





ROMANIAN ECONOMIC MISSION IN SUA
New York
11 - 18 September 2018

ZOOM
ROMANIAN
FASHION
CREATIVE AND
COMPETITIVE BRANDS



MINISTRY FOR THE BUSINESS
ENVIRONMENT, COMMERCE
AND ENTREPRENEURSHIP



AMIT
CONFLUX
ENTERPRISES ET CO
EUROCONF
GATERFOR
HAYLEY FASHION
KASIOVA
LEADING WAY EDU
LEHEL ELIT FA
PROXI





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PROXIMA MODA

TARNAVA



The company was founded in 1991, but its roots as a producer of metallic accessories for the textile industry dates back in 1935.

In 1997 the company was privatised, its history re-started and its business model was redefined. The company is currently operating mainly as a specialised agent in trading uniforms and men's suits production, offering its customers a wide range of quality clothing through:

- complex technical services
- experienced design team

Products:

- uniforms
- men suits, jackets, trousers
- men overcoats, raincoats

Services:

- supervision and quality control for the entire production process
- identifying suppliers and contracting necessary production capacities
- raw material sourcing and importing
- finished goods exporting
- specialized forwarding



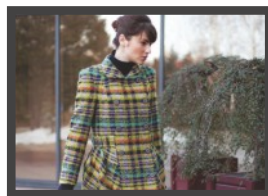
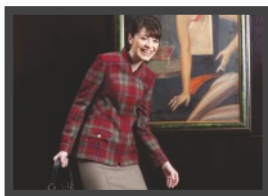
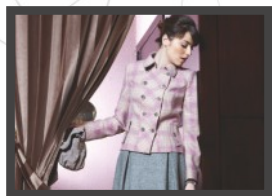
Contact person: Cezar BABII, Director Comercial
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A unique team with 20 years of experience in premium quality

CONFLUX is now a company producing **women's and children's clothing** items in **lohn** and **semi-lohn** system, organised and structured following traditional principles, but adapted to the requirements of the modern market economy.

Reliability - Excellence - Luxury - Passion



Great production capacity

- 150 employees
- 100,000 pieces/year
- pattern making, grading, nesting and the technological production planning

Wide range of assortments

- **Women's classic and casual outerwear** : blazers, jackets, overcoats, trousers, skirts, dresses
- **Men's casual outerwear** : overcoats, raincoats, jackets
- **Children's outerwear garments**

International reputation

Conflux clients are renowned west European fashion brands creating and/or trading women's and children's outerwear garments for medium-high and luxury markets.

Contact Conflux

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The Stansfield brand is based on a long experience of over 30 years with origin in Braila, the area with the most valuable tradition in the production of shirts in Romania.

Our products are manufactured in handicraft, through a slow and precise stitching with great attention to details, by the combination of modern technological equipment and manual work of exception.

Shirts fulfil the quality requirements for the medium and high-end market shares, and may be achieved in any commercial formula (CM, CMT, FOB). Each year, our products exceed 1 million units shipped.



By what we do, we are able to cover both phases of pre-production (making patterns, grading, sampling) and post-production phases (washing, dyeing, embroidery, serigraphs, special finishes, logistics).

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www.stansfield.ro

Euroconf

DRESSED FOR SUCCESS

Euroconf is a public Romanian company, founded in 1949. With 480 employees, the company produces men's suits, jackets and trousers for major international brands, from England, Germany, Switzerland, Austria and UK. Euroconf has its own brand, Paolo Rossi, recognized for its executive-class design, quality of fabrics made in Italy and excellence in execution.

The company's extensive experience in dealing with demanding international clients, full ISO-certified TQM and tight control over labour costs, makes Euroconf a perfect partner for companies looking for cost-effective solutions without sacrifices in quality.

• Type of production:

- CM, CMT and full export;
- development of the company's own

collections

- Own brands: Paolo Rossi, MORATHI.
- Production capacity:
 - man jackets: 700 pcs./day
 - man trousers: 400 pcs./day
- Markets: Germany, Switzerland, Austria, UK, Romania.
- Equipment:

* CAD: workstations Gerber and Lectra

system

- * CAM: - 3 knife cutters system Lectra;
- 2 automatic layering tables;
- layering table for checkered fabrics;
- thermal fusing machine with automatic

takeover: Martin;

* Production lines machines: simple sewing machines and sewing machines with differential transport, special machines, automatic units for pockets sewing, for darts sewing, automatic units for applying fly, machines for ornamental stitching AMF and Columbia, from companies like Durkopp, Juki, Brother.

