



**FENIX FASHION**

# ABOUT US

## AT FENIX, AESTHETICS SPEAKS.

We are a premium knitwear powerhouse, renowned for supplying exquisite sweaters to global high-end designer labels and brands. With a legacy of craftsmanship dating back to 1972, we combine timeless artistry with innovative techniques to transform visionary design concepts into wearable masterpieces.

Driven by aspirational design capabilities and decades of technical mastery, we don't just manufacture knitwear—we elevate it. Partnering with us means embracing a tradition of sophistication, where innovation and heritage intertwine to shape the future of luxury fashion.



# OUR DESIGNS

## IN FENIX, CREATIVITY FLOWS.

Our talented design team has the capability to create, curate, and inspire. We create 100+ unique styles per season and tailor-made collections for key customers. Allow us to inject beauty into your life and grace it with style.



WOMENSWEAR



MENSWEAR



KIDSWEAR

# OUR INSIGHTS

We deliver powerful design insights through our market research in London and Paris, capturing the latest trends and consumer preferences. Our Pitti Filati yarn report further equips our customers with up-to-date market information, empowering them to make informed decisions in their design efforts.



MARKET RESEARCH

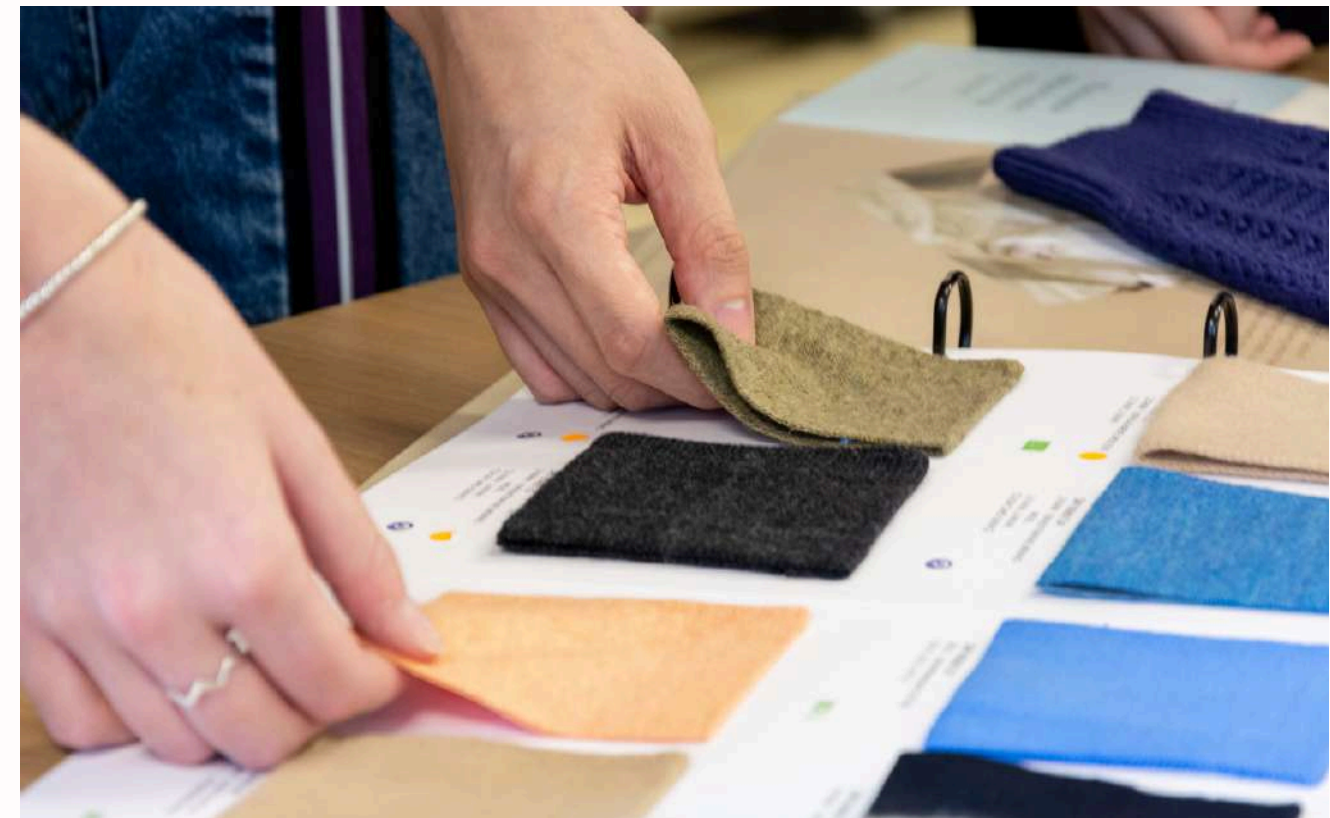


PITTI FILATI REPORT

# OUR VERSATILITY

Our passion in knitwear starts right from its very origin. Leveraging on our strong relationships with mills, we source yarns globally and develop yarns that best suit your need.

