



# East End Apparels



Readymade Garments &  
Accessories for

Men

Women

Kids

## EAST END APPARELS

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## About Us ●●●

### **EAST END APPARELS - BUYING AGENTS & QUALITY ASSURANCE SERVICES**

Located at New Delhi - India, East End Apparels is a reliable resource for quality apparel from the Indian subcontinent. With over 17 years of hands-on experience servicing apparel retailers and importers of USA, Europe, South Africa and Australia, East End takes care of their clients with total dedication, capability and commitment.

We take care of all your apparel sourcing needs.

#### **SERVICE OFFERED**

- Personalized sampling/product development.
- Fabric and material sourcing
- Factory evaluation & setting up Q.A. Standards
- Negotiating prices, placing orders and monitoring from inspection through delivery along with cargo movement.
- Quality Assurance and supervision of shipments as per AQL Standards.
- Quarterly market update report on what the competition is doing in the Indian Market.

## Company Profile ●●●

**Established in September 1991** as a buying house sourcing merchandise from India, Nepal, Bangladesh, Kenya and Middle East. At the moment we are executing orders worth USD 25 million FOB annually. The Company has a 10,000 sq.ft. offices in Delhi with a staff strength of 80 in Merchandising, Production, Quality Assurance, Shipping, Finance, E.D.P. etc.

#### **AREAS OF EXPERTISE**

All categories in Misses, Junior, Girls, Mens, Young Men, Boys (Knit & Woven). We are also doing Fashion Accessories & Bags, Home Furnishing.

#### **VENDOR STRUCTURE**

Countries of origin - India, Nepal and Bangladesh  
(Working with approximately 45 factories)

#### **MODE OF WORKING**

The mode of working with the Vendor would be against a Letter of Credit at sight. It would also include a clause of Inspection Certificate to be issued by East End Apparels.

**AGENCY COMMISSION** - 6% on F.O.B. from Buyer



## Executive Profile ●●●

### **MANPREET SARANG** - Chairman.

Promoted the Company in 1991. Additionally, Managing Director of Bubbles Surfactants Pvt. Ltd. for 27 years. Production Planning Controller of Mafatlal Mills Bombay for three years. Textile Engineering Degree from the Indian Institute of Technology (I.I.T), Delhi.

### **RANJEET CHAWLA** - Chief Executive Officer

Promoted the Company in 1991. Previously, Managing Director of May Department Stores International Inc. (India, Nepal, Bangladesh) for Ten years.

### **MAHBOOB ALAM** - General Manager Operations

He has 20 years experience in Finance, Logistics, HRD and Operations. Has been with East End Apparels since its inception. Master Degree with major in finance.

### **JYOTI TANEJA** - Divisional Merchandise Manager

She has 21 years experience in merchandising (sampling and production). 18 years with East End Apparels, previously 3 years with Gokuldas Exports, Bangalore. She has worked with production set-ups in India, Nepal, Bangladesh, UAE, Kenya.

### **NAMRATA SAREEN** - Merchandise Manager

She has 12+ years of hands on experience in Production & Merchandising with US and European Customers. Very conversant in both Knits & Wovens.

### **VINOD JAITLEY** - Q.A. Manager

He has 27 years experience in Quality Assurance with leading Export Houses and Buying Houses. Specializes in Compliance setup and evaluation.

## Why East End Apparels ●●●

### **WHY TO CHOOSE EAST END APPARELS FOR PRODUCTION & Q.A.**

- Deliver quality product always on time as we believe in "**A job well done is a reward in itself**".
- Have a strong vendor base in India and production capabilities in Middle East, Nepal, Kenya, Bangladesh too. This gives us a sharp edge to move around in different countries and manufacture right product in the right place.
- Set up Quality Assurance standards/systems in factories.
- Have a full team of experts who do compliance evaluation of factories namely technical, social, security.
- Always work as a team to achieve goals ("Together everyone achieves more...").
- Believe in and build long-term relationships.



