



CHIC TEXTILE

WHY CHIC?

KNOW-HOW
FLEXIBLE
CREATIVE
COLLECTION
TRACEABILITY
DESIGN
INNOVATIVE
FASHION
SUSTAINABLE
VISION
REPUTATION
QUALITY ASSURANCE
GLOBAL & LOCAL
ETHICAL PRODUCTION
OPEN MINDED
TRANSPARENCY
FAST
PASSIONATE

WHY CHIC PRESENTATION

2024

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OPEN MINDED



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WHY CHIC

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Open Minded

We are more than just a company. We embody a stream of thought, a culture and a way of life. Embracing an open-minded perspective, we take pride in operating within an environment that fosters diverse thinking, inclusivity, and innovation.

At CHIC Textile, diversity serves as a cornerstone of our strength. With employees hailing from various backgrounds, cultures, and perspectives, we possess a unique vantage point for crafting inventive solutions and propelling innovation forward. Here, everyone is empowered to make their distinctive mark.

Our workforce exhibits the courage to push beyond conventional boundaries, embracing new concepts, taking calculated risks, and perpetually seeking growth. Such principles form the bedrock of our identity as part of the CHIC family.



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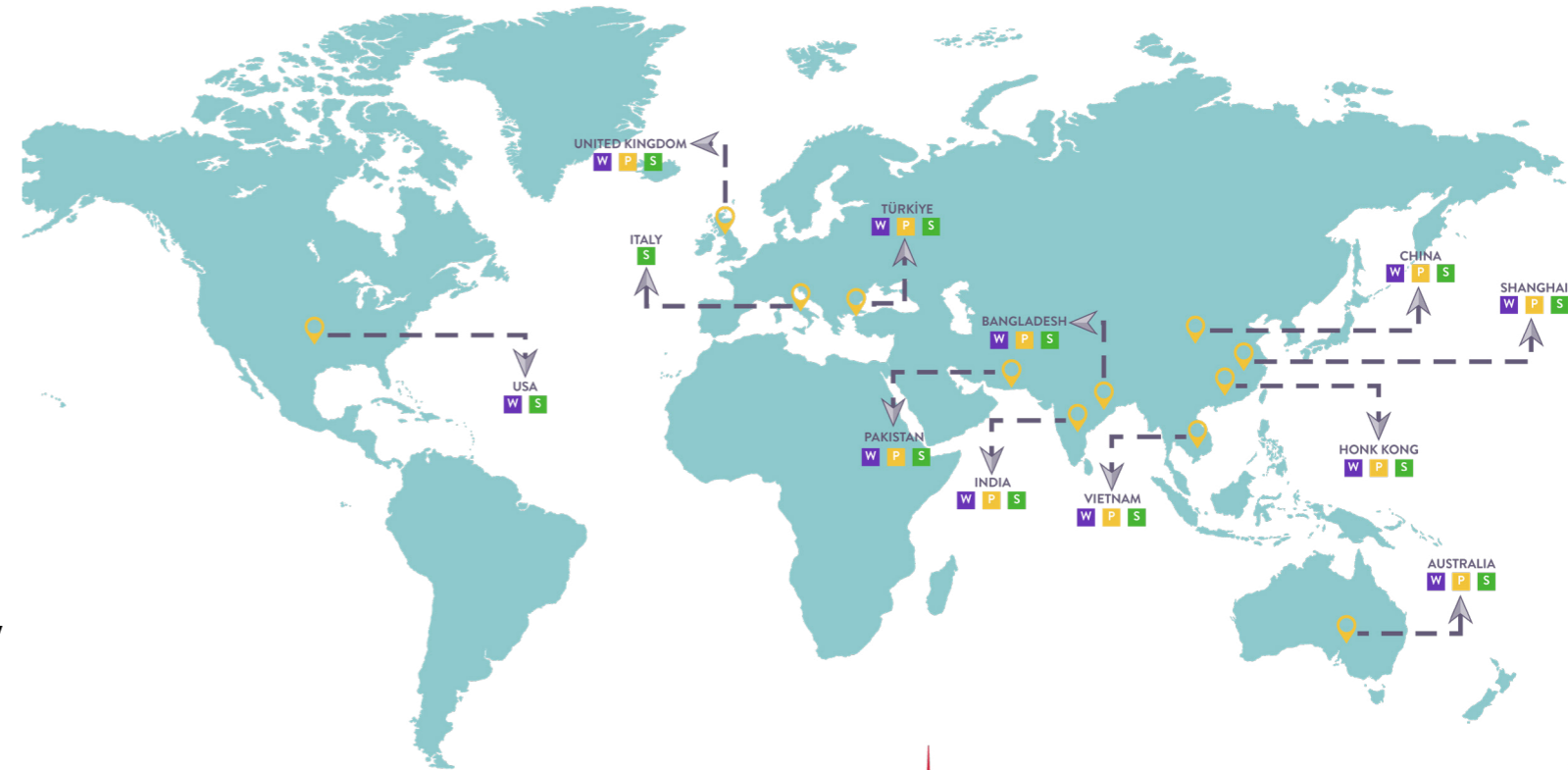
Local & Global