We take pride in our capability to manifest knitwear's versatility through different gauges from handknit to 18gg, and all sorts of techniques such as prints, washes, embroideries, needle punching, and mixed media.



# WOMENSWEAR

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ANTEPRIMA



TORY BURCH



WIMBLEDON



BELLA FREUD



WHISTLES



TED BAKER



CHINTI & PARKER



AGNES B



NEEDLE & THREAD

# MENSWEAR

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BALIBARIS



AGNES B



SANDRO



ACNE STUDIOS



TED BAKER



BELSTAFF



BARBOUR

# OUR CAPABILITIES

- Flat Bed Knitting
- Wholegarment
- I-plating
- Inlay
- Jacquard
- Intarsia
- Handicraft
- Washing & Printing
- Embellishment
- Mixed Media
- Woven Coats



EMPORIO ARMANI



PORTSPURE



ACNE STUDIOS



DIESEL



BARBOUR



NEEDLE & THREAD



BELSTAFF



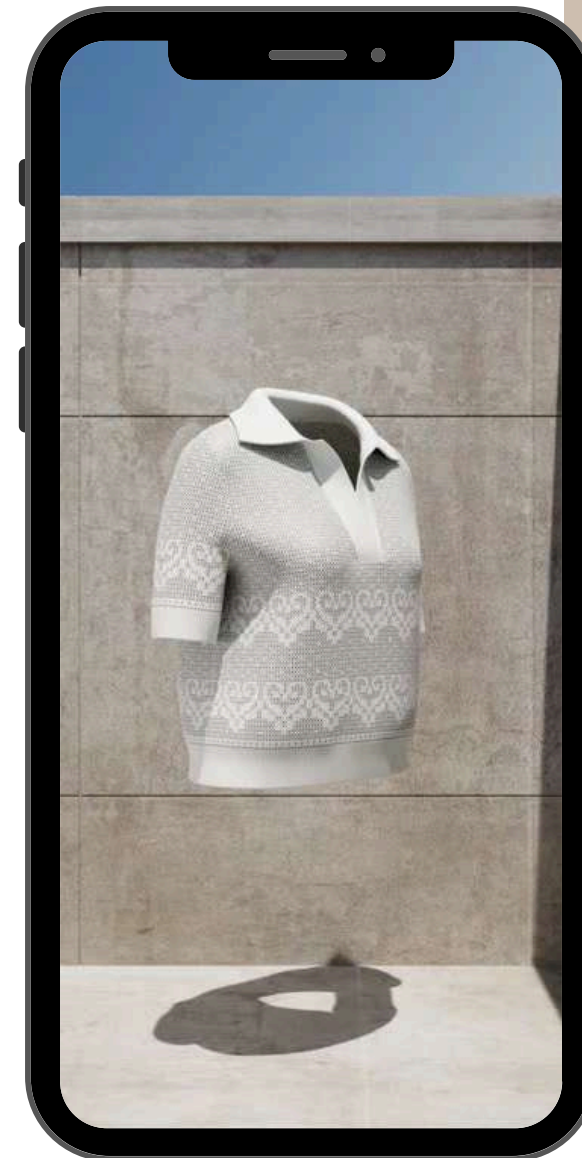
ATSURO TAYAMA



# OUR INNOVATION

SPEED AND INNOVATION LEAD  
THE WAY WE WORK.

We utilize the latest digital technology to redefine the knitwear industry. We believe our data analytics, digital library and virtual sampling capabilities will help you ride the new wave of retail challenges.



# VIRTUAL SAMPLES

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We integrate cutting-edge virtual sampling technology to revolutionize the design process, enabling clients to explore limitless creative options with speed and precision. Our advanced virtual fitting solutions guarantee flawless garment proportions, reducing iterations and ensuring superior fit from concept to final product.



