



# new dawn *fashion*

We are a one-stop sourcing solution  
for high quality fashion garments from Vietnam.  
We focus on offering the latest fashion trends on time  
and at a competitive price, combining the highly skilled  
needlework of Vietnam with our Western styling expertise.

# ABOUT US

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We are a full-service garment supply company founded in 1998 in Ho Chi Minh City, Vietnam where we continue to work alongside our international and local partners to supply the best quality fashion items at the most competitive pricing.

Our history centers on the founder and Managing Director, Mr. Ershen Selim and his background and progression in the garment industry, starting with working and then managing the family garment factory in London, England, where he continued to work as he studied Textiles and Garment Technology at college. After graduating, Ershen then worked under several notable UK based designers where he gained invaluable experience in design and garment construction.

In 1998 he came to Vietnam on a sourcing trip and immediately recognized the skillful workmanship of the Vietnamese seamstress and saw the potential of Vietnam as a primary source of quality fashion garments and so followed his passion by relocating to Vietnam to set up a small design and development center which has grown to what New Dawn is today, a multi-million dollar garment supply company, working with the best quality suppliers in Vietnam.







## ABOUT VIETNAM

Situated in the heart of Southeast Asia and a core member of ASEAN, Vietnam has a long history of needlework and the apparel industry is the largest employer outside of agriculture, directly employing 2.4 million people or 4.7% of the workforce from a total population of 85 million. In addition to being the largest employer, the sector is the largest exporter, with exports surging 22% in 2010 to US\$11.7 billion, this went up from US\$5.8 billion in 2006 and at to US\$27.5 in 2015. Current target to 2020 is an expected growth at 13.6% annually.

It is generally expected that the apparel industry will remain very important to the Vietnamese economy and can expect strong government support, particularly for investment in the sector.

In recent years, in recognition of the high quality workmanship available in Vietnam and the current status of garment production in China,

Vietnam has become even more attractive than ever, due to its stable workforce and price competitiveness. Many high end and world renowned clothing brands have come here to source the best quality production. At New Dawn we've known this for years and have been among the first to work with Vietnamese manufactures to build and be part of the ongoing success story of the Vietnamese garment industry.

