

“Fashion and Lifestyle Solutions”

Arielle Sourcing Pvt Ltd.

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Who we are?

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Arielle Sourcing Pvt Ltd manages the sourcing of basic, hospitality, fashion and lifestyle supply chain of retailers, importers and brands worldwide since 2008

We have a network of over 80 factories pan India with technical expertise and are ethically audited to international standards.



What we do?

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- Single Point contact for Customers and Factories
- Initial Factory Identification per customer requirement
- Factory evaluation & reviewing per required Audits
- Product Development
- Cost Negotiations and Quotes (FOB, CIF, LDP or DDP)
- Purchase Order management
- Trim Management
- Production Follow-up, Quality Assurance and Control
- Shipment follow thru till handover or delivery to client



Value addition and Customised Service

We have access to big pool of qualified designers to provide market inputs/trends and design support to our client partners

Qualified technical team and audit team to take care of product improvement , quality and factory audits. Each and every product is subjected to Product Risk Analysis System and possible risk associated with product are shared with client with suggestions

In addition to external lab testing required by client the product is subjected to internal user trial and basic tests for functionality and home care during various stages of production

Specialists work on choosing raw materials , problems and study feasibility of any new fibers , new construction / finish for production in order to assess the risks involved at time of development.



Arielle Management Team

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Rajeev Kumar Tyagi, SVP-Operations

Textile professional with engineering degree and over 32 years experience in textile sourcing and production management.

Head Global Sourcing, Dan River (2007- 2007 for 3 months as company closed down and after that CEO of Pardesh agencies for One year before starting Arielle): Managed over \$200M in textiles production (in Pakistan, China, India and the US) for 150-yr old American textiles company.

VP, Operations, Li & Fung (2002 –2007): Launched \$20M Restoration Hardware textiles business in bedding, drapery, decorative pillows and seasonal totes and towels, with teams in India and Thailand. Launched \$10M Sheridan business in India for towels and bedding. Managed accounts totaling \$50M in US, UK, Spain, Australia, Germany and Holland. Clients like Walmart, Costco, BBB, Linen & Things, JC Penney, Kohls, CHF, Hudson Bay, TJX etc.

Associate GMM, William E Connor (July 1998- Oct 2002): Launched PB Kids and Teen and built the business to \$30M. Brought in the first European client, Marks & Spencer, and built the the business to \$12M USD within first 2 years, providing import and logistics support.

Key Account Manager, Otto International (1995-1998, prior to that service Engineer at Voltas from 1993-1995): Established sourcing base in India for Eddie Bauer, managing all aspects of product development, production and logistics support for bedding, drapery and kitchen textile programs.



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Rajat Guha, SVP Quality Assurance & Compliance

Textile Technologist with degree in textile science and over 26 years experience working in import/export, dyeing, weaving and cut/sew operations. Post Graduate degree in business management. SGS certified SA 8000 compliance auditor

Divisional Manager, Li & Fung (2001-2011): Responsible for quality assurance, compliance and production for leading retail accounts totaling \$120M USD and operating in over 100 factories. Clients included BBB, Walmart, Belk, Home Depot, Restoration Hardware, Anthropologie, Crate & Barrel, TJ Maxx, Habitat, Debenhams, Next, Hudson Bay/Canada and Mitsubishi Corp. Credited with establishing a state of the art soft goods testing laboratory for Debenhams and Sheridan and setting up a quality manual for the Sheridan/Pacific Brand group. SA8000 certified (world's first auditable social certification standards for workplaces, across all industrial sectors) through SGS- UK.

Quality Supervisor, William E Connor (1998-2001): Responsible for quality assurance for new Pottery Barn Kids and Teen divisions of Williams Sonoma. Instrumental in setting up quality and testing standards for William Sonoma and Landsend, becoming the 1st certified soft goods auditor in Asia.

Production Supervisor-Worsted Spinning at Indian Rayon, Aditya Birla Group (1992-1995)



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Paresh Kundan Pandya, SVP Design & Product Development

Textile Design Degree from National Institute of Design with over 25 years experience working in import/export, dyeing, weaving and cut/sew operations.

Head Product Development Manager, CHF (2008-2014): Responsible for Design and Product Development for leading retail accounts. Clients included Kohls, Walmart, BBB, TJX, Ross, Bloomindales, Macy's and brands like Kate Spade, DKNY, Kenneth Cole etc.

Head Design and Product Development, American Pacific (2001-2008): Responsible for Design and PD for Brands Nautica, Liz Claiborne and Dockers for retailers like BBB, Kohls, TJ Maxx, Walmart etc.

Production Development, Bhilwara Group (1998-2001): Responsible for all in-house fabric development for both exports and Domestic markets including jacquards for Automotive sector.



Glimpse of Apparel Showroom

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Glimpse of Home Furnishing Showroom

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Glimpse of Hard Goods Showroom

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Glimpses to activities of Technical team and QA team in office and Factories.

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Thank You for your time to review the presentation and let me have your queries, thanks...