



“ You have to be **unique**  
and **different** and  
**shine** in your own way.

- Lady Gaga



“

Pawla fashion founded in 2013, by a small passionate and dedicated team with extensive professional experience in readymade garments, we are determined to continuous innovation, development and implementation of effective solutions for all ranges of apparel sourcing.

**A B M SAYEED RAHMAN**

Managing Director

# PAWLA FASHION IS THE RIGHT PARTNER FOR YOU

**FAST**

**ADAPTABILITY**

**FLEXIBLE**

**SENSITIVITY**

**INNOVATIVE**

**VALUE**

**EXPERIENCED**

**RELIABILITY**

**RESPONSIVE**

**TRANSPARENCY**

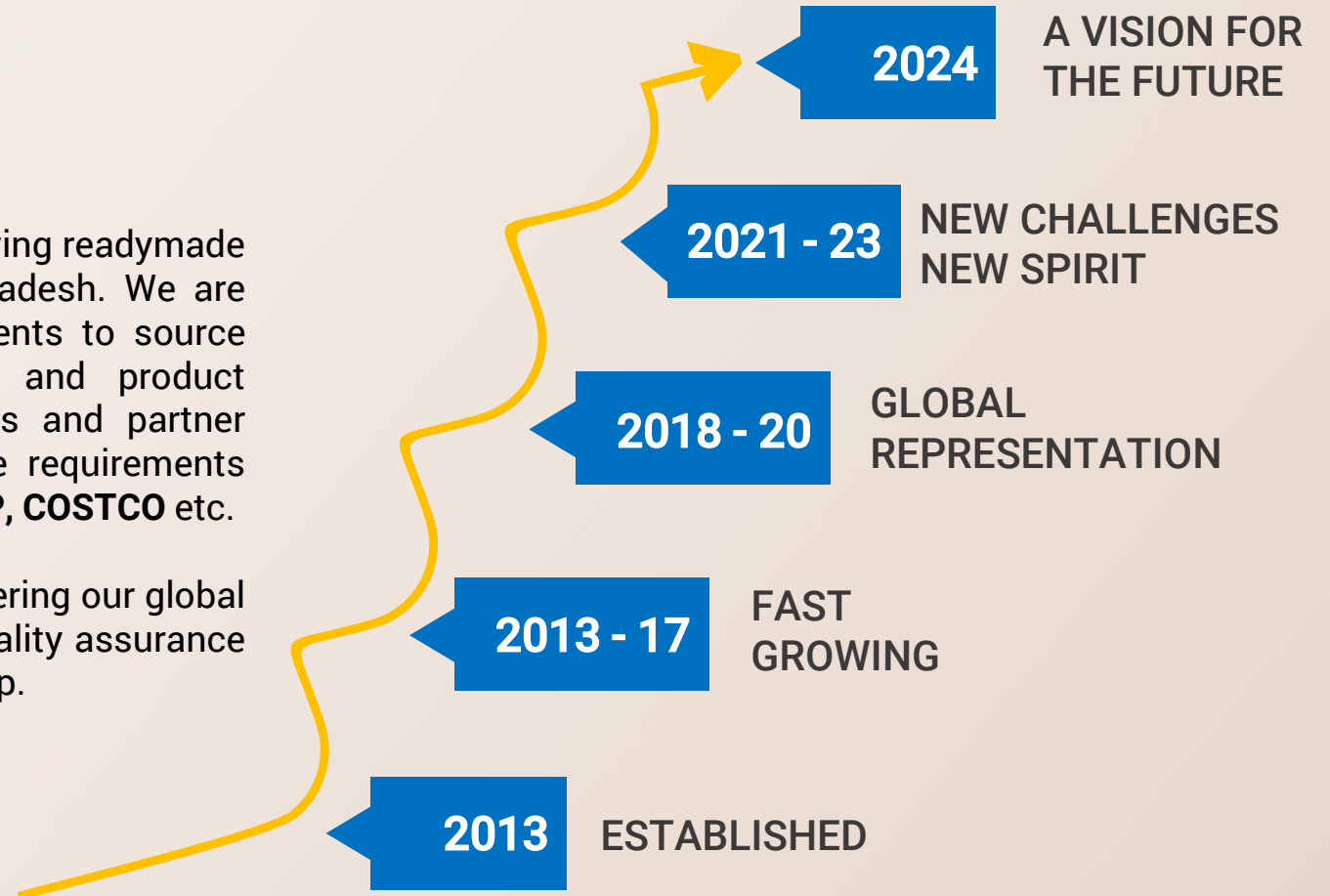
