IBU

U&I Fashion House (P) Ltd. Manufacturers & Exporters of :

HAND BEADED LADIES EVENING WEAR

<u>"COMPANY PROFILE"</u>

THE U&I GROUP IS A 35 YEAR OLD EXPORT HOUSE, ENGAGED D IN MANUFACTURING AND EXPORTING OF HAND MADE, HAND BEADED LADIES EVENING WEAR. BEING A PART OF THIS INDUSTRY SINCE IT'S INFANCY STAGE AND STILL GOING STRONG, MAKES US VERY MUCH A VETERAN OF THIS INDUSTRY. CURRENTLY, COVERING ALL THE MAJOR MARKETS OF THE WORLD, LIKE USA, EUROPE, MIDDLE EAST, S. AMERICA, AURSTALIA, RUSSIA, CANADA, WE AIM TO SHOWCASE OUR LINE TO THE WORLD.

BASED IN NOIDA, INDIA, WE HAVE AN INHOUSE FACILITY OF RESEARCH AND DESIGN, ABLY ASSISTED BY A TEAM OF EFFICIENT AND KNOWLEDGEABLE DESIGNERS TO MAINTAIN COMPLETE COMMAND OVER THE QUALITY AND EXCLUSIVITY OF OUR RANGE.

THE PRODUCTION FACILITY IN NOIDA IS HOUSED IN A SPRAWLING 16000 SQ FT BUILDING, COMPLETE WITH ALL MODERN AMENITES AND COMPLIANCES. A STRONG, DEDICATED AND EXPERIENCED WORKFORCE OF MORE THAN 150 PEOPLE WORK TO MEET THE DELIVERY DEADLINES ADHERING TO THE HIGHEST QUALITY STANDARDS AS DEMANDED BY THIS LINE OF BUSINESS.

WITH A FAST CHANGING MARKET DYNAMICS AND EVEN QUICKER CHANGES IN THE DESIGN TRENDS, OUR CONSTANT ENDEVOUR IS TO BE AHEAD OF THE MARKET WITH FAST TURN AROUND OF NEW CUTTING EDGE, CONTEMPORARY STYLES AT MOST REALISTIC PRICES.

NAME OF THE COMPANY	:	U&I FASHION HOUSE (P) LTD
ESTABLISHMENT	:	2016, (Inception of Parent Company in1985)
ITEMS DEALING IN	:	HAND BEADED LADIES EVENING WEAR WOVEN AND
		KNITTED FABRICS LIKE GEORGETTE, MESH, LACES ETC
COUNTRIES EXPORTING TO	:	USA, U.K, GERMANY, MIDDLE EAST, AUSTRALIA, TURKEY,
		CANADA ETC.
PRINCIPLE BUYERS	:	OTTO (GERMANY), LANDMARK GROUP, (UAE), ASOS (U.K)
		URBAN OUTFITTERS / FREE PEOPLE (USA), DAVIDS
		BRIDAL (USA), ARCADIA GROUP (UK), JD WILLIAMS, (UK).
		FOREVERNEW (AUSTRALIA)
ANNUAL TURNOVER	:	US\$ 2.5 – 3.0 MILLION (APPROX.)

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PRODUCTION CAPACITY : 10000-13000 PCS/MONTH.

THE COMPANY ESTABLISHED IN 1985 ENJOYS A BIG FACILITY IN NOIDA. THE FACILITY ACTS AS A MEETING POINTS WITH THE OVERSEAS BUYERS SHOWCASING THE COMPLETE RANGE OF PRODUCTS IN ITS TWIN SHOWROOMS SHOWCASING MORE THAN 2000 STYLES. ALONGSIDE, IS THE DESIGN CENTRE WHICH IS ALWAYS THE HUB OF ACTIVITY WITH THE DESIGNERS AND TECHNICIANS OUT TO CREATE NEW A CUTTING-EDGE RANGE HELPING US TO BE AHEAD OF THE COMPETITION.

BESIDES THIS WE ARE A SEDEX (INTERTEK) COMPLIANT, ALSO OUR FACTORY IS DIRECTLY AUDITED AND COMPLIANT FOR OTTO (GERMANY), ASOS (OWN LABEL) ARCADIA & DEBENHAMS.

AT PRESENT, WE ARE DOING AN ELABORATE RANGE OF ITEMS IN THE EVENING WEAR SEGMENT. OVER THE YEARS, WORKING WITH DIVERSE MARKETS OF THE WORLD HAS INFUSED IN US AN ABILITY TO ADAPT TO THE DIFFERENT NEEDS OF THE MARKETS.

SO, WHILE ON ONE HAND WE ARE DOING A BEAUTIFUL LINE OF LONG DRESSES IN PROM, SPECIAL OCCASION AND SEMI-BRIDAL CATEGORY, WE ALSO CARRY AN ELABORATE LINE OF COCKTAIL DRESSES, DAY WEAR DRESSES FOR BOTH VERY YOUNG AND MISSY AGE-GROUPS. FURTHER, WE HAVE AN EXTENSIVE AND VERY UPDATED RANGE OF FAST FASHION FOR THE YOUNGER AGE GROUP OF 16 -25 YEARS, A MISSY LINE FOR THE MATURE 25 - 45 AGE GROUP CARRYING NOT ONLY DRESSES BUT CO-ORDINATES AND OUTERWEAR TOO. A PLUS SIZE LINE FOR 30 - 60 AGE GROUP COMPLETES THE RANGE.