# VIRTUAL SAMPLES

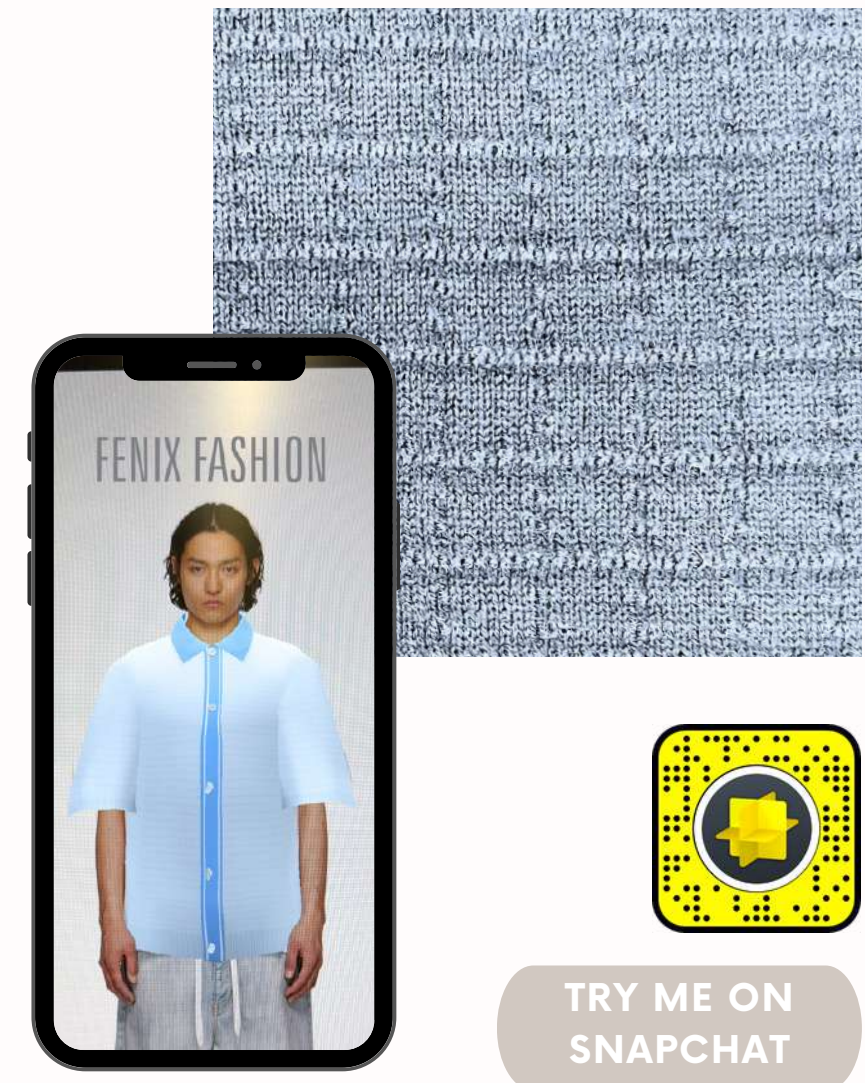
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## QR CODE

Scan the QR code on the swatches with your mobile phone to view virtual samples that demonstrate the application of stitches on garments.

## SNAPCHAT AR

Use the Snapchat app to scan the Snapcode on the swatches. To use the AR Try-On Lens to try on the virtual samples.



# OUR PRODUCTION CENTRES





LOCATION	MACHINES										
	18L WHOLEGARMENT	15L WHOLEGARMENT	18GG	16GG	14GG	12GG	9GG	7GG	5GG	3GG	3/5/7GG MULTI
CHINA	4	2	16	48	197	109	109	59	49	33	
CAMBODIA					103	693	46	48	48	28	256