## OUR CLIENTS

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REISS  
LONDON

T O P S H O P

Miss Selfridge

RIVER ISLAND

Leona

next

MONSOON

JAYSON BRUNSDON

Wallis

PIETRO FILIPI

Debenhams

DP.  
dorothyperkins.com

M&S

chico's

JULIEN MACDONALD

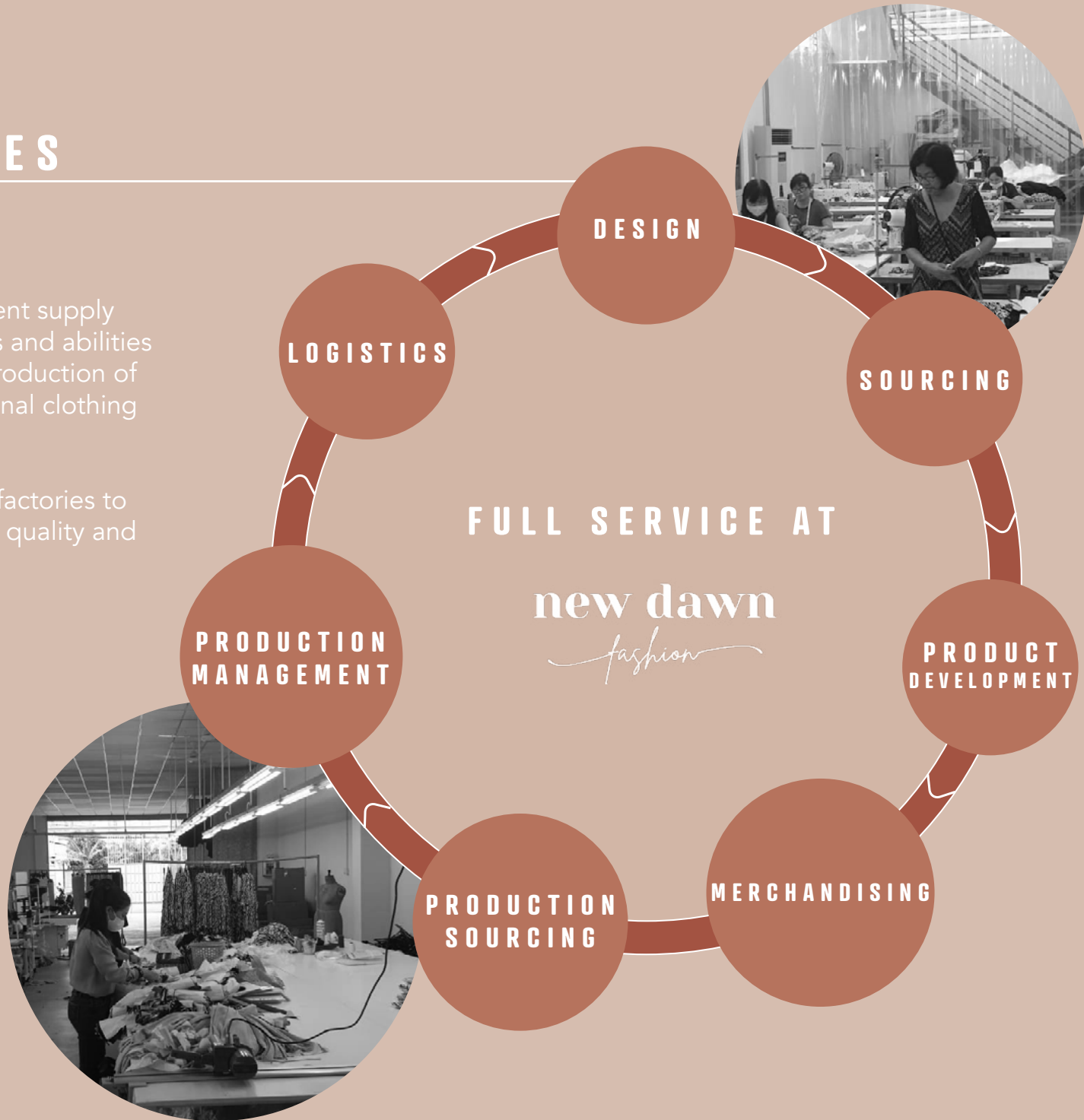
TAHARI

WAREHOUSE

# OUR SERVICES

New Dawn is a full-service garment supply company with experience, strengths and abilities in the design, development and production of fashion garments for the international clothing retail markets.

We work closely with our partner factories to continuously improve our services, quality and delivery to our clients.





## DESIGN

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Having a finger on the pulse of the latest trends and developments in fashion and fabrics is the key to the success of New Dawn. We approach our design work from two angles; fashion trends and fabric developments.

In order to best serve our clients we employ two full-time designers, one based in London, UK, who closely follows the latest runway and high street trends in UK, Europe and USA and provides a continuous flow of sketches, designs and cuttings, which keeps pace with what is happening in the marketplace. And the second from Australia for the Asia Pacific trends.

As well we provide a developing service direct from customer designs from sketch to sample for their collections.

## COLLECTIONS

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Our focus is not on seasonal collections but on providing a continuous supply of designs and developments for the upcoming season. Our experience and understanding of the markets, production lead times and fabric trends allows us to provide new designs and samples on a daily basis which are in sync with the current sourcing requirements of our international clients.



# SAMPLING TEAM

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We must emphasize the experience of our sampling team, each of whom has at least 12 years experience in their chosen field.

Our sampling team is made up of:

- 2 full-time pattern makers with minimum of 15 years experience.
- 8 sample makers from tailoring background. Multi-skilled with strong understanding in Western design requirements.
- Each employee has been handpicked and trained by our director and has at least 15 years experience in their chosen field and with sufficient manufacturing background.

# SAMPLING CAPACITY & ABILITIES

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As our sample room is constantly working on new designs and developments we consider our capacity to be ever-expanding but on a monthly basis we can submit up to 150 - 180 individual styles as samples.

- Sampling Capacity: 150 - 180 individual styles per month, 250 pieces of actual samples per month.
- Multi-product Abilities: Coats, tailoring, jackets, dresses, pants, skirts, blouses, in both woven and Jersey fabrics.
- Ladies-wear and Kids are our main product but we also provide soft Menswear when required.



# DEVELOPMENT & MERCHANDISING

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The heart of our operations is our dedicated team of experienced merchandisers, each bringing not only their experience but wealth of contacts and relationships to New Dawn so that we can confidently know that we can meet the requirements and standards of all our clients.

Our current team of 4 merchandisers each has a minimum of 12 years experience, can communicate effectively in English and are always ready to quickly act on client and supplier requests.