CHIC is a dynamic company fostering extensive business partnerships, seamlessly blending local roots with a global outlook. Our robust connections with partners underpin our industry leadership, adding value both locally and on the global stage.

We maintain an active presence worldwide, reflecting our ability to collaborate effectively while respecting diverse local cultures.

With steadfast ties and innovative collaborations, CHIC remains at the forefront of both local and global landscapes. Join us as we break boundaries in business and embark on a journey to create a profound impact.

CHIC TEXTILE GLOBAL CONTACTS



W Warehouse P Production S Sales / Customer Service

ASIA

- Hong Kong
- China - Dongguan
- China - Shanghai
- Pakistan
- Vietnam
- Bangladesh
- India

EUROPE

- Türkiye
- Italy
- United Kingdom

- Australia
- USA



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PASSIONATE

At the core of our business lies a deep-seated passion, igniting our creativity and propelling our progress. Fuelled by this passion, our team approaches each business day with eagerness for new challenges and endeavors that hold deeper significance. Our purpose stands as the driving force behind everything we do.

This unwavering passion fuels a culture of innovation and ingenuity, propelling us closer to our goal of industry leadership through sustainable solutions. United under a shared objective and purpose, the CHIC family operates as a cohesive force, enhancing the quality of our work through collaboration and solidarity. Each project bears the imprint of our collective spirit, delivering exceptional experiences to our clientele.

The CHIC family is comprised of individuals united by a shared passion and purpose, enhancing the quality of our work through teamwork and unity, infusing each project with a distinctive flair, and providing exceptional experiences for our customers. With our unwavering purpose and love for our craft, we're not just shaping the present but also crafting the future. We understand the transformative power of working with passion, purpose, and innovation.

Are you ready to embark on a journey with us and shape the future together?

*purpose
fuels
passion*



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WHY CHIC

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FAST

We are a company dedicated to staying ahead of the competition by offering swift and efficient solutions in the dynamic business landscape. Our commitment to prompt action ensures that we deliver top-quality service to our customers within tight timelines, recognizing the paramount importance of time in the textile, clothing and footwear industry.

Adhering to the principle of swift execution, we remain active in response to rapidly changing market dynamics, ensuring timely resolutions for our clientele. Our emphasis on rapid response underscores our ability to address customer needs promptly, shaping the foundation of our operational ethos.

Collaborating with us means benefiting from continuous support, immediate solutions, and swift feedback, empowering you to navigate through challenges seamlessly. As experienced professionals, we possess the agility to swiftly address any issues that may arise in business operations, prioritizing the delivery of the fastest and most accurate solutions.

At CHIC, swift problem-solving is a cornerstone of our team's objectives.



