



# INTRODUCTION

Laila Group wants to keep improving the business model with good R&D set up, state of the art machineries, higher quality standard & more fashionable products. The **people** are the **core of the business** and the company wants to **grow with the people** & for the people to bring in a positive change in the society which will impact our country.



**LAILA GROUP**

|                                    |   |  |   |
|------------------------------------|---|--|---|
| STERLING GROUP inaugurated in 1984 |    | AQUA MARINE DREDGING started in 2010         |    |
| BANDO DESIGN started in 2005       |    | STERLING STOCKS & SECURITIES started in 2013 |    |
| BLUE CREATION started in 2017      |    | T.H. FISHING started in 2016                 |    |
| LAILA STYLES started in 2018       |  | LAILA SHIPPING LINE started in 2019          |    |
|                                    |   | LR TELECOM started in 2019                   |  |



## VALUES

- \* Sustainability
- \* Humanistic Value
- \* Transparency
- \* Techno Excellence



# LAILA STYLES PORTRAIT

- ❑ LEED CERTIFIED (GOLD) Flagship Factory
- ❑ Established in 2018
- ❑ 30 Sewing Lines
- ❑ Core Product: Denim & Non-denim bottoms for Children, Ladies & Menswear
- ❑ Automatic High Speed Machines





# MISSION

“Sustainability” will be the new top line indicator.

“Transparency” will be the new bottom line indicator.

“Humanistic Values” will be the greatest assets.

“Techno-Excellence” will be the game changer.



# BUYERS

JCPenney



Walmart 

H&M



TOMMY  HILFIGER

M&S



MANGO

KOHL'S



ZARA

MATALAN



Calvin Klein  
collection

  
NAUTICA





# DESIGN STUDIO



## TEAM MEMBERS

Design Director: Michelle Monicatti  
Two Designers  
One Merchandiser  
Two Wash Expert  
Two Wash Technician

# RESEARCH PART WGSN

## Palette S/S 22

### Denim & Youth Colour

As with previous seasons, our S/S 22 palette is split into two parts. **Enhanced Nature** features colours rooted in nature but elevated through their saturation, while **Everyday Pleasure** offers tones that are grounded and reassuring.

**Enhanced Nature**

- 1. Smoke
- 2. Red
- 3. Orange
- 4. Yellow
- 5. Green
- 6. Teal
- 7. Blue
- 8. Purple
- 9. Pink
- 10. Brown
- 11. Grey
- 12. Black

**Everyday Pleasure**

- 13. Pink
- 14. Red
- 15. Orange
- 16. Yellow
- 17. Green
- 18. Teal
- 19. Blue
- 20. Purple
- 21. Pink
- 22. Brown
- 23. Grey
- 24. Black

\* All color names are specific to WGSN. For color codes, please refer to the following color system reference pages: [Colors / Pantone Color](#) / [Colors / Pantone Color](#) / [Colors / Pantone Color](#)

WGSN

### Colour Usage S/S 22

#### Shift your focus away from classic botanics towards off-kilter greens

**Why are they key?** Greens performed well commercially in 2019, and will remain influential for S/S 22, thanks to their association with nature, but they will shift to selected plant-based hues that will appeal to consumers who are looking to re-wild and establish a more balanced lifestyle, tapping into our *#getyourgreens* trend.

**How to use them:** This is a highly versatile palette that will work well for both casual and occasion styles, particularly for layered looks on shirts and light-gauge knit pieces.

Color Usage Examples:

- 1. Light Green
- 2. Dark Green
- 3. Yellow
- 4. Green
- 5. Light Green
- 6. Dark Green
- 7. Brown
- 8. Yellow
- 9. Green
- 10. Light Green
- 11. Dark Green

Style Inspiration:

- 1. Top: Organic
- 2. Top: Flow
- 3. Top: Organic
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### Design Capsule S/S 21: Boys

## Back To Nature

Local woodlands and camping adventures close to home provide inspiration for boyswear, creating themes immersed in nature and the great outdoors

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### Eco Authentic

## Vintage fabrics with eco appeal

- Vintage-look constructions are fast taking hold, but mills are offering rigid looks with a soft hand appeal for commercial markets.
- Progression in recycling allows mills to achieve premium vintage looks but with a reduced environmental impact. Brands seeking to up their sustainable credentials in core ranges should invest in these new developments.
- ORTA's retro denim has aggressive slubs to mimic a throwback look, but with sustainable fibres. Gove's heritage-sustainable Modern Retro Denim uses post-consumer waste, recycled cotton. House of Ablo's recycled cotton blends use post-industrial /pre-consumer waste from its own spinning.