* Ironing: Veit, Indupress

- Quality management certification: ISO 9001/2008

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GATERFOR

Andra Clitan, the designer from Gaterfor has created a platform where multicultural crafts become limited edition designs rendered through modern techniques and sustainable fabrics whilst preserving craftsmanship.

She desired to make a fusion between Romanian traditional costumes and different cultures from all over the world. She studied fashion design at UAD Cluj (RO) and Central Saint Martins (UK), being inspired by her childhood stories from Transylvania and her later discoveries from different continents she visited, studied or lived in, like Asia, Middle East and Europe.

The company has an important contribution in preserving traditional techniques and influences from many parts of the globe, creating exclusive designs and opening a new dialogue by developing self-sufficient and independent communities.

We are proud of our roots and culture, the great heritage of our ancestors, their stories and courage. The beauty of simplicity. We take these values and make them ours by reviving traditional craftsmanship, taking elements from traditional cuts and patterns, using modern techniques to tailor them into unique garments. You will see elements such as felt productions, hand weaved fabrics and different types of embroideries, especially from Transylvania, Romania.



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E-mail: contact@ma-ra-mi.com

www.ma-ra-mi.com

HAYLEY FASHION

We are a company with approximately 15 years of experience in the production of leather gloves and accessories. Our company was established in 2003. For three years we have expanded our production area in the field of full garment knitwear with Shima Seiki (Japanese technology), focusing on the production of cashmere and wool knitwear with Loro Piana and Cariaggi yarns. As a full garment knitting production we are the only ones on the Romanian market. Our experience in production, the desire to expand the market of our goods and to get in touch with possible business partners is also proven by participating in numerous international fairs and exhibitions in Canada, Japan, USA, China and Europe. In this regard, we are especially interested in participating in the economic mission you will have in New York, and eager to expand our collaboration in your region. We will send you the contact details of our company and some pictures with our products, these data with all the details that will be requested later. Looking forward to participate in the New York Economic Mission program, we thank you and ask you to accept the warmest and most cordial greetings.



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www.thechouette.com



KASIOVA Company was founded in 1992. It is specialized in producing hand-knitting for men, women and children.

KASIOVA creates and promotes its own brand, but it can work after customer required models too or in collaboration with customers. Qualified staff can execute on customer request, unique samples, high or low range products.

Our clients are large companies from France, England, Germany, Italy, Canada, but we have good cooperation with smaller enterprises in development.

The company developed with small but sure steps, with respect for our customers.

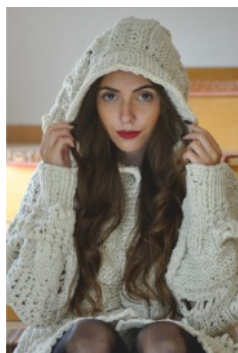


It will soon move into a new building where 80 employees (full-time) can hand-knit. Also, 200 employees (part-time) can work at home.

We currently have a production capacity of 1000-1500 pieces per month, depending on the complexity of models.

The principles that guide our work are:

- we combine the classic and the tradition, the traditional and the modern;
- a machine can not do what we do;
- hand-knitted products mean: **UNIQUE, STYLISH, MODERN!**



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contact person: Ecaterina Diulescu

dorin negr

Dorin Negrau propose fashion elegant woman nonconformist but ethnic touches in his native Transylvania. Embroidery, handmade explosive electrifying colors of fire made by women in the villages of Transylvania are achieving his collection Dorin Negrau to highlight the slightly aristocratic Baroque influences in romanian traditional costume . Fashion designer proposes electrifying colors from red, cyclam, violet, bordo, marsala light touch with black and white supremacy nonculorilor so present in our lives.

Launching collections in the most important fashion weeks of the world, New York Fashion Week but also from Romania and from other international locations have opened new markets for sale and distribution has created its stores in Europe, America and Asia in parallel with those on your own online shop platform www.negrau-shop.com.