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WHY CHIC

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TRANSPARENCY

Built upon the foundation of trust, we uphold the principle of transparency as a foundation of our operations.

At CHIC Textile, transparency stands as a fundamental value that infuses every aspect of our business, epitomized by our 'open door policy.' Open communication and honesty are paramount at all organizational levels, fostering trust both internally and externally.

In our interactions with business partners, transparency remains a priority. We believe in providing clear and comprehensive information regarding contracts, costs, and business processes, cultivating robust and enduring partnerships built on mutual understanding and trust.



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WHY CHIC

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ETHICAL PRODUCTION

We're dedicated to innovation that not only benefits our customers but also enriches the world around us. Guided by an ethical production ethos, we strive to make a positive impact on people, the environment, and society at large.

At CHIC Textile, respect for human rights and the assurance of fair working conditions are foundational principles.

Our commitment extends to prioritizing the health and well-being of our employees.

Through the adoption of ethical production practices, we aspire to lead in quality, trustworthiness, and environmental stewardship. By actively engaging in an ethical supply chain, CHIC invites you to join us in making a difference by embracing similar ethical values to our own.



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WHY CHIC

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FASHION

At CHIC, our goal is to provide our customers with modern and trendy designs, keeping pace with the dynamic fashion landscape.

We stay closely attuned to the ever-evolving world of fashion to ensure our products are 'on fashion' and appealing. Recognizing that our customers have diverse tastes and styles, we strive to curate a broad collection that spans from elegance to comfort, encompassing both classic and contemporary designs.



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WHY CHIC

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INNOVATIVE

Leading with an innovative vision defines our industry leadership, as we pioneer groundbreaking solutions and projects. Our aim is to enrich both our customers and society at large through our innovative mindset and unwavering commitment to continuous improvement.

We are resolute in uncovering the potential for innovation across all facets of our operations, from refining our business processes to reimagining product designs. Innovation isn't merely a feature; it's ingrained within our company culture. Our dedication to embracing change and perpetually evolving sets us apart as industry trailblazers.

Driven by a creative and dynamic team, innovation thrives within our organization. Our experts collaborate across disciplines, pooling their knowledge to produce ingenious solutions that propel each project to new heights. We stay abreast of the latest printing technologies and production techniques, constantly seeking out innovative approaches to improve quality and lead times to our customers.

Using a diverse range of sustainable materials, we meticulously tailor our production to meet the unique needs of our clientele.

Join us as we shape the future of design and production with cutting-edge technology!

The word "INNOVATION" is spelled out in large, light-colored wooden block letters, arranged in three rows: "INNO", "VA", and "TION". The letters are set against a dark blue, textured background. A curved wooden element is visible at the bottom left of the image.

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WHY CHIC

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DESIGN

At CHIC, we pride ourselves on providing distinctive and tailored solutions that precisely meet the requirements of your project. With our diverse team of design experts and boundless creativity, we turn your ideas into reality. Understanding the individual needs of each customer, we customize our designs accordingly.

Our fundamental principle is to meticulously grasp every aspect of our customers' expectations, ensuring our designs align seamlessly with their needs. Drawing from a wealth of experience and different perspectives, our experts bring fresh insights to fulfill customer demands, delivering unique and remarkable solutions for every project.

In a rapidly evolving design landscape, we stay abreast of the latest technologies and trends, consistently offering our customers the most up to date and captivating solutions.

Our professional design team will guide you through every stage of the design process and are here to ensure your brand stands out from the crowd.



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WHY CHIC

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TRACEABILITY

We prioritize reliability and quality for our customers by adhering to traceability principles, ensuring transparency and accountability across our production processes, supply chain, and services.

At CHIC Textile, reliability remains paramount, offering our customers full confidence in our products. Through meticulous selection of raw materials and the establishment of a sustainable and ethical supply chain, we uphold the highest quality standards while providing visibility into our production stages via our CHIC Pass system.