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## Range Plan

Range Plan Items:

- 1. Kettle Baggy Pant
- 2. Polo Shirt
- 3. Hooded Tee
- 4. Hatched Vest
- 5. Protective Hat
- 6. Polo Shirt
- 7. Polo Shirt
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- 99. Polo Shirt
- 100. Polo Shirt

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### Hemp

## Hemp is refined to become a viable cotton alternative

- The concerns around *cotton growth* and its environmental impact has pushed mills to explore alternative fibres, with *hemp* a focus for A/W 21/22
- As an antibacterial plant that is pesticide-free, hemp saves 70% water compared to traditional cotton farming, and grows at a faster rate
- Neveens offers a 100% hemp denim in collaboration with denim designer Moïssin Sajid
- AG's Redefine fabric features a blend of hemp, recycled cotton and eco poly elastane that offers all the comfort and stretch you'd typically get with regular cotton jeans

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# PRODUCT CATEGORY



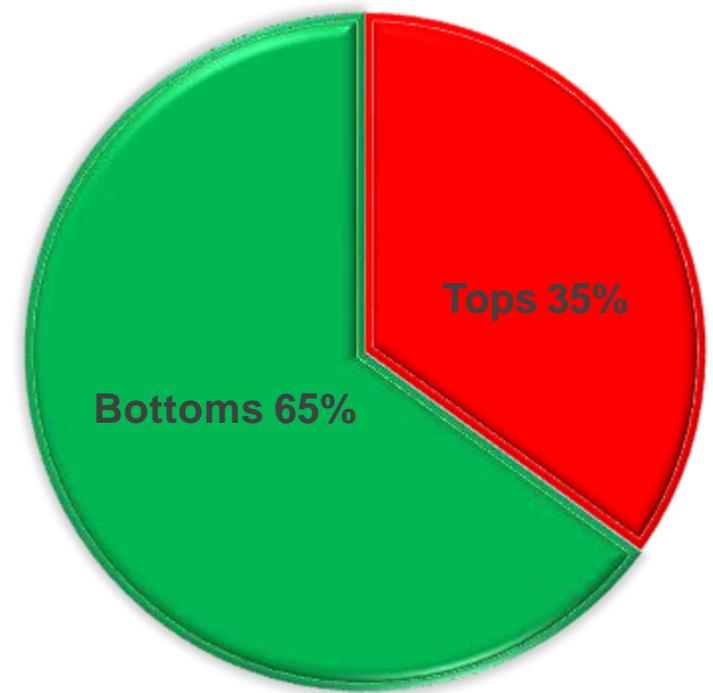
MEN'S WEAR



LADIES WEAR



KIDS WEAR





# OUR CAPABILITY

**Fabric Range: Capable to handle heavy weight to light weight fabric, With conventional fabrications we are producing garment with 100% viscose, 100% Linen, Mixed Linen, 100% Polyester, 100% nylon, Poly Creep fabric etc.**

**In denim currently producing garments with knit denim, Fake denim, super stretch denim etc. Currently as per buyer demand we are producing knit garment for set programs, making several garments where using Sherpa etc.**



# OUR CAPABILITY





# OUR NEW COLLECTION



# OUR NEW COLLECTION



# TECHNO EXCELLENCE

- ❑ Automatic back pocket attach
- ❑ Automatic back pocket hemming
- ❑ High speed feed of the arm machine
- ❑ Automatic back deco attaching machine
- ❑ High speed waist band attaching machine
- ❑ High speed auto loop attaching machines
- ❑ Auto Spreader
- ❑ Modern LAB



# LAB FACILITY



- In house facility for total 13 types of Physical & Chemical tests.
- LAB approved by H&M, in process of approval for Walmart & JC Penny.
- All LAB equipment are from Germany/UK and India.
- Already have level-3 lab equipment installed in lab for H&M.
- For H&M currently the lab is accredited for self reporting and having level-2 approval.