Already well established designer style manages to exploit elements of traditional Romanian port in his creations which requires its recognition and internationally, Dorin Negrau is now one of the most titled Romanian designers. His creative vision and talent have always maintained Dorin Negrau first tier of Romanian design. Besides its undeniable contribution to fashion designer Dorin Negrau and still has not forgotten his training as a pharmacist managed to combine the two directions as dermo-cosmetic product line,,,, Clones. And as a response to the challenges this designer Dorin Negrau launched the first luxury fragrance for women from Romania, entitled: Dorin Negrau "Pour Femme".

Dorin Negrau is a consummate professional and prepared everything down to the smallest detail why he managed to win stores and customers in Morocco, Brazil, France, Germany, Netherlands, Russia, the Baltics, the constant presence of its collections to New York Paris, Moscow, Düsseldorf and Saudi Arabia.

And that's not all! Dorin Negrau involved with dedication and devotion in all that is ripe for philanthropic giving chance to those who work to discover and cultivate their abilities to Romanian traditional craft art as propaganda on these trades, which gives young people the chance to become sustainable.



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Official Website: www.dorinnegrau.com

Shop online: www.negrau-shop.com



LEHEL ELIT FASHION®

www.lehelelitfashion.com

LEHEL ELIT FASHION has been present in the intern market for more than twenty years now. Since its foundation it has kept his character which is both unique and classic in its line of design and elements of decoration, always placing quality above all else.

All the creations whitout exeption are manufactured using only the best avaiable fabrics and materials like pure cotton, wool and viscose, which are selected with upmost care.

The aim of the copmpany has always been to design and produce garments that give the air of a reserved ellegance which sets you appart from the crowd and are most importantly comfortable to wear.



The companys main products are dresses, blazers, blouses, shirts, pants and skirts.

Our company provides:

- Digital pattern making: sampling grading and digitizing with CAD Lectra Systems;
- Sewing services: we dispose of the full spectrum of Brother sewing machines.
- Ironing tables and pressing machines
- Digital Embroidery design and pattern making. Embroidery machines used are the ZSK 12 heads, ZSK 10 heads and Brother 6 heads.



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Our company invested a lot into a fashion young life. Since **Proxima Moda** was founded, in 2002, the company developed business relations with a considerable number of partners from Europe (United Kingdom, France, Germany, Spain, Italy, Holland etc.). In this way we've grown to serve hundreds of thousands of happy well dressed people around the world.

Proxima Moda is proud to represent the essence of Romanian fashion industry – **designing, developing, manufacturing knitwear** (jersey & light woven) and **ready - made clothes**.

The founder, **Dipl. Eng. Elena Lili Stoica**, studied and innovated classic fashion turning it into “**I WANT THIS DRESS**” - every woman's dream. She has over 25 years experience in fashion manufacturing industry.

Proxima Moda operates in Panciu – Romania with 200 employees and has an average capacity of 150.000 pieces per month.

One of the most representatives brands of **Proxima Moda** is **LULYON**, a perfect combination of sensuality and style. The design is a mixture of fine prints, delicate cuts and feminine style. By playing with details, materials, colors and prints, we add fun and character to the collection. **The design process always starts from a wardrobe perspective!**

Our interest in this economic mission is to know and establish relationships with companies producing cotton fabrics, jersey, synthetic fabrics, lycra. We are also interested in other types of fabrics on our specifics

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TARNAVA

The company Tarnava was founded in 1949 and is producing in its own factory in Romania mainly shirts, blouses, skirts, dresses, jumpsuits and MTM shirts. We are exporting to countries like Germany, France, Italy, UK, Austria etc.

We are producing full business with fabrics from Italy, Holland and Turkey (cotton, two ply cotton, linen, silk, natural silk, viscose etc).

Our monthly capacity is approx. 30.000 pieces, depending on the complexity of the models. On one production line we are also manufacturing protection overalls for the IT industry. The other lines are manufacturing clothes with light to medium weight woven fabrics.

The list of clients includes brands like MaxMara, Marella, Roberto Cavalli, Dolce& Gabbana, Calvin Klein, Tommy Hilfiger, GAP, Trussardi etc.

Our shirts are slim, regular or in a large fit and can be worn at the office, at a special event or during leisure time. For women we are creating outfits that go from the office to cocktail hour. Our size range for women goes from 0 to 14 US size, while for men the shirts range from size S to 5XL. The main focus is on the pattern, wearability and comfort are our priorities. We combine classic pieces with fashionable details, in a high quality.

Our goal is to enter the US market, so we are searching for business partners to work full product or sell our own products on the US market.



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