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# DESERT CRAFTS

DESIGN STUDIO

## Desert Crafts Design Studio

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## About us

Desert Crafts Design Studio is a women's wear design and production house.

We produce apparel for prominent Indian brands and export our products to boutiques and labels in the US, Europe and Latin America. We specialize in manufacturing women's casual and resort wear, including maxi dresses, short dresses, tunics, shirts and blouses, beach kaftans, beach wraps, trousers and skirts for the western markets.

For domestic market, we are working with some of the renowned retail houses in the western wear category. From casual to partywear styles, we make it all.

## The founders

Started by Swati and Niren in August 2013, Desert Crafts Design Studio transformed itself from being a curator of handicrafts for home and fashion accessories to a women's wear manufacturer and an exporter since 2015.

Swati, a design graduate has worked in the past with manufacturers for Indian retail as well as Women's wear exporters. Her strengths are styling, a strong understanding of trends, costing, creating prints and embroideries. She is responsible for design, product development, sourcing fabrics and trims as well as overseeing production from planning to packaging and dispatch. Swati also manages our key client relationships from the word go to working with them happily ever after.

Niren is a finance and investments professional turned entrepreneur with Desert Crafts Design Studio. He is responsible for marketing, business development and the overall growth of the enterprise.

## Our facilities

At Desert Crafts, we have an excellent set of designers who carry out research on emerging fashion trends, design and develop new products each season and work with our clients in a collaborative manner to deliver a high degree of customization according to their tastes.

The design team is supported by a well-versed fabric and trims' sourcing team, an experienced pattern making and cutting team and an in-house set of well-maintained machines. We have a capacity of producing 20,000 to 25,000 pieces per month in-house.

- No. of machines: 70 single needle machines, 2 flatlock machines, 7 overlock machines, a Button and Buttonhole machine each, 4 Ironing tables

### Operations inhouse:

- Fabric Checking
- Fabric Cutting
- Stitching
- Finishing
- Ironing and Packaging

Our USP is sourcing fabrics and trims, impeccable garment finish and a technical understanding of silhouettes.

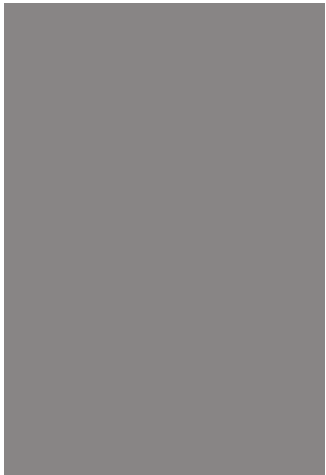
## **BUSINESS WITH BUYER/BRAND**

1. U.S.A Clients
2. U.K Clients
3. Nykaa
4. The Label Life
5. Anita Dongre
6. TRIBURG
  - Here & Now (MYNTRA)
  - MYX (AMAZON)



















### **Certifications:**

We have the following social compliance and quality certifications:

- ISO9001:2015 & ISO 14001:2015 certified
- SEDEX: SMETA 4 Pillar audited and certified factory