THE FIRST AND THE FORMOST IS OUR PROM LINE.

THE **PROM LINE**, TARGETING 18-35 YEAR AGE GROUP SHOWCASES AN ELABORATE BIG RANGE OF ELEGANTLY STYLED LONG GOWNS AND DRESSES, STYLED KEEPING IN MIND THE DELICACY OF THE OCCASION AND EXPECTATIONS OF THE END CUSTOMER. EACH STYLE CARRIES AN INTRICATE COMBINATION OF EMBRIODERY AND BEADWORK DESIGN, ON A SHAPELY BODY STYLE USING THE MOST SUITABLE FABRICS, COUPLED WITH THE HIGHEST STANDARDS OF CONSTRUCTION. THE FABRICS INCLUDE POLYESTERS, MESH, AND VISCOSE BASED TEXTURES. THE RANGE IS VERY REGULARLY UPDATED KEEING THE LATEST TRENDS



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IN FOCUS, THUS OFFERING A UNIQUE EXPERIERNCE TO THE WEARER AND MAKING HER OCCASION EVEN MORE SPECIAL.

THE COLOURS AND DESIGNS ARE IN SYNC WITH THE CURRENT SEASON AND LATEST COLOUR TRENDS AND THE WHOLE LINE IS STYLED VERY ELEGANTLY. TO BE IN TUNE WITH THE FAST CHANGING DEMANDS OF THIS LINE, WE TURN AROUND NEW STYLES ON WEEKLY BASIS AND THE LINE IS APTLY TERMED FRESH FASHION.!

THE SECOND, IS THE COCKTAIL LINE.

THE YOUNG & MISSY WOMAN, TARGETING THE AGE GROUP OF 25 ONWARDS, COMPRISES OF A COLLECTION OF MOST SHARPLY DESIGNED, HAND CRAFTED, PASSION INVOKING GARMENTS WHICH CAN BRIGHTEN UP THOSE SPECIAL EVENINGS. A SPECIAL ATTENTION TO ASPECTS LIKE VERY UPDATED SILHOUTES, CONTEMPERORY BEADING AND EMBRIODERY DESIGNS, APT CONSTRUCTION DETAILS AND THE RIGHT CHOICE OF FABRICS COUPLED WITH THAT PERFECT FIT. IT ENCOMPASSES VARIOUS OCCASIONS LIKE COCKTAILS, PRE-WEDDINGS, SPECIAL OCCASSIONS ETC.

THE THIRD IS THE BRIDAL LINE.

THIS HIGHLY DEMANDING LINE INCLUDES STYLES FOR THE MOTHER OF BRIDE, BRIDESMAID AND OTHER SPECIAL OCCASIONS. THESE EXQUISITE CREATIONS ARE PAINSTACKINGLY CREATED USING VERY DELICATE EMBRIODERIES, BEADINGS IN SUBTLE COLOUR WAYS BY VERY EXPERT ARTISIANS. EACH GARMENT IS HANDLED VERY DELICATELY WITH A LOT OF CARE AND FINAL GARMENT IS SURE TO SURPASS THE EXPECTATIONS OF THE WEARER. THE ITEMS USUALLY INCLUDE LONG DRESSES, LONG JACKETS, JACKET-DRESS SETS AND JACKET-SKIRT SETS ETC.

THE FOURTH IS THE LINE OF FAST FASHION

THIS HIGHLY EXCITING LINE INCLUDES SOME VERY CONTEMPERORY AND CHIC STYLES ON YOUNG BODY STYLES USING LIGHT BUT ATTRACTIVE BEADIING/EMBRIODERIES.



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THE FOCAS IS TOWARDS GIVING THE RIGHT FIT, FALL, HANGER APPEAL AND CLEAN CONSTRUCTION USING EXPERIENCED HANDS. ALL THIS COMES AT VERY COMPELLING PRICE POINTS WITH QUICK TURN AROUND TIMES AND FRESH DESIGNS AT ALL TIMES. THE RANGE MOSTLY INCLUDES YOUNG BODY STYLES SUCH AS SHORT DRESSES, TOPS, CAMYSOLES, VESTS, SHORTS, SKIRTS, SHORT BOLEROS, ROMPERS ETC.

AND LASTLY, IT'S THE CO-ORDINATES !

THIS LINE INCLUDES THE EFFORTLESS OUTERWEAR STYLES WHICH ARE EASY TO WEAR AND LIGHT ON THE WALLET. THESE INCLUDE JACKETS, BOLERO, CAPES, KAFTANS, VESTS ETC. ALSO, PART OF THIS LINE IS THE TWO- OR THREE-PIECE SETS WHICH CARRY DIFFERENT BODY PATTERNS SUITABLE FOR YOUNG AND THE MISSY, REGULAR AND PLUS SIZES. THE EFFORT IS MADE TO GIVE A CONTEMPERORY TOUCH TO THE BODY STYLES AND THE BEADING DESIGNS SO TO KEEP THE LINE VERY FRESH AND ATTRACTIVE.

WE DESIRE TO ESTABLISH BUSINESS LINKS WITH YOU AND WOULD APPRECIETE IF YOU TAKE SOME OUT TO GO THROUGH OUR RANGE. WE ASSURE YOU THAT YOU SHALL LEAVE WITH SOMETHING TO REMEMBER.

WITH BEST REGARDS,

RICKY CHHABRA & UNEET SINGH CHHABRA (DIRECTORS)