All communications are in English and each individual has excellent working relations with all our suppliers, vendors and partner factories as well as other contacts in the garment industry, domestically and internationally, that give us an edge over others in the business.

Our In-house order processing system ensures that we can provide a quick response to client queries and all necessary tasks are performed in the right time-frame.

## SOURCING

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In sourcing our focus is to provide the best quality fabrics and materials at the best prices for our clients. In our years of operation we have developed several key strengths in our sourcing strategy, which helps us best serve our clients:

### GLOBAL SOURCING

We know no barriers in our search for the best suppliers and regularly source from China, Vietnam, Korea and Taiwan and on occasions from turkey for Viscose Rayon fabrics.

### CONTINUOUS SEARCHING

We are constantly visiting trade shows and meeting with potential suppliers to keep informed of developments and to find suitable new suppliers.

### FLEXIBILITY

One of the key strengths and power points of New Dawn is our flexibility in pricing, which is due to our expertise in sourcing. Each design of style has alternative fabric and material sources so that we can adapt to the pricing requirements of each client.

### RELIABILITY

We source over 5 million meters of fabric annually and this figure is growing. Our suppliers know that we are a strong reliable customer and so are willing to give us the best offers based on our strong track record as a customer.



# PRODUCTION

Here at New Dawn we believe in the skill and quality of the workmanship of garment manufacturing in Vietnam and we are committed to long term relationships with each of our key partner factories. We are actively involved in the continuous improvement of the technical ability and quality controls of our partners so, given our commitment to our suppliers we are careful in our selection process.

## The key criteria for a partner factory are:

- Adaptable multi product sewing lines
  - Maximum production for export.
- Fully audited and approved according to international CR standards.
- QC and Technical Managers must have a minimum of 10 years experience.
  - Financial stability.
  - Expansion strategy in place.

Currently New Dawn has approved 4 partner factories as well as our new in house 2 production lines for minimum quantity orders. We are planning to have 6 lines by Summer 2023 and 8 by the end of that year. All catering for skilled minimum quantity orders for the high end customer.

Our available production capacity is 200,000 units per month and with the right partners it has the potential to grow double this size.. We are very proud of our exceptional quality and on-time delivery record, which is second to none in Vietnam.



# QUALITY ASSURANCE

New Dawn always maintains complete control of quality assurance in every order we take and we pride ourselves on the negligible rate of returns in our 25 year operating history, something that all our clients can ascertain to.

**Our policy and system is to have QA eyes on all production at all times and our Quality Assurance system is based on:**

- One or more QA Inspectors based full-time in each partner factory.
- 6 Floating QA inspectors doing in-line and final inspections with customer nominated QA inspector or Third Party QA inspector on a style-by-style basis.
- 100% inspection on certain high end orders as expected by our esteemed customers.
- Third party inspections in conjunction with in-house.
- Integration into QA system of each supplier.

Our well-trained QA staff, long experience in production and understanding of client requirements has given us the excellent quality assurance record that we have with our clients and is a true strength of New Dawn Fashion.



