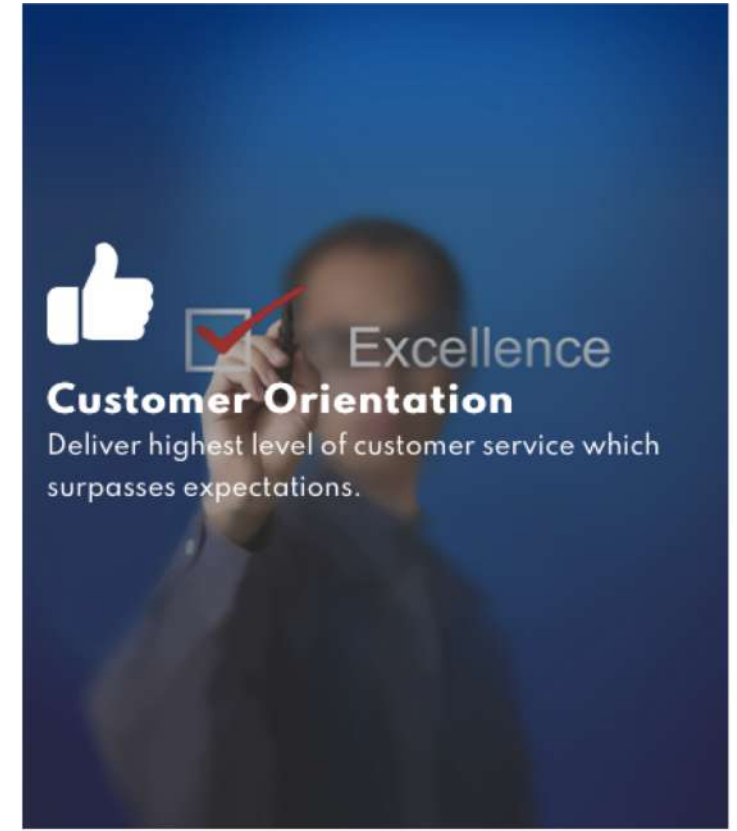
Entrepreneurial Spirit

Promote a positive environment where everyone is encouraged to be innovative, creative, self-driven, promoter of technology and be the change they wish to see in the organisation.



Social Responsibility & Sustainability

Always conduct our business in a socially responsible and sustainable manner to improve working conditions, support community, protect the environment and to take pride in what we do.



Customer Orientation

Deliver highest level of customer service which surpasses expectations.

WHAT WE DO

We provide complete supply chain solutions covering menswear, ladieswear, childrenswear and homeware; we cater to all of our customers specific needs and believe in co-creation.

WHAT WE PRODUCE

At Design Arc we offer fashion & lifestyle products which are ethically sourced through our partner factories across the globe. The key focus is always on agility (speed to market) as well as sustainability.

Each product category comes with its own dedicated and experienced team, with expert design creativity, fabric expertise and production capabilities.

KEY PRODUCT CATEGORIES

Ladieswear : Jersey, Leisurewear, Knitwear, Fashion Denim, Woven Blouses & Dresses, Beachwear, Nightwear

Menswear : Jersey, Leisurewear, Knitwear, Casual Bottoms & Denim, Casual Shirts, Swimwear, Outerwear

Kidswear : Jersey, Fleece, Fashion Denim, Dresses, Casual Bottoms, Knitwear, Nightwear, Swimwear

Homeware : Cushions, Throws, Rugs, Décor (wood/metal), Small Furniture, Lighting, Dinnerware & Barware

OUR SERVICES

Market Research & Trend Reports

Our design focus is on trend research, forecasting, fabric sourcing and print knowledge.

Our talented team of designers constantly keep abreast of trends converting those market insights into products that sell. Providing agile cost effective, alternative and complementary trends gathering information from our global markets and manufacturing regions helps us to deliver speed to market.

Design Arc monthly market reports in key fashion and lifestyle categories range from the world over:

London, Tokyo, Seoul, LA, Miami, NY, Spain, Brazil and Australia.

