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COMPANY
DEVELOP-
MENT.

| Her
| Liking

We're a supply chain company
from Design
to
Garments.

Herliking UK Co. Ltd / www.herliking.com

A woman with long blonde hair, wearing a brown coat and large hoop earrings, is looking upwards with her eyes closed. The background is a bright, sunlit sky with rays of light. The overall mood is serene and uplifting.

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Our Business Philosophy



Addition & Subtraction

- With respect to the presentation of clothing quality and effect, we adopt addition to satisfy more comprehensive requirements than what customers need via professionalism
- Under the premise of guaranteeing the effect, we do our best to subtract the lead time



Cost Control

- We always pursue cost control
- Cost control is not purely about lower price, but a good balance between time, sense of worth and quality



Forward-looking

- Every “economic” sector with greatest investment potential that grows explosively has its own cycle.
- We shall continuously pay attention to the trend of the general environment based on the industry to seize the opportunity in the initial state. We all need the flexibility and moderation to change the way we work in traditional industries.

01

ABOUT US

Company Profile

Herliking UK Co. Ltd is a newly established subsidiary of Nanjing Chenyan Clothing Co., Ltd. Which is based in China, and mainly serves European customers' orders.

We are a professional garments supply chain company, based on the supplying of fashion styles. The company has seven departments: Design Department, Technology Department, Purchasing Department, Production Department, Finance Department, Personnel Department, and Business Department.

The core business personnel of our design, technology, procurement, and production departments have been deeply involved in Chinese apparel industry for many years, and are familiar with the domestic industry environment. Relying on the excellent fashion production and processing resources in the Yangtze River Delta and surrounding areas, we start from the design to the development of fabric, accessories and all materials. The overall arrangement from procurement to production, from small batch orders to tens of thousands of single items, can ensure flexible and quick response to quality. We serves many well-known e-commerce fashion stores in China currently.

As an aspiring young company, connecting with and serving international fashion brands is a further strategy for our pursuit of globalization, and it was officially put on the agenda this year. Herliking UK CO. LTD was officially established in London on July 19, 2022.

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Core Business Department

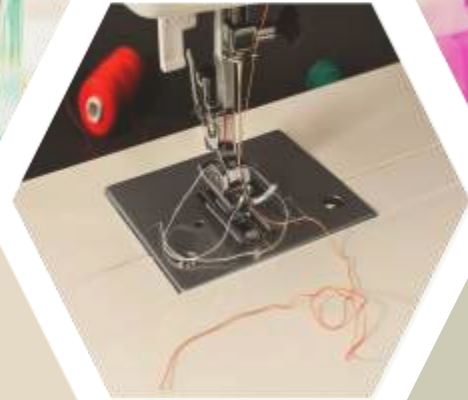
Those who work in our key positions are employees with years of work experience in women's fashion industry, independent aesthetic and extraordinary business skills.



Development
Department



Technical
Department



Procurement
Department



Production
Department

Our Design, Pattern-making and Sample Making Room



Our Production Line, Quality Control and Technical Team

02

ABOUT OUR BUSINESS

Business

At present, our parent company in China serves renowned influencers and e-commerce anchors on domestic Taobao platform. Their respective store style is the style control direction of our daily development. Adhering to the principle of stereotype-exclusive, we create their respective design and stereotype database and develop product for four seasons pertinently. Our products cover a full range of woven items such as suits, trench coats, shirts, dresses, tweed jackets and down jackets.

Influences and live video stores we serve:

Grace Chow, Lilylikes, Once again, Plusmall, Chowei, Mashy Chic, ZHAO Chenchen's ZCC Sheshe's Store II, VN brand store, ITIB, Qiqi Jia custom dress, Chenjianan NN's...

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Styles and images of part of stores we have served

03

ABOUT THE MARKET

Market Analysis

- . We started to develop customers of live video stores in 2020.
- . As the live video industry boomed and the performance of live video women's apparel stores galloped in recent several years, we find the opportunity in this industry and develop customers of live video stores accordingly. At that moment, with regard to the VN brand store, its live broadcaster Weiya ranks the first on Taobao.
- . From influencer store to live broadcaster store, we synergize the rhythm, maintain the high efficiency of product development and quick-reaction production rhythm, and develop steadily. In the future, we will still base our development on our expertise and insist on quick-reaction rhythm.
- . What will be the next tail wind in apparel industry? Let us look forward to it...

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**THE STORY
OF US**

Become the Supplier of Chinese Top Influencer

Design styles and quickly organize production for the studios of top influencers.

Become the supplier of Chinese Top Anchor

20-21 is the fastest growing year of Chinese e-commerce live streaming. During this year, we established cooperation with Chinese Top Anchor's own clothing studios and became one of her suppliers.

2017

2018-2019

2020

2021

2022

Parent Company Established

We design and manufacture ready-to-wear

Under Continuous Development

After the outbreak of Covid 19, we maintained stable business development

Overseas Subsidiary Established

Our new start

04

PLANNING

Prospect

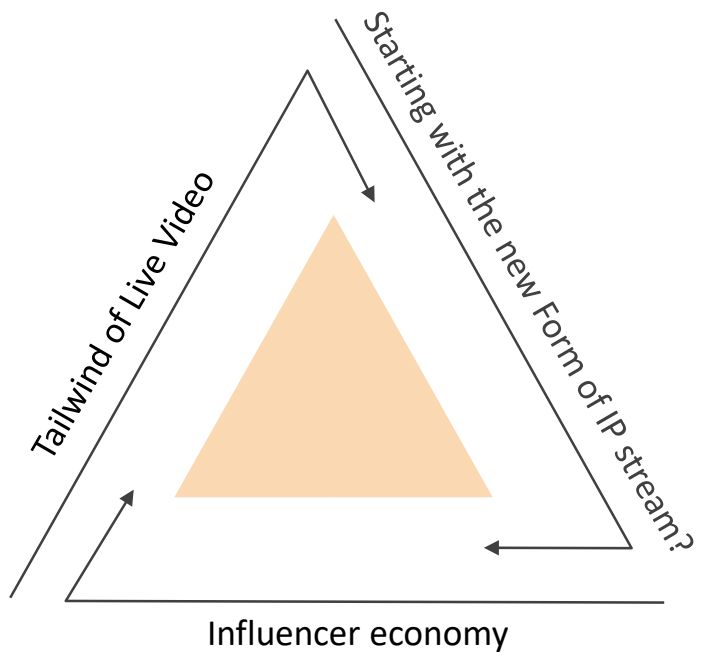
. The women's apparel supply chain industry has gradually formed a vertical industrial business process, and the concentration of the industry has increased. During this process, enterprises operating with light assets can only gain more robust development with their own professionalism and differentiations.

. Our strengths over the time are targeted design research and development, a strong stereotype database, and a fast business flow from raw material organization to production & shipment, and this is what the company will continue in its operation in the coming five years.

We will always maintain our ability to capture fashion trends and customer needs keenly, respond quickly, serve our existing customers better with our professionalism, develop new customers and new business simultaneously, and continue to pursue independent development.

. With the constant exploration of new customers, we will set up special business branches for different customers centered around the business content. An international perspective is especially important at the moment. Herliking UK Co. Ltd was thus established.

In the future, Herliking UK Co. Ltd will become an open entrepreneur platform for professionals for fashion industry.



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We're a professional clothing supply chain company, from design to garments, from the order of 100 pieces to a single item of tens of thousands of pieces.

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HERLINKING

Professional / Quality / Flexible / Fast