

ARIELLA®

Company Profile

Ariella started trading in Carnaby Street in the swinging psychedelia of Sixties London.

It designed, manufactured and retailed its own designs, expanding to some 11 retail outlets in London's West End including two stores in Oxford Street, one in Duke Street opposite Selfridges, and three in Carnaby Street and surrounds.

Ariella has always been at the forefront of British Fashion. In the year 2008, it is proudly celebrating its **42nd year of continuous trading**, always offering exclusive, original and feminine styles for the fashion conscious woman of today.

Ariella is a leading **member of** UK Fashion Exports -**UKFE**, (formerly known as the British Knitting and Clothing Export Council -BKCEC. It is also a member of the British Clothing Industry Association -**BCIA**, and the British Apparel Textile Confederation -**BATC**, and a founder member of the Fashion & Design Protection Association -**FDPA**. Ariella's Chairman, Mr Achilleas Constantinou, is a founder member and Director of the British Fashion Council -**BFC**, and a member of the Board of Management of the of UK Fashion Exports; he is also Chairman of the Fashion & Design Protection Association -FDPA, and Chairman of the British Fashion Council Mainstream Committee. In 2007 he was also appointed to the Design Board of Skillfast UK and to the Graduate Fashion Week Industry and Media Board.

An Award-Winning Label

Ariella has won acclaim and Fashion Awards in each of its 4 decades of trading. It was described as —the power in Carnaby Street" by *Punch Magazine* in the 1970s, won two Woman Fashion Awards for best Cocktail and Evening Wear in the 80s (1985), gained the British Apparel Export Award in 1996, presented to it by HRH Princess Anne in 1997, and The Queen's Award for Export Achievement in 1998, celebrated by its visit to Her Majesty The Queen and Prince Philip at a Reception at Buckingham Palace in 1999.

On 5th June 2008 Ariella was presented with the UK Fashion Export Award 2008 for outstanding export achievements in women's fashion. The award was presented at a Gala lunch at the Landmark Hotel, London, by Her Royal Highness Princess Anne

Production: Capacity & Quality Control

All production is done in its own in-house factories and its services also include a contract design and offshore manufacturing division second to none.

Ariella employs in-house factories at its headquarters in London, with a capacity of approx. 2,000 garments per week. They also use four sub-contractors, also in London, giving a further capacity of some 8,000 garments per week. In its contract division, which achieves most competitive prices and high quality finish, it employs factories in Lithuania and Rumania, Turkey and China, giving an additional capacity of 10,000 units per week, and more if required. Ariella therefore has the capacity to deal with any multiple orders, and does so on a regular basis. Ariella has strict quality control procedures in place to ensure **the highest standard of quality on all its production.**

Design and Production Team

At its headquarters in North London, Ariella has an experienced and technically efficient design studio employing two designers, three pattern cutters, two sample machinists, one quality controller, one production manager and one production coordinator. Following **strict critical path procedures**, the team is expert in dealing with most European and UK multiple and mail-order clients: specific garment specifications, kimbling and dispatch requirements.

Ariella Designs

All Ariella designs are **original, exclusive and protected by copyright and design right**. Wholesale customers wishing to see examples of these designs, can do so by visiting the company website (www.ariella.co.uk). Buyers can also see our forward order collections on this website by using the ID and password available only to the company's wholesale customers, from its Head Office.

Ariella's Clientele

Ariella's clients in the past and present include numerous high-class boutiques, independent stores, mail-order companies and multiple clients across the UK and Europe.

In the UK its current clients include such accounts as House of Fraser Stores, John Lewis, Laura Ashley, Long Tall Sally, Evans and BHS, and in the past the company has done substantial business with such accounts as Hobbs, Debenhams, Dorothy Perkins, Wallis and River Island.

Ariella's export clients include C&A in Germany and Switzerland, El Corte Ingles in Spain, Cubus, Vivikes, Til Henne and Halonen in Scandinavia and many more.

Mail order clients in Europe have included, Ellos in Sweden, Charles Veillon, Ackerman and Vedia in Switzerland, Quelle and Universal Versand in Germany and Austria.

In the UK the company has dealt with such mail order companies as GUS, Empire Stores, Grattans and Freemans.

Ariella is pleased to report that feedback from its UK multiple clients confirms that Ariella styles are currently selling at approximately 80% full price sell-through as compared with an average of 40% for occasionwear from other suppliers.

Casino Uniforms Division

Ariella's Casino Uniforms Division is second to none, specialising in exclusive dresses for Waitresses and Dealers, Waistcoats for Male Dealers, beautiful suits for Inspectors and Receptionists. Ariella also supplies some of the best Casinos in London, including Les Ambassadeurs, Palm Beach, London Park Tower, The Sportsman, The Colony Club, The Ritz, The Clermont, The Mint, Crockfords, Aspinals and in 2007 it won the contract to design and supply all the uniforms for London's biggest Casino "The Casino at the Empire" Leicester Square and many more.

Marketing

Ariella will never supply the same style to two of its major clients in the same country and this way its client has exclusivity on that style in that fabric and is able to enjoy maximum mark-up and a unique product not available to its competitors. This has been a winning formula for Ariella across the UK and Europe, made possible by

Ariella's greatest strength which is to supply the fashion market place with the richest variety of exclusive, wearable, and original designs.

Finance

Ariella has banked with the National Westminster Bank PLC (now part of RBS) since 1966 on a continuous basis and has the most excellent relationship with its bankers. It is therefore willing and able to finance production of any quantity of orders. It also factors all its invoices through RBS Invoice Finance Ltd, giving it smooth cashflow, whilst at the same time offering its clients the credit terms they require, whether it be maximum discount for quick payment, or 30, 60 or 90 days' credit.

In conclusion, whether you are an Independent store, a Multiple group, a Casino or a Mail Order company, Ariella can satisfy your requirements for cocktail, evening and special occasion wear.

For further information on Ariella, please contact the Secretary at:

Zenith House, 69 Lawrence Road, London, N15 4EY

Tel: 0044 (0)20 88 00 5777 Fax: 0044 (0)20 88 80 2882

E-mail: fashion@ariella.co.uk Web: www.ariella.co.uk

Registered in London: ABG 30 City Road, London EC1Y 2AB
Bankers: NatWest Bank plc, 1 Finsbury Square, London EC2A 1AA



Ariella
1998
Winner of
Queens Award for
Export Achievement