## Client List ●●●

### U.S.A

MENS	LADIES	RETAILERS/CATALOGUE
BILLABONG	BILLABONG	CHARLOTTE RUSSE
O'NEILL	ROXY	VANS
ELEMENT	O'NEILL/LOST	NEW YORK & CO.
RUSTY	ELEMENT	DELIAS
MICHAEL BRANDON	GUESS	HONOLUA
MATIX	REEF	WET SEAL
COPY CLOTHING	PRANA	
MADA	RVCA	
	RIP CURL	
	METAL MULISMA	
	QUIZZ	
	JOHNNY WAS	
	GARNER GRACE	
	FIRE	

### EUROPE

- BILLABONG, ELEMENT, ROXY, O'NEILL, MADA, RIP CURL, REEF, VANS, C.P.I APPAREL

### CANADA

- BILLABONG, ELEMENT, ROXY, O'NEILL, LOST, MADA, REEF, RIP CURL

### AUSTRALIA

- BILLABONG, ELEMENT, ROXY, O'NEILL, REEF, TIGER LILLY, VALLEY GIRL, FAST FUTURE

### SOUTH AFRICA

- EDGARS, TRUWORTHS, FOSCHINI, MELTZ SUCCESS, TRACLO, BILLABONG, ROXY, O'NEILL, REEF



## Products Range ●●●

### LIST OF FABRICS & ITEMS WE SPECIALIZE IN

#### WOVEN FABRICS    KNITS FABRICS    GARMENT BODIES

##### WOVEN FABRICS:

**YARN DYED** - Regular, Flannel, Seer Sucker, Textures, Dobby Jacquard, Voile, Poplin, Cambric (100% Cotton And Synthetic Blends).

**TWILL** - Solid, Printed, Peached, Enzyme Wash

**LT. WT. FABRICS** - Sheeting, Poplin, Voile, Cambric, Crepe.

**NOVELTY WEAVES** - Matties, Bedford, Waffle, Pique, Oxford, Gauze

**RAYONS / POLY** - Gauze, Velvet, Georgette, Moss Crepe, Silk Chiffon, Boski, Challis

**MILL MADE FABRICS** - Poly/Viscose Blends Y/Dyed & Solids, Polynosics, Denim, Canvas, Twill.

##### KNITS FABRICS:

**JERSEY** - Cotton, Rayon, Spandex, Mercerized, Yarn dye.

**VELOURS** - Solid, Yarn Dyed, Corded, Drop Needle, Engineered.

**TERRY** - Solid, Yarn Dyed, Corded, Drop Needle, Engineered.

**TEXTURED** - Grindled, Boucle, Slub Yarn, Blends, Colored Heather.

**MISC.** - Interlock, Eyelet, Sherpa, Sweater Knit, Yarn, Dyed Pique, Fleece, Feeder, Auto and Engineered, Stripes.

##### GARMENT BODIES:

**MENS WOVEN** - Shirts, Jackets (Quilted/Lined), Vests, Over Shirts, Boxer Shorts, Pullon/Constructed Waistband Shorts, Pants

**MENS KNIT** - Zipper/Button Polo, Mock Neck, Henley, Cut And Sewn, Crew Neck, Tank Top, Boxer/Pull On Shorts, Rugby's.

**LADIES WOVEN TOPS** - Shirts & Vests With Embroidery, Pin tuck, Pleats, Ruffles, Appliqué, Sequence, Cut Outs, Bead Work Basic Shirts.

**LADIES WOVEN BOTTOMS** - Skirts (Long & Short) 8 Panel Skirt, Quilted Skirt, Broom Stick, Bias Cuts, Wrap Around, Double Layer, Scooters, Shorts, Pull On Pant, Capri.

**LADIES WOVEN DRESSES** - Long & Short With Godet, Pin tucks, Ruffle, Crinkle, Pleated, Bias Jumper, Romper, Baby Doll, Jump Suits.

**LADIES KNIT TOPS** - Mock Neck, Crop Tops, Basic With Sherpa Trims, Embroidery, Lace, Tie N Dye.

**SLEEPWEAR/LOUNGE WEAR** - Pinafore Gowns, Sleep Shirts (Long & Short) With Lace Embroidery, Appliqué, Pyjama Sets, Shorts Sets.