Technical room



Cutting Department

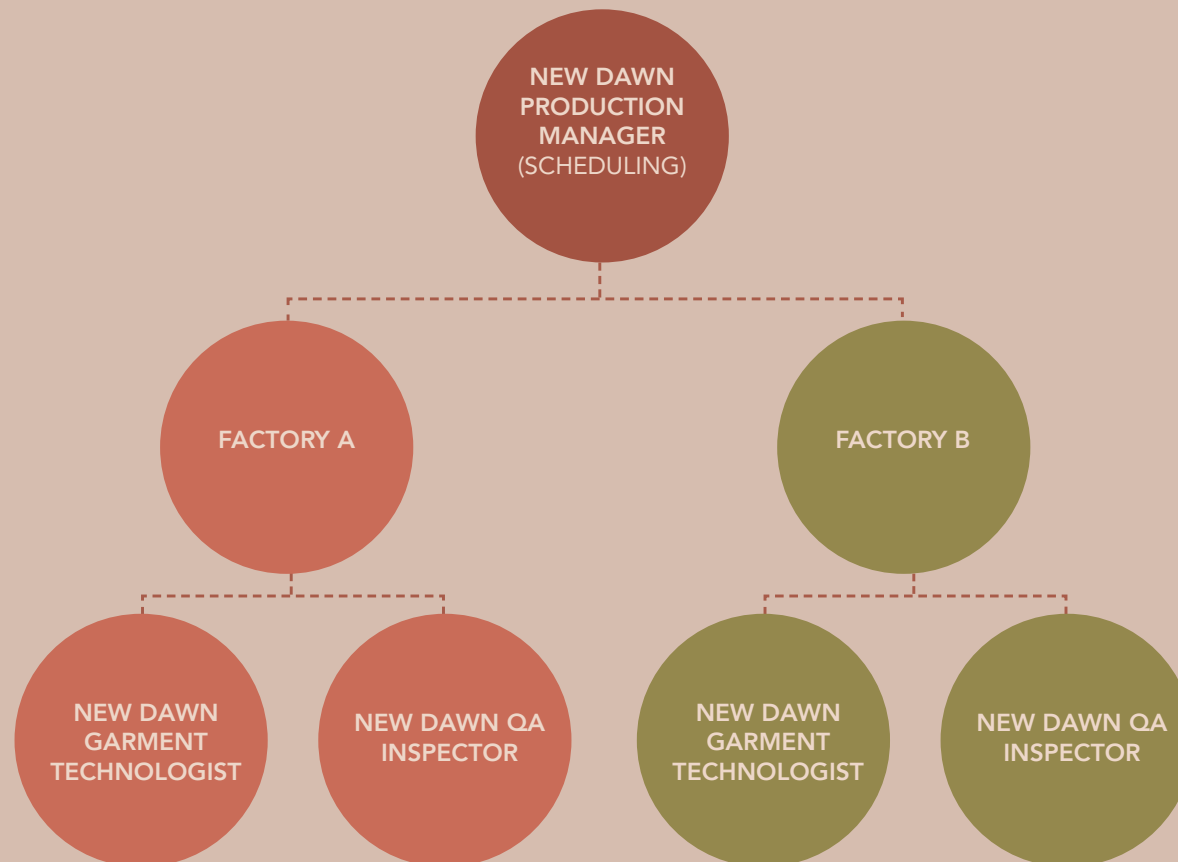
# PRODUCTION OPERATING SYSTEM

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We manage our permanent production capacity in our partner factories as a virtual factory with production scheduling, technical information and training and Quality Control directly under our control. The New Dawn Team does all scheduling with each production line, liaising with the merchandising team to ensure on-time materials delivery. Production is supervised by our Sampling Technicians. In this way we have real-time information on production status of each order in process.

When working with our seasonal suppliers, we install the same team of one technologist and at least one QA manager in each factory for the full duration of the order processing and operate under the same system.

We nurture long term relations with our key suppliers, working with them to continuously improve their technical, quality and production abilities.





# ARTWORK & EMBELLISHMENTS

For some time New Dawn has been at the forefront of bringing in value-added embellishments to production in Vietnam, bringing in new techniques in beading, appliques and embellishments and continue to source the newest and most cost effective methods of application to our partner factories and gradually to the entire Vietnamese garment industry.

We also cater for individual hand-beading which is a very highly skilled laborious and time consuming skill but nevertheless remains very affordable and attractive from Vietnam.

# IMPORT & EXPORT LOGISTIC

On time shipping, streamlined Customs clearance and timely shipping documents are key to the smooth transaction of garment freight to ensure that the goods are in the stores for key selling periods. Our experienced logistics staff understands the critical importance of smooth import and export transactions and so work tirelessly with our clients' nominated freight forwarding partners to ensure that each transaction is completed on-time and correctly.

Our key strengths in important and exports are:

- Fully licensed importer of materials and exporter of garments, apparel and apparel related goods.
- Long-standing, professional relations with Customs.
- Work regularly with several freight forwarding partners for best rates and service.
- Door-to-door service upon request.



# COATS & JACKETS





# DRESSES





# BLOUSES & TOPS



# TROUSERS & PANTS



# new dawn

## *fashion*

**NEW DAWN FASHIONS CO. LTD**

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**ADDRESS:** Land No. 259, Map No.91,  
Street Vinh Phu 20,  
Trung Hamlet,  
Vinh Phu Ward, Thuan An City, Binh Duong Province,  
Vietnam

**AUSTRALIAN HEAD OFFICE:**

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**CONTACT:** Rebecca Fatouros - Brand Director  
93 Hastings parade  
North Bondi  
NSW 2026

**TELEPHONE:** + 61 408 664 892

**OFFICE:** + 61 2 9130 2359

**EMAIL:** [rebecca@trendpose.com](mailto:rebecca@trendpose.com)