# COMPANY PROFILE

CHAUDHARY FASHION

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**ALL TEXTILE SOLUTIONS FROM DESIGN TO END PRODUCT**

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# VISION

To transform the company into a dynamic and reliable enterprise for our customers as well as our employees/associates….To be the most preferred supplier… be the most preferred employer

# OUR MISSION

To deliver value to our customers through on time delivery, consistent quality, competiveness, empowered employees and with highest ethical and professional standards. Utmost dedication towards environmental and social responsibilities

# OUR VALUES

Passion, Integrity, Care, Accountability, Pursuit of Excellence

# WHO WE ARE

- ☐ A reliable medium sized apparel manufacturer, established in 2012
- ☐ Located in Faisalabad, 3rd largest and hub oftextiles in Pa kistan
- ☐ A small but truly professionally managed company with highly skilled work force and experiencedmanage ment, appx150 employ ees
- ☐ Having 100 sewing machines
- ☐ Annual turnover ofUS $ 2.5 million
- ☐ Producing appx75 ,000 to 100,000 pcs per month including fas hion tops, basic tops Hoodies , Sweat Shirt & trousers
- ☐ Specialized equipment (ring elastic and proper 3 step zigz ag machines) and expertise fo r making boxers, panties and briefs
- ☐ Making all sort ofap parels from basic underwear to polos tofashion zip jackets
- ☐ Quite Competitive in fee ce products
- ☐ Doing all sorts of washings/garment dyeing articles

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# OUR CUSTOMERS

We believe that relationships develop over the period of time with performance, honestly, integrity and compatibility. Hence our customers are our most valuable assets. Here below is the list of our partners

- ☐ Buffalo
- ☐ ANN Textile
- ☐ Jack Speak
- ☐ Night Addict
- ☐ Kattin USA
- ☐ Rupert and buckley
- ☐ Brave Soul

# WHAT WE DO

- ☐ Innovation
- ☐ Product Development
- ☐ Quality Assurance
- ☐ Flexible Leadtim es

## Innovation & PD ( Converting ideas into reality)

- ☐ Dedicated product development department with expert team working
- ☐ Developing different yarns like modals, bamboo, organic, injection slubs, all types of heathers, chain yarns etc
- ☐ Different knitting structures, from simple jersey to yarn dyed jacquards etc
- ☐ Chemical finishes like anti microbial, Resin, wicking, stain repellent etc
- ☐ New washes and garment dyeing techniques
- ☐ Quick turnaround in sampling, samples lead time is 3-4 days in closest available fabric and 10-14 days in actual fabric
- ☐ Product development in accordance with price points
- ☐ Expertise in technical and fit design/patterns

## Quality Control & Quality Assurance

NO compromise on quality – Our belief is that the only way to grow and to be a successful enterprise is to provide consistent quality…. Creates loyal consumers

- ☐ Independent Quality assurance department reporting directly to CEO
- ☐ Focus is to be pro-active rather reactive as prevention is better than cure
- ☐ Thorough quality inline process at every stage starting from yarn till packed goods
- ☐ Quality Control dept ensures process integrity and quality parameters throughout whole supply chain and each process via continuous inlines
- ☐ Quality Assurance dept does random audits of products and processes to ensure all parameters are met.

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## Flexibility

- ☐ Shorter Lead times
- ☐ Quick Turn Around
- ☐ Flexible
- ☐ Supply Chain Tools & Resources

# SOCIAL & ENVIRONMENTAL RESPONSIBILITY

- ☐ Sustainable and responsible business has always been a top priority
- ☐ Women Empowerment – Key focus on empowering women of our country. 40% current strength and target is to take it to 65%
- ☐ Focus on energy saving

- ☐ Installing Servo Motors on Sewing Machines
- ☐ Adding LED Lights/Energy Savers
- ☐ Maximizing Day Light usage
- ☐ Recycled waste

As far as social responsibilities are concerned, Chaudhary Fashion has always considered our workforce as a backbone of our company, hence all the measures have been taken to make them feel most respected and integral part of the organization. Furthermore following principles are also non compromised

- ☐ Non-discrimination amongst employees
- ☐ No child or forced labor
- ☐ Zero toleranceto  harassment or abuse of employees
- ☐ Time card system
- ☐ Worker welfare department
- ☐ Fully focused on women empowerment

## COMPLIANCE CERTIFICATION

- ☐ Sedex

## Screen Printing

We have in-house screen printing setup. The garments printing makes use of manual systems and also incorporates modern technology with automated systems.
Capacity: 100,000 pcs/day
Machines:1 M&R (USA),10 manual machines (label print); Manual table with travelling carriage –2,000ft.
Printing techniques are:

- ☐ Pigment Print
- ☐ Sport Colour Print
- ☐ Process Colour Print (CMYK)
- ☐ Flock
- ☐ HD Print
- ☐ Glitter Print
- ☐ Foil Printing

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# FACTORY



STITCHING HALL



STITCHING HALL



CUTTING HALL



FINISHING



PRESSING




PACKING



SAMPLE ROOM



SCREEN PRINTING

# PRODUCT CATALOG

## HOODIES & SWEAT SHIRT



Style Code : 301-CH-04
Description : Men's Hood
Fabric : Fleece




Style Code : 301-CH-65
Description : Men's Hood
Fabric : Fleece



Style Code : 301-CH-132
Description : Men's Sweat
Fabric : Fleece



Style Code : 301-CH-14
Description : Ladies Hood
Fabric : Fleece



Style Code : 301-CH-144
Description : Ladies Hood
Fabric : Fleece



Style Code : 301-CH-143
Description : Ladies Hood
Fabric : Fleece




Style Code : 301-CH-76
Description : Ladies Hood
Fabric : Fleece



Style Code : 301-CH-86
Description : Men's Hood
Fabric : Fleece




Style Code : 301-CH-87
Description : Men's Hood
Fabric : Fleece

# PRODUCT PHOTO-SHOOT







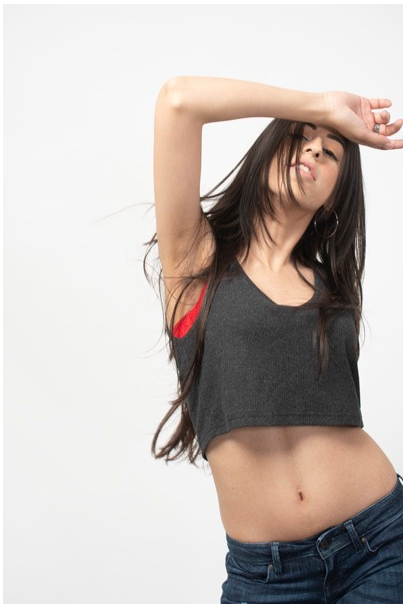




# PRODUCT PHOTO-SHOOT











# THANK YOU

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