Design Uniqueness

A strong design-led company continually researching new trends and fabrics, for the latest styles is our USP. We employ a talented in-house creative team of over 50 designers and product developers creating fresh, original ideas for our clients; unique artwork from sketch through to the final product that is ready for the shop floor. We develop over 500 new styles every month across various product categories.

At Design Arc we use cutting-edge Clo 3D garment visualization technology to cultivate a sustainable landscape for our samples.

We employ Clo designers to produce every type of garment from simple t-shirts to complex outerwear which helps in reducing sampling lead times as well as the need of physical samples.

We pride ourselves as pioneers in creating an inhouse PLM software (Digistof) which is used extensively by our product development and design teams to monitor the process efficiently. We are extending the use of this software to our customers and suppliers as part of our digitalisation journey which will help us become an agile business.

3D Design & Digistof (inhouse PLM software)

Customer Service

Throughout our supply chain, we develop and procure products strategically to offer flexible and cost-effective sourcing solutions. Having a global footprint means giving you – right product from the right country and the right factory.

A combined pool of talent ranging from creative designers, product developers to experienced technicians and forward-thinking merchandisers is the reason we are trusted by some of the biggest names in the industry.

Technical & Ethical Compliance

We work with all our partners to ensure the affiliated factories are meeting the global compliance standards, across ethical, technical, as well as fire, electrical & building safety compliance, in line with the customer's requirements.

We pride ourselves on having some of the most stringent compliance standards in the apparel sourcing and manufacturing industry.

The objective is to uphold the reputation of our customers, business partners and our organisation by ensuring ethics, integrity and technical expertise which are an integral part of our business DNA.

Manufacturing & Sourcing Excellence

We pride ourselves on our extended history of manufacturing excellence.

Our sourcing offices are supported by well qualified and experienced industry professionals in merchandising, quality control, technical services, compliance and logistics.

'Flexibility' and 'Speed to Market' is the core essence of our supply chain services.

The aim is to continually drive towards and challenge traditional lead times and critical paths by offering flexibility and genuine fast turnaround trading options.

Design Arc's sourcing partner factories are spread across the globe in countries like India, Bangladesh, Pakistan, Turkey, China, Sri Lanka, Vietnam, Cambodia, and Egypt. All of these factories are technically and ethically audited to best-in class standards.

OUR GLOBAL FOOTPRINT



UK

London – Showroom

Watford – Business Development, Design Studio/Showroom

Newcastle – Design Studio/Showroom

INDIA

Gurgaon – Business Development, Design Studio/Showroom, Product Development, Sourcing

Tirupur – Sourcing

Bangalore – Finance & Accounts

BANGLADESH

Dhaka – Business Development, Showroom, Product Development, Sourcing

PAKISTAN

Lahore – Showroom, Product Development, Sourcing

TURKEY

Istanbul – Business Development, Design Studio/Showroom, Product Development, Sourcing

VIETNAM

Ho Chi Minh – Showroom, Product Development, Sourcing

SRI LANKA

Colombo – Showroom, Product Development, Sourcing

HONG KONG

Hong Kong – Showroom, Finance & Banking

SOUTH AFRICA

Cape Town – Business Development

CHINA

Shanghai – Sourcing

SPAIN

Barcelona – Business Development

EGYPT

Cairo – Sourcing

UAE

Dubai – Showroom, Finance & Banking

ESG

ENVOIRNMENTAL

As a company, our vision is to become one of the most conscious suppliers to major retail brands in the world.

This includes the initial concept at the design and development stage, fabric & trims through to our valued factory partners and their processes.

Through the use of cutting edge technology (3D design and product lifecycle management); we aim to reduce waste in our design and development processes.





SOCIAL

Corporate and Social Responsibility (CSR)

As part of our CSR initiative, we chose 'Giving Back'. The wellbeing of the people in our community is as important as our commitment to the environment.

We established a presence in the local community in 2015; providing free education to over 150 children (5-12 years of age).