**ETHICAL**

**PARTNERSHIP**

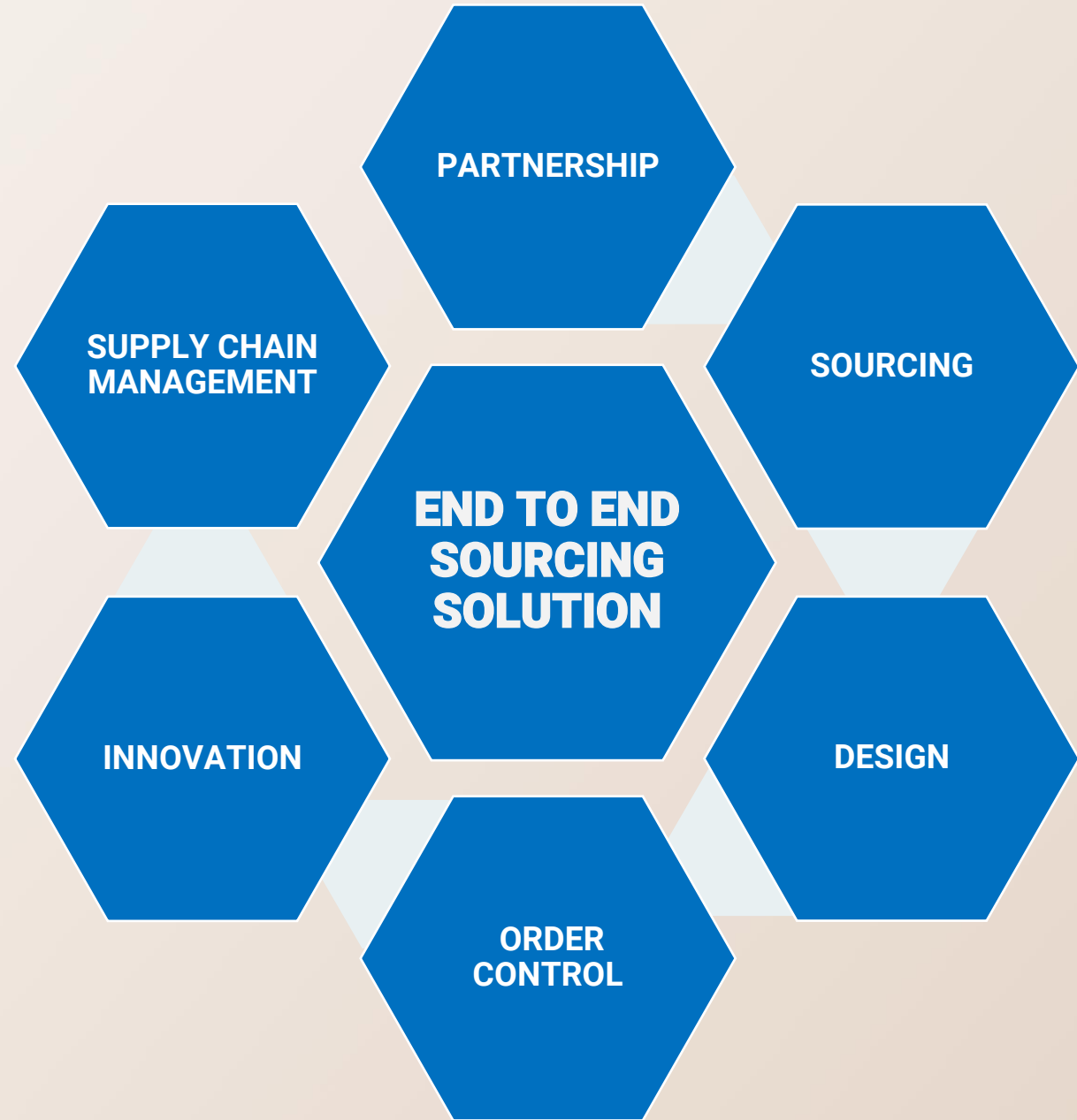
# WHO WE ARE

Established in 2013, Pawla Fashion is a fast growing readymade garments buying / sourcing company in Bangladesh. We are engaged in sourcing supporting our valued clients to source high quality products with a correct price and product compliance mix. Our state of the art facilities and partner factories are fully certified with all compliance requirements such as **BSCI, ACCORD, ISO, GOTS, SEDEX, WRAP, COSTCO** etc.

Our objective is to stay ahead of the game by offering our global clients an elite customer service satisfaction, quality assurance and true sense of successful business partnership.



