

Your fashion brand & production line



VR_{OX}
MIDDLE EAST



Building a fashion brand

- Building our own fashion brand (streetwear, socks, hoodies, sneakers, accessories)
- Production in our own factory in Bangladesh for cost control and scalability
- B2C sales (online shop, Amazon, pop-up stores in Hamburg/Berlin)
- B2B sales (trade fairs, dealer network, private label)

Why Bangladesh & own factory

world's second-largest clothing exporter

Very low production costs

Hoodie: 7–9 USD

- T-Shirt: 2–3 USD

- Socks: 0,50–0,80 USD

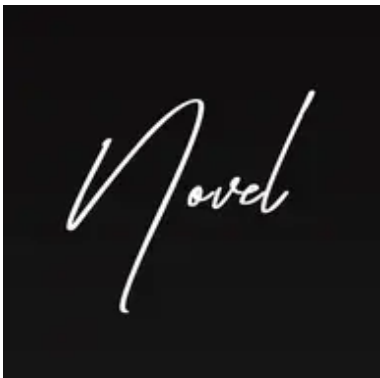
experienced workforce, mature supply chains

Own factory = no dependence on external producers

access to international ports



„Brands“



MAISON
HORSPIST
PARIS

AGC


ALEXANDER REIGN
LONDON



Pop-up stores in Hamburg/Berlin

- Goal: Build brand awareness and a premium image
- Duration: 3–6 months per location
- Direct customer contact and social media content production
- Combined with events and influencer meetings



Sources of income

- 1. B2C – Online shop, Amazon, pop-up stores
- 2. B2B – Wholesale to boutiques, sports shops, concept stores
- 3. Private label – Production for other brands
- 4. Licenses/Collabs – Collaborations with influencers and athletes



Investment framework

- Start-up budget: USD 470,000
- Factory construction in Bangladesh: USD 120,000
- Branding, design, samples: USD 80,000
- Marketing & launch: USD 50,000
- Start-up collection: USD 50,000
- Store and inventory: USD 100,000
- Reserves: USD 70,000

A close-up photograph of a hand with a pink manicure moving a black chess piece (a pawn) on a chessboard. The piece is being lifted from its current square and moved to an adjacent square. The chessboard has alternating light and dark squares, and other chess pieces are visible in the background, slightly out of focus.

Revenue/Expenditure Forecast Year 1

Revenue:

B2C: USD 450,000

B2B: USD 250,000

Private Label: USD 100,000

Total: USD 800,000

Expenses:

Production: USD 200,000

Marketing: USD 60,000

Staff & Rent: USD 50,000

Total: USD 310,000

Annual Profit: USD 490,000
after taxes/reserves ~USD
160,000

Quarterly distribution plan year 1

Quarter	Percent	Dividende (USD)
Q1	15%	24.000
Q2	20%	32.000
Q3	30%	48.000
Q4	35%	56.000



B2B trade fairs

- Berlin Fashion Week – Boutique Buyers
- Première Vision Paris – International Contacts
- ISPO Munich – Sports & Streetwear Customers
- Texworld Paris – Raw Material & Production Contacts



Presence strategy

- Online: Social media, influencer campaigns, Amazon Brand Store
- Offline: Pop-up stores, trade fairs, concept stores
- Storytelling: Transparency about production in Bangladesh, sustainability, fair working conditions