# Garments Tracking System



**LINE NO :24**  
**STYLE :2PK Rhino Cord**  
**PO.NO :217937**  
**COLOR :YELLOW**  
**CUT-NO :04**  
**SIZE :98**  
**BUND NO :76**  
**SL-NO :1258-1259**  
**LAY :02**  
**SHADE/P:D / P-1**  
**COUNTRY:REGULAR**  
**TOD :06-JUL**

- Bundle Tracking system which is our company SOP for Cutting to Finishing , which will help us to control the shade mixing, size mistake, TOD & Country wise PO control more accurately.
- With in very short period we have plan to involve bar code system also in our production control system.

# Auto Spreader and Fabric loading facility



- Auto Spreader and Fabric loading facility. It can be use for any kind of Fabric layer ( Twill/Denim/Knit and Viscose)



# BIAS CUTTING MACHINE



- Accurate bias cut piping with angle.
- Limited wastage of Fabric.

# DENIM LOOP ATTACHER



- Automatic Loop setter's.
- Capacity 200pcs/hr.
- Loop trimming Sonic cutter with new Technology.



- World Best Brand for Back Pocket attaching. Use for Denim/Twill and woven products.



# LAILA STYLES R&D IMPLEMENTATION

# Draw cord End Tack Process

## Conventional Method



## New Method



# Elastic Marking and Joining Process



## Conventional Method



## New Method

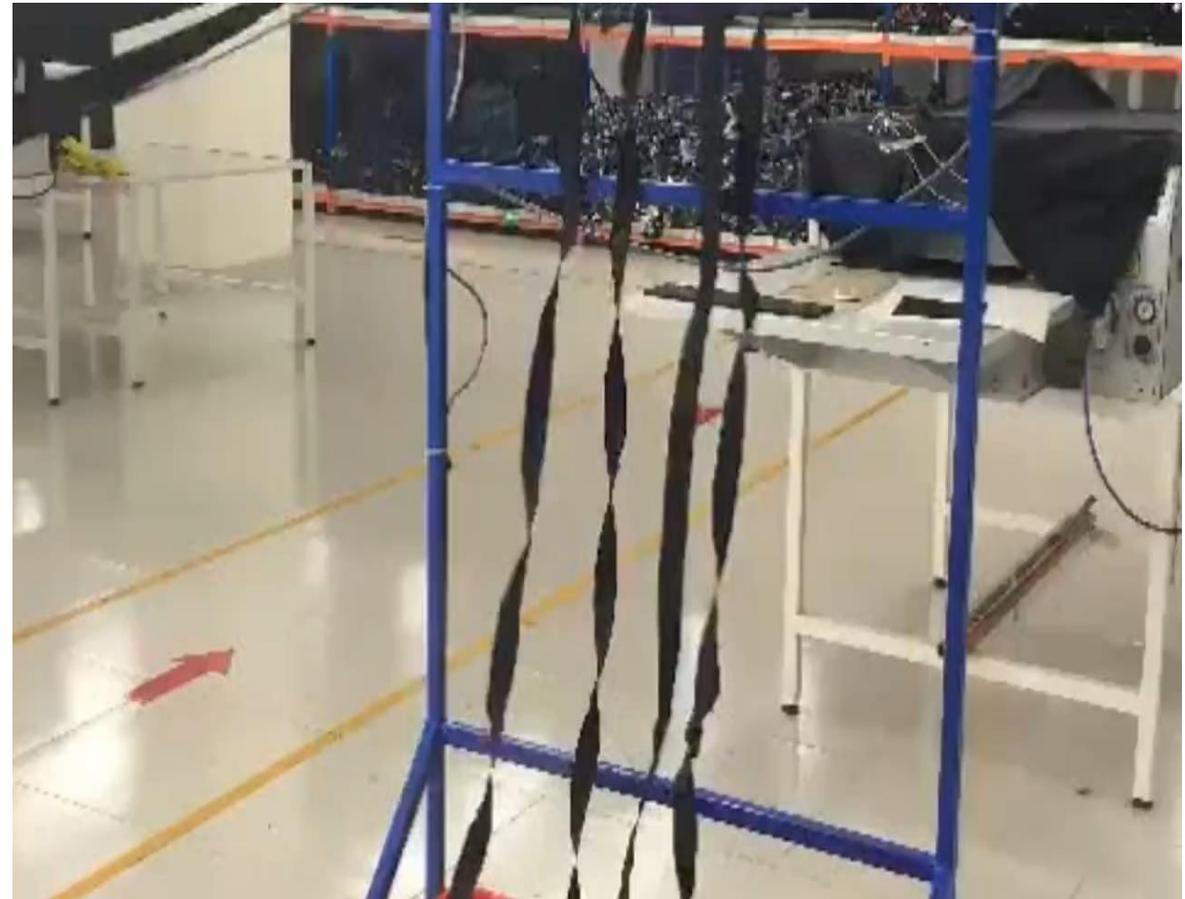


# Elastic Drying Process

## Conventional Method



## New Method



# MOISTURE CONTROL SYSTEM



- We ensure our end product with better control Moisture level which is under Rh 35-45%
- Using branded Dehumidifier Equipment.
- Hourly monitor system.



## Fair Price Shop

- 30% Credit Facility
- Non-Profitable



## Medical Facility

- 5 Bed Clinic
- Full time doctor facilities.
- Medicine Support
- Family Member Treatment
- Frequent medical camps.

# Personal Hygiene Program

- Monthly Sanitary Napkin for All women providing free of cost.





# Child Care

- Free Food
- Free Health Care
- Starter Education
- Dedicated out door play ground
- Kids book library.



# Dedicated ATM Facility

- 100% Digital Payment.