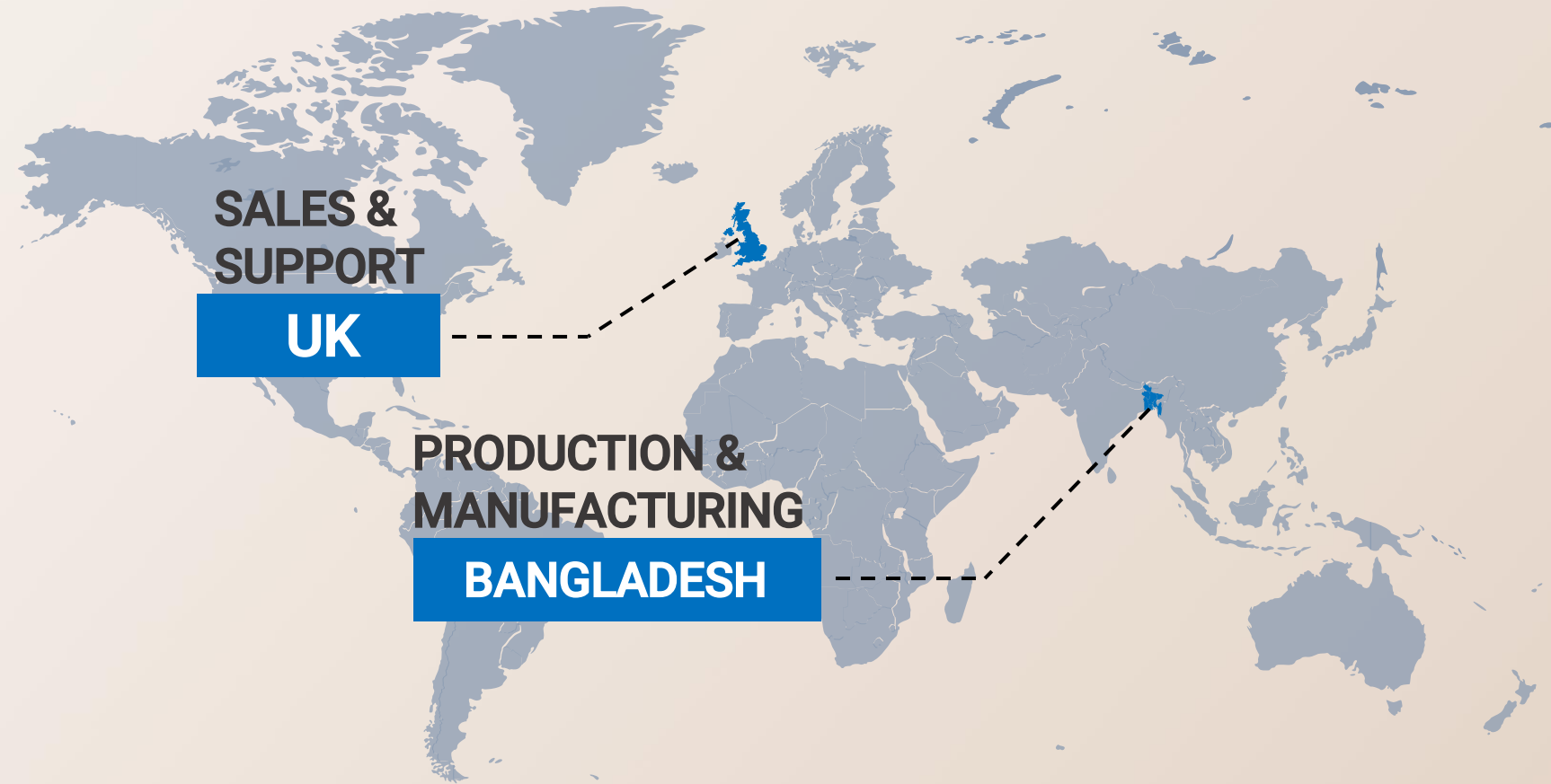
# WHAT WE OFFER



# OUR ORGANIZATION

**2**  
OFFICES

**40**  
EMPLOYEES



# OUR MARKET SECTORS

## RETAIL

- Quick fashion proposals from our design team.
- Diverse range of category expertise: menswear, kids wear, womenswear and home wear.
- Expert product & sourcing know how in multiple products: sportswear, shirts, sweaters & bottoms.
- Advantage in sourcing fabrics from China, India and Pakistan to be competitive.
- Strong and efficient merchant & sourcing team to negotiate and source product & materials at the RIGHT price that is sustainable and can be delivered accurately.
- Attentive to product performance after delivery to adjust and improve our processes and systems.

## SPORTS

- Strong partnership & collaboration on innovation and product quality.
- Commitment & trust on partnership which helps in improving process performance and growth for the brand.
- Expert in proposing multiple product offerings from active, performance to ath-leisure.
- Expert in multiple sourcing solutions from Bangladesh. Based on product expertise, price and MOQ.
- Expert technical support in fabric, fit & print development.
- Introduction of 3D design technology to minimize protos and wastage and develop new sales model.

## LIFESTYLE BRAND

- Strong technical collaboration between Pawla Fashion & brands for improving the product & process performance.
- Product development team Delivering Hi- quality & image products.
- Expertise in customized fabric, hand feel and workmanship of the brand
- Expert in multiple sourcing solutions maintaining the same consistency of the brand image.
- Attentive to ethical sourcing to maintain the image of the brand with genuine "Giving back" model

## ESSENTIALS

- Strong in maintaining product consistency year on year.
- Delivering long lifecycle to products.
- Designing products and introducing new lines in shirts, polos, t-shirts, aprons, underwear, baselayers and bags.
- Offering competitive edge with market research and product survey.
- Multiple sourcing based on raw materials, final price and duty benefits.
- Attentive to demand of the industry as well as environment.



# OUR PRODUCT INTELLIGENCE

## FASHION

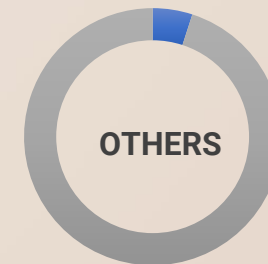
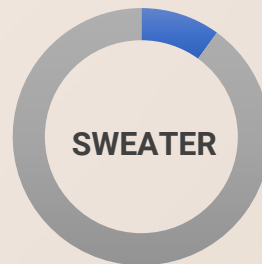
## SPORTS

## ESSENTIALS

TOPS  
KNITWEAR  
SHIRTS  
SWEATER  
BOTTOMS  
DENIM/TENCEL

YOGA WEAR  
ACTIVE WEAR  
SPORTS WEAR  
TRAINING T-SHIRTS  
SHORTS & JOGGERS  
TEAM WEAR  
JERSEY  
CAP

OUTDOOR WEAR  
UNIFORM  
CORPORATE WEAR  
CORPORATE POLOS  
FLEECE HOODIES  
SWIM SHORTS  
LIGHT JACKETS  
HOSPITAL WEAR  
TOWEL  
BED SHEETS  
SOCKS