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WHY CHIC

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COLLECTION

In collaboration with our design teams, we prioritize originality in every collection, ensuring a unique touch that resonates with our customers' preferences while remaining abreast of current trends.

With our extensive expertise, we offer thorough guidance and assistance to our clients by infusing our brand's unique aesthetic into our collections and catalogues, and by leveraging over 22 years of experience to effectively meet their needs.



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WHY CHIC

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CREATIVE

In collaboration with our design teams, we prioritize originality in every collection, offering our customers unique designs that reflect our interpretation and aesthetic language, enhancing your brand's collection.

With over 22 years of experience, we curate our collections and catalogues to provide comprehensive guidance and support to our customers, helping them realize their ideas and creativity within the business world.

Unleash your potential and leave your mark by partnering with us!



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WHY CHIC

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KNOW-HOW

With 22 years of extensive experience and a proven track record in the industry, each project and success we have attained propels us to greater expertise and readiness for the next endeavor.

We prioritize both acquiring and sharing information, constantly updating our knowledge. By closely monitoring industry developments, we continuously augment our expertise, allowing CHIC to maintain its leadership position in the industry.

Our projects and customers equally benefit from the strength of our knowledge and our years of experience.



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WHY CHIC

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FLEXIBLE

In the dynamic business landscape, flexibility is key to making a difference. Our objective is to adeptly navigate change and promptly address customer needs, ensuring swift and effective responses. Leveraging our experience, we promptly assess customer requirements and take decisive action to address any challenges that arise.

By fostering a culture of continuous information sharing among team members, we cultivate an environment where quick adaptation to evolving conditions thrives through teamwork and collaboration.

Our flexibility also encompasses a commitment to continuous improvement, as we actively solicit and incorporate customer feedback to enhance our operations.



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SUSTAINABLE

In today's business world, there is a growing emphasis on not only achieving financial success but also embracing social and environmental responsibility.

As a company, we meticulously evaluate our production processes, minimizing waste and prioritizing energy-saving technologies.

We are committed to reducing our environmental impact through initiatives such as our zero-waste to landfill policy, utilizing innovative materials like apple peel leather, tea waste leather, and bio leather from olive pits, as well as incorporating CHIC ECO trims, labels and packaging.

Our dedication to sustainable label production isn't just a strategic business decision; it reflects our broader responsibility to the environment and society. By offering quality, sustainable products, we continue to provide value to our customers while contributing positively to the world around us.



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VISION

Every successful company is driven by a strong vision. Our company aims to shape not only the present but also the future, guided by a set of unique goals and values.

With a vision to attain a leading position, we prioritize innovation and sustainability in our industry, striving to inspire the world with forward-thinking solutions that create a positive impact for future generations. Aligned with this vision, we prioritize our responsibility towards society and continually enhance our business processes through technological progress and digital transformation to ensure greater effectiveness and efficiency.

By investing in innovative solutions and focusing on digitalization, we aim to provide an enhanced experience for our customers as we progress on our journey.



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REPUTATION

In today's competitive business landscape, a company's reputation stands as its most valuable asset. This reputation not only fosters customer loyalty but also serves as a crucial factor in forming business partnerships.

Our 22 years of experience and the esteemed reputation we've earned in the industry determine our worth. Possessing a dependable and esteemed structure enhances customer trust in CHIC, fostering loyalty and long-lasting relationships.



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QUALITY ASSURANCE

At CHIC Textile, quality assurance isn't just a process; it's our promise to our customers. With decades of expertise and a commitment to excellence, we ensure that every project, product, and service meets the highest standards.

Our dedicated team employs the latest technology and methodologies to guarantee impeccable results, helping to providing you with a competitive edge in your industry.

Customer satisfaction is at the core of our operations; we work closely with you to understand your unique needs and deliver solutions that exceed expectations.

Your feedback is invaluable to us, driving continuous improvement and refinement of our services. With our established history of success and a focus on customer satisfaction, our robust quality assurance practices will swiftly earn your confidence, guaranteeing dependability and excellence at every turn.



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