# Pure Drinking Water

- Reverse Osmosis System
- Cold Water Provision



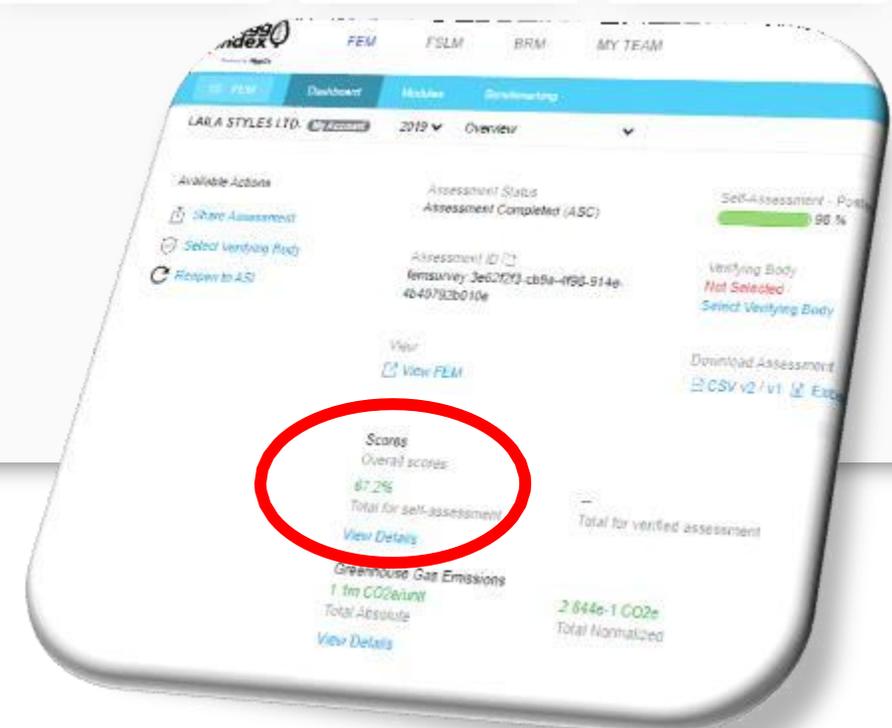
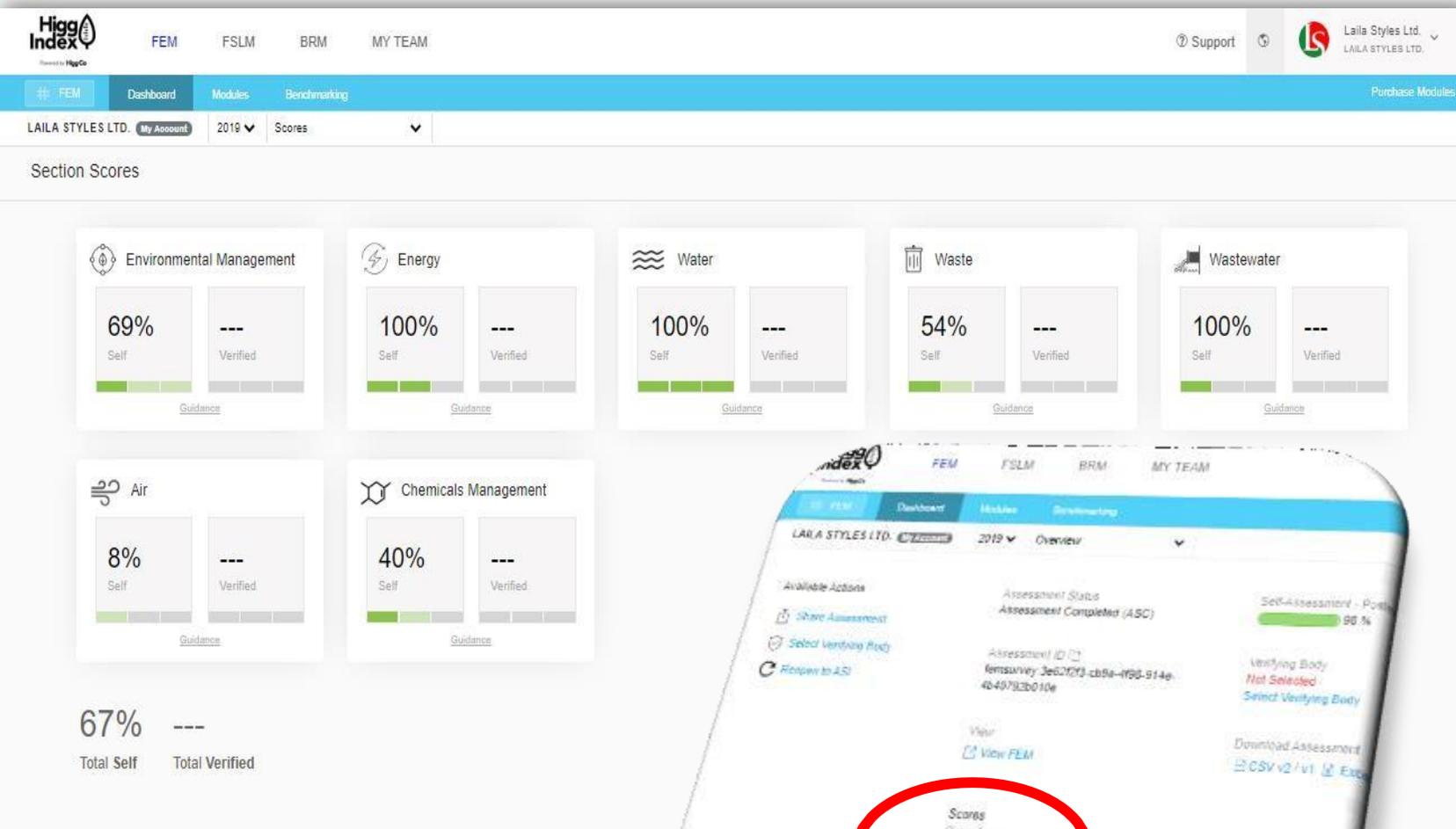
# Help Desk

- One Stop Solutions
- Every Floor Dedicated Welfare officers.



# Environmental Sustainability

- 50 KW Solar Panels
- Zero Discharge
- Rain water harvest



# Environmental Sustainability

• HIGG Score 67.2%



Section Calculation Summary

 Export survey scores [Back](#)

Overall score: 67.1%

Level 1 Level 2

Facility Profile

Facility Profile

# Social Sustainability

• Score 67.1%

# Energy Saving BBT/LED System



- Electrical Bus-bar Tracking system.
- LED Tube for entire Laila Styles Unit.
- 100% Electrical safety ensuring.

# Incineration Boiler



- No fossil fuel is required.
- Waste fabric is using for boiler ignition.



Thank You