# OUR SOURCING SOLUTIONS

## PAWLA FASHION OFFICES

### BANGLADESH

**MULTICULTURAL TEAM OF 30 IN DHAKA**

**DIVERSIFIED PRODUCT RANGE**

**COMPETITIVE VALUES**

**DESIGN PROPOSALS**

**HUGE CAPACITIES**

**BEST SAFETY ASPECTS**

### UK

**LOCAL TEAM OF 3 IN UK**

**HIGH VALUE PRODUCT**

**FLEXIBLE CAPACITY**

**SHORT LEAD TIME TO EU**

**HIGH TECHNOLOGIES**

# OUR TEAM



## BUSINESS UNITS

**MERCHANDISING**  
**PRODUCT DEVELOPMENT**  
**NEGOTIATION**  
**ORDER EXECUTION**  
**DELIVERY**  
**FEEDBACK**



## INNOVATION

**TREND FORECAST**  
**FABRIC RESEARCH**  
**PRINT GRAPHICS**  
**PRODUCT DESIGN**



## QUALITY ASSURANCE

**FACTORY COMPLIANCE**  
**TECHNICAL SUPPORT**  
**PROBLEM SOLVING**  
**ACCURACY OF FIT & PPS**  
**INLINE & FINAL INSPECTION**  
**CONSISTENCY**



## SUPPORT

**FINANCE**  
**LOGISTICS**  
**IT**  
**HR**  
**MARKETING**  
**SOURCING**

We act as your partner to successfully manage your supply chain.