# OUR ACCREDITATION



# OUR APPROACH

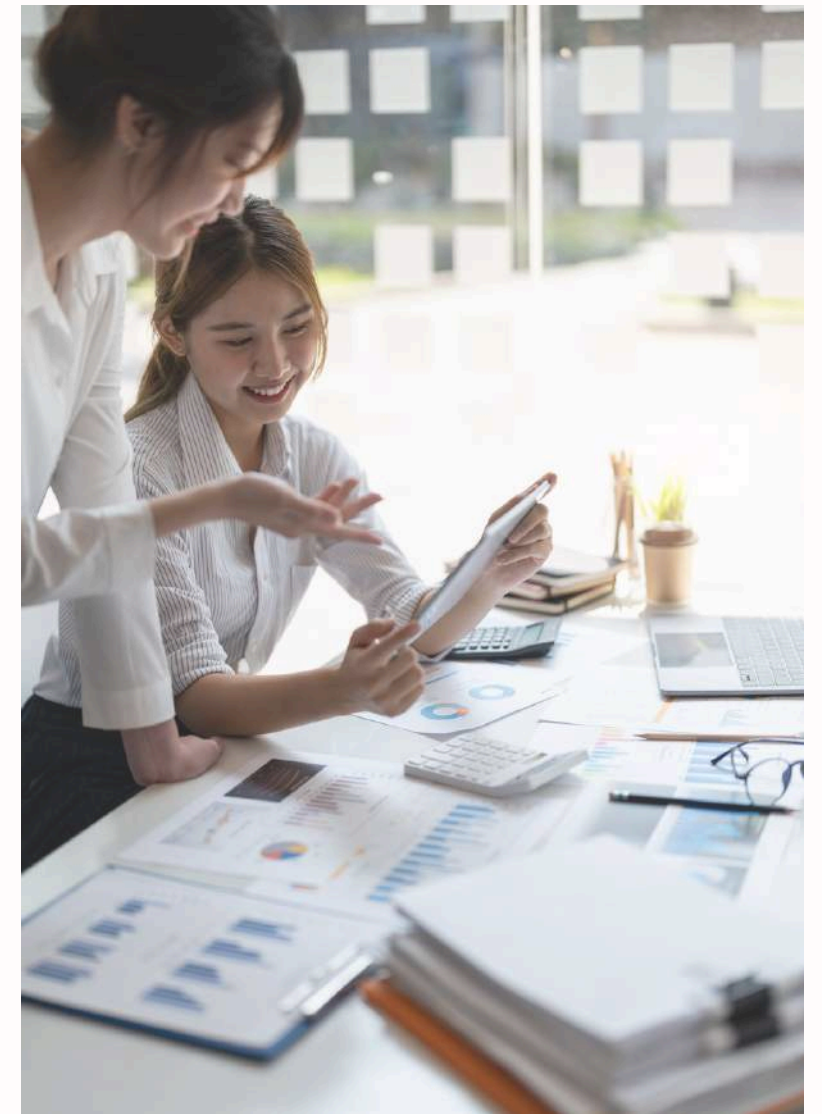
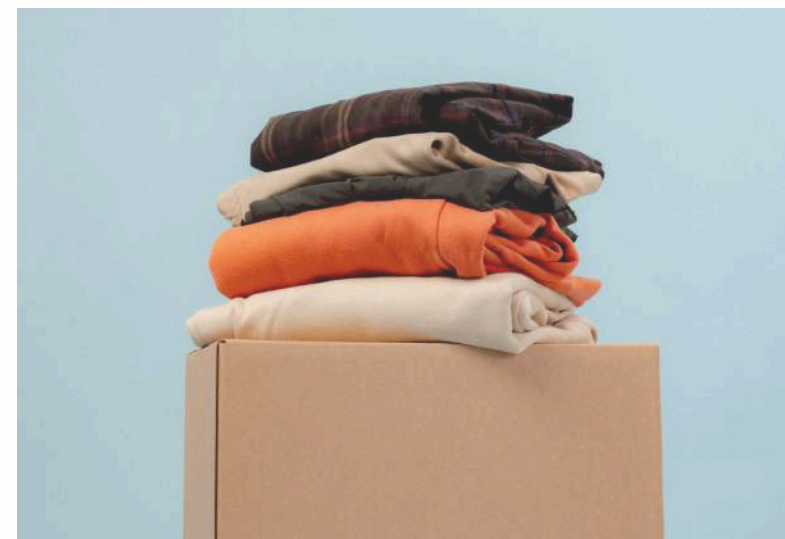
## TEST SMALL, SCALE FAST

Traditional manufacturing forces brands to commit to huge orders upfront, with no guarantee of success. Fenix, with readily available yarns, lets you test with small batches, validate demand in real time, and restock your winners—within the same season.

## DATA-DRIVEN, DESIGN-CENTRIC

Let real insights—not guesswork—guide your production decisions.

With low-risk test runs and real-time sales data, you can refine styles and colors before scaling up. This approach eliminates overproduction, reduces waste, and maximizes profitability.



# FENIX FASHION

CRAFTING TOMORROW'S KNITWEAR - SINCE 1972.

ADDRESS: 4/F, 868 CHEUNG SHA WAN ROAD, KOWLOON, HONG KONG