This is achieved through Soham For All, a program managed by Hope Worldwide Bangladesh.

We have also set up vocational training (industrial sewing, tailoring, computer courses and spoken English) for women in conjunction with Soham For All Bangladesh.

We have distinctively seen the rewards of being involved with our employees and their families; coming together as a community.

GOVERNANCE

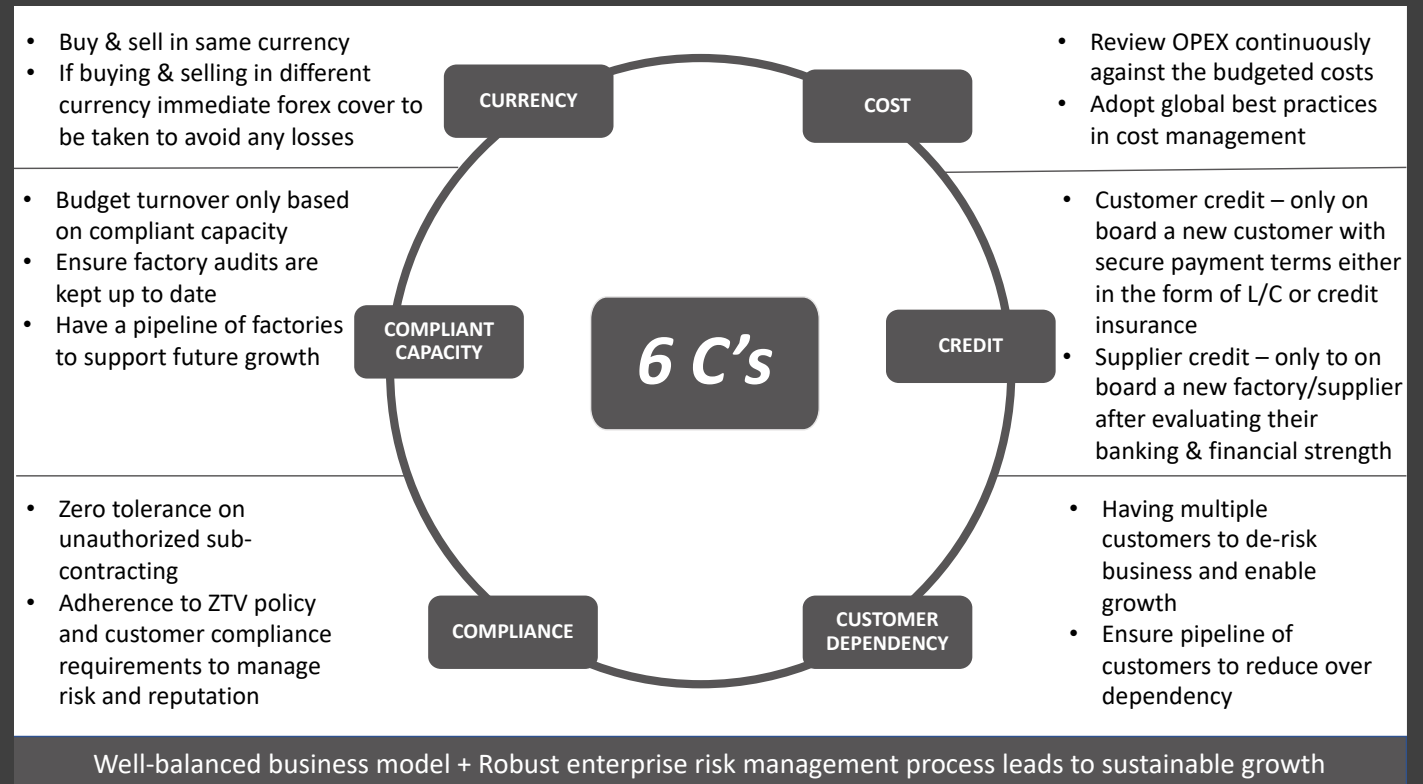
At Design Arc, we adhere to the 6 C's framework of Risk Management on how we govern our company.