# INNOVATION

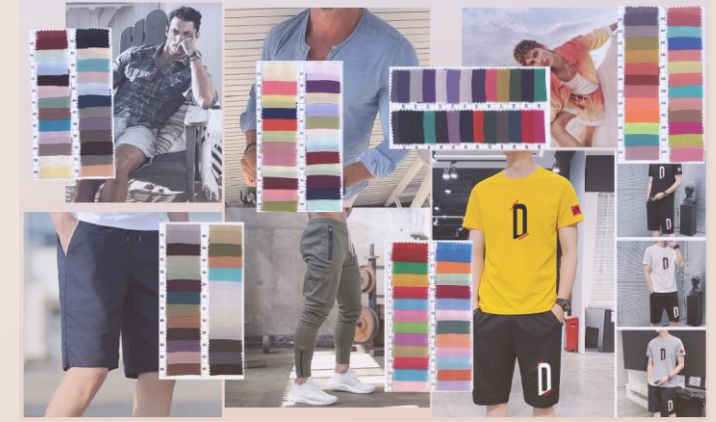
## > Mood Board



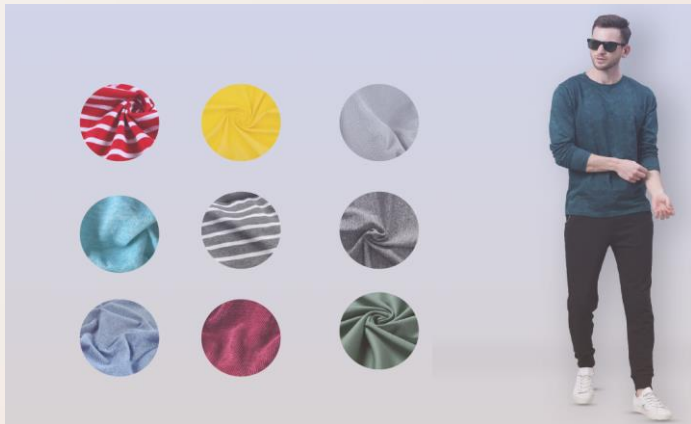
## > Look Board



## > Colour Board



## > Fabric / Trim Board



## > Details Board



## > Range Plan

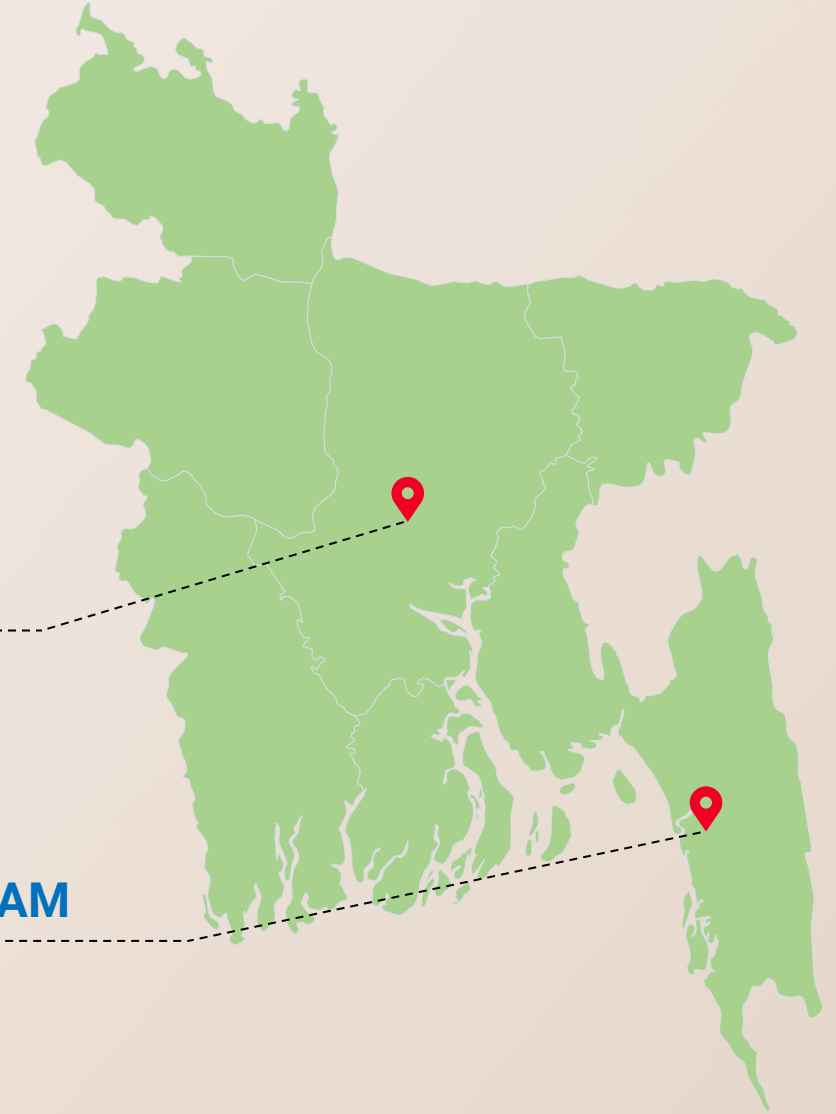


# OUR FACTORIES

**30** BANGLADESH  
FACTORIES

DHAKA

CHATTOGRAM



# TECHNICAL

## PRODUCT ENGINEERING



- Continuous innovation in print application and wash techniques.
- Product engineering with a focus on quality and functionality.
- CAD/CAM options to maximize efficiency in control of pattern & block.

## PRE-PRODUCTION



- Involvement in PP meetings.
- Risk analysis.
- Working relationships with vendors finding solutions.
- Improved lead times.

## ORDER EXECUTION



- Solving unseen events during production.
- Training & Development of suppliers.
- Maintain an archive of shipped styles.

---

## TECH TEAM MANAGEMENT

- Proactive: Tech packs are reviewed and potential issues discussed with customers.
- Product engineering: Efficient production alterations and cost effective measures.
- Block and pattern: development and archiving to have consistency for different customers handwriting.
- Wash and print technicians: supporting and approving customer aligned prints and washes.

# QUALITY ASSURANCE

PAWLA Fashion's comprehensive Quality Management System detects non-conformance as early as possible in the manufacturing process resulting in proactive problem solving.

## SOP

Reference guide to all vendors on PAWLA FASHION process controls, quality assurance and control techniques to achieve customer quality, testing, measurement, appearance, packaging and delivery requirements.

## PRE-PRODUCTION

PAWLA FASHION Pre production process has been developed to "in build quality in to the product". Objective is to agree on process controls and QMS to detect defects and non conformities early in the process.

## PILOT

Pilot or the size set confirms grading, measurements, print or embellishment application placement and durability. The trial is conducted to test capabilities before bulk.

## INLINE

PAWLA FASHION QC teams follow stringent SOP and audit procedure to assure the required quality being maintained to AQL 2.5.

## FINAL INSPECTION

Final inspection performed by well trained/internationally certified City & Guilds & Compliance practitioners initiative for auditing in accordance to BS 6001 Level 2 AQL 2.5

## TEAM

- 4 expatriate quality managers
- 15 Quality Auditors.
- 2 Independent Quality Auditors.

## CERTIFICATE

- DOT (<https://dot.gov.bd/>)  
DOT (Registration Number):  
(DOT/BH/IMP)-L-0302, Date: 19-02-2020
- BGBA (<https://www.bgbabd.org/>)  
BGBA (Membership Certificate  
Number): B-0699, Date: 29/12/2019



## TRAINING

Quality team has been continuously trained for auditing, quality control and assurance in factories for Six Sigma practices and concepts.

## BEST PRACTICE

Risk Assessments to identify potential issues and agree on solutions.

- Pilot prior to bulk
- First bulk inspections
- In line inspections
- Pre final and packaging audits

# QUALITY MANAGEMET



## **DIMENSIONAL STABILITY (SHRINKAGE), SPIRALITY & DYETRANSFER**

Wash Machine, Greyscale  
color change & Staining



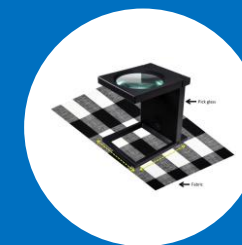
## **RUBBING & GREYSCALE**

Color staining of a fabric when  
subjected to friction



## **GSM, OZ & LBS**

GSM Cutter, Pad, Blade &  
Electronic Balance



## **CHECKED WPI, CPI, EPI, PPI & YARN COUNT**

Electronic Balance &  
Magnifying Glass



# EXECUTION

**SHIPMENT TERMS: FOB, CIF, EX WORKS**

**LEAD TIME: 45 DAYS TO 120 DAYS**

**PAYMENT TERMS: LC, TT, CAD**

# GARMENT TESTING



Safety products sourcing is our major requirement and responsibility. We always follow buyer's testing manual and methods. All of our vendors/agents/manufacturing units very much caring on safety products avoiding any kind of banned chemicals usage. All of us much more aware in chemical and physical testing.

We frequently test fabric, garment and trims from reputed testing labs like .....



# SUSTAINABLE DEVELOPMENT

At Pawla Fashion sustainable development is an essential element of our day-to-day business. We understand the hurdles and challenges laid on our path to achieving our sustainability goals and mission. However, the biggest challenge is how to improve the way things are made and how to have an approach that is also suitable with the current market needs and demands. We recognize that sustainable expansion of business is only achievable when compliance and corporate social responsibility are ingrained in the corporate process and vision.



# CORPORATE ETHICS



We are committed to promoting ethical fair trade practices ensuring workers are treated with respect, the working environment meet health and safety standards and basic human rights are guaranteed and their entitlement to a decent standard of living is secured.

We strive to build strong partnerships with factories that have a completely open policy allowing a free access for audit and evaluation of their facilities under the Supplier Ethical Data Exchange code of conduct.