Navex Global Platform

We have set up the whistle blowing program; Navex Global Hotline for reporting any possible violations of our Code of Conduct.

Navex reporting mechanism enables anyone to report any illegal, unethical or improper conduct either through a multilingual hotline or by reporting directly on the website. This helpline is operated by an independent, third-party provider (Navex Global) ensuring the confidentiality and anonymity of calls.

<http://www.designarc.ethicspoint.com/>



OUR TEAM



Rakesh Chadha, Director



Manish Kumar, CFO & COO



Lisa Friedl, Creative Director



Pradyumn Madan, Business Head



Arun Mehta, Business Head



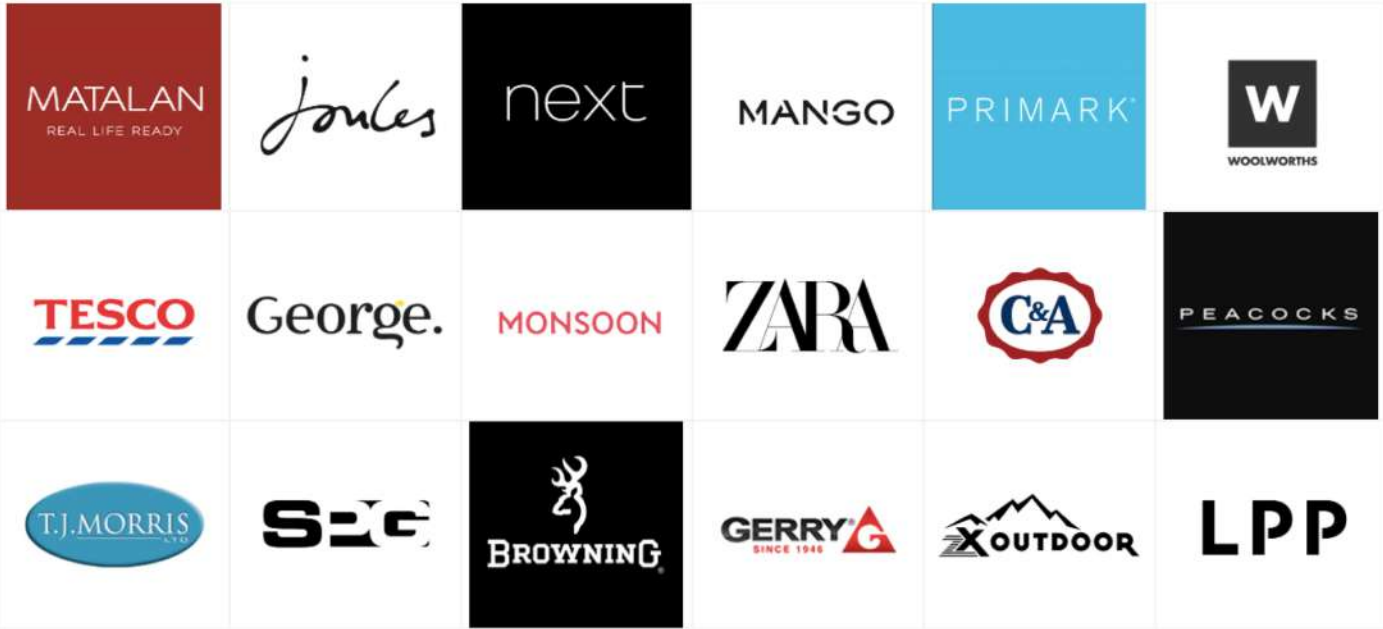
Abhirup Roy, Head of Sourcing



Ali Murtuza, Head of Quality & Technical Services

OUR CLIENTS

We work with a global portfolio of brands & retailers



CONTACT US

DESIGN ARC UK LIMITED

6, MILLFIELD HOUSE,

CROXLEY PARK,

WATFORD, WD18 8YX

HERTFORDSHIRE

UNITED KINGDON

Tel: +44(0)1923604646

info@designarc-uk.com