# OUR VENDORS/MANUFACTURING UNITS CERTIFICATION





# OUR CLIENTS



*Elegant Team Development LTD.*



**zolla**



**ombre**



**CARRY**

**HYPER**

**STUD**  
RECOGNISE THE ORIGINAL



**DRUM**

**PADINI**  
CONCEPT STORE



**GARAGE**

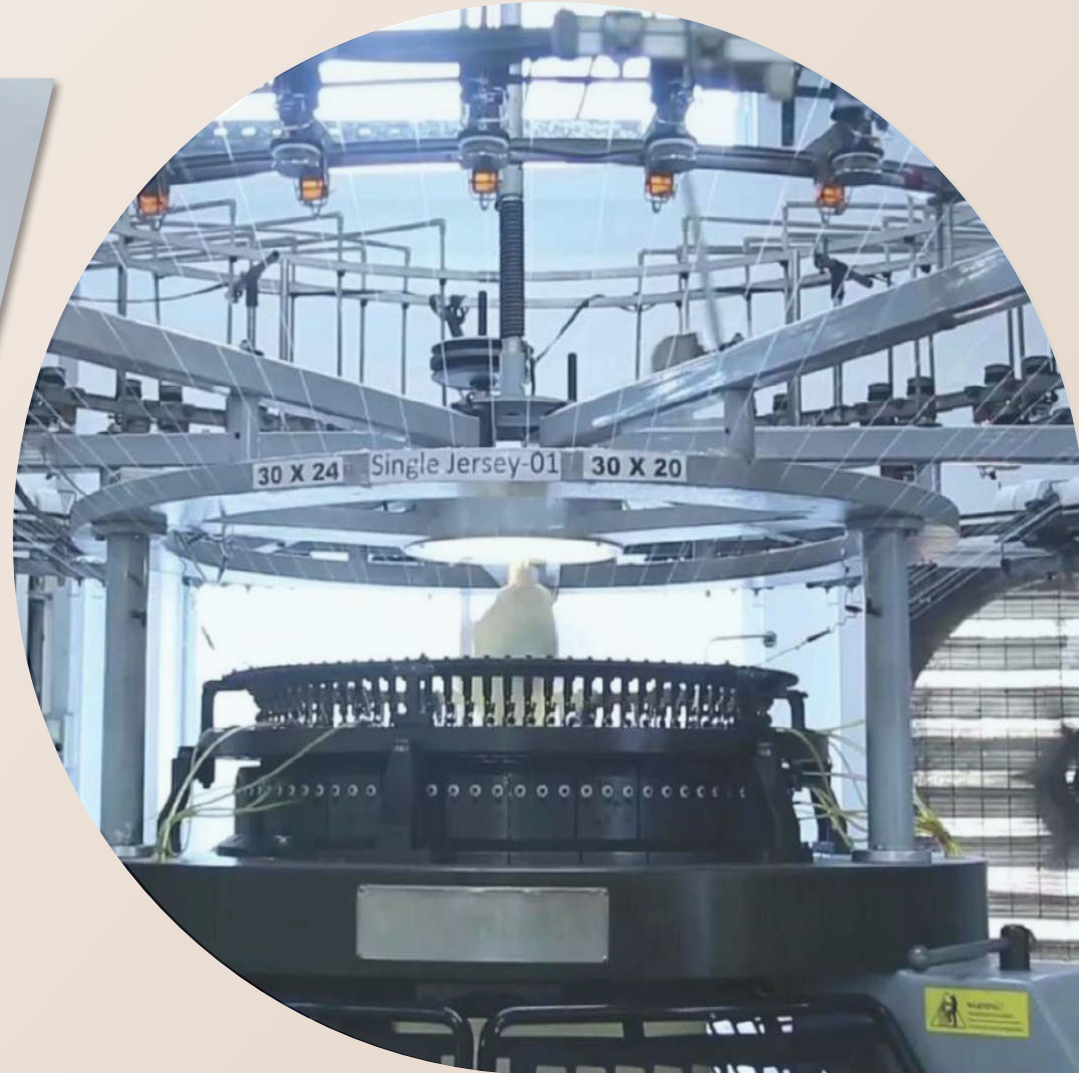


**FINN FLARE**

# OUR CLIENTS



# KNITWEAR





# WOVEN



# SWEATER





# CAPS



# SOCKS





# PAWLA FASHION TODAY





# SHOWROOM





**Mohammad Kamal Uddin**  
Director



**Lemon**  
Executive Director



**Pijush Dutta**  
General Manager



**Zaman**  
General Manager



**Shamimur Rahman Kajal**  
General Manager



**Mithun**  
General Manager



**Mehedi Hasan (Roney)**  
Merchandising Manager



**Pavel**  
Merchandising Manager



**Md. Manjur Ul Alam.**  
Manager, Marketing &  
Merchandising



**Alam**  
Assistant Merchandising  
Manager



**Mahbub Alam**  
Asst. Manager Merchandising

# OUR TEAM





**PRESENCE**





**PRESENCE**



**PRESENCE**

# STAY IN TOUCH



SCAN



H# 05, Flat# 2nd & 3rd,  
R# 16, Sec.# 12, Uttara,  
Dhaka-1230, Bangladesh.



+88 01671 111 137  
+88 01716 365 874



[sayeed@pawlafashion.com](mailto:sayeed@pawlafashion.com)



[www.pawlafashion.com](http://www.pawlafashion.com)





**THANK YOU**