

UTELIER.COM

UTELIER.com - The ultimate fashion hub, making designers and manufacturers profit together...



What is it?

UTELIER.com is an exciting, ground breaking 'go to' production site providing an on line platform facilitating connections between designers, manufacturers and expert fashion contacts within the industry. Anyone with an idea - be it an individual, a start up, small retailer or established brand can access the data base and find new contacts to approach and do business with. The idea was born from seeing an opportunity in the market place. With so many little known factories across the UK, Europe and beyond this opens up whole realms of possibilities to make smaller runs of items and for the factories to have a wider reach with more competitive pricing. UTELIER.com is quite simply the facilitator.

UTELIER.com; which is a play on words from 'You' and 'Atelier', and will connect expert contacts becoming YOUR atelier to work with.

Who is behind it?

This is the brainchild of Dessy Tsoлова and backed by the investors behind success stories such as Astley Clarke, Notonthehighstreet.com, Orlebar Brown, Get The Gloss and Charlotte Tilbury's new cosmetic venture Charlotetilbury.com to name but a few. Dessy Tsoлова has over 15 years experience in the luxury fashion sector, working for designer brands both great and small from Burberry, to J&M Davidson and more recently Smythson. In her last role at Smythson, she worked for 7 years overseeing the Design and Product Development Department, where she was instrumental in the revival of the brand and restructuring the manufacturing side of the company. Dessy's understanding of production and manufacture combined with the right financial backing make a compelling combination, which will see this platform become an industry byword.

How does it work?

You register as a user, create a profile for yourself and connect with the people you want to get to know. UTELIER.com was created in February 2013 and soft launched in November 2013, since then the site has already attracted over 500 members. Merchant Archive launched their own collection of leather handbags

and accessories via UTELIER.com in October 2013. Other brands using the service include Noble Macmillan, Holly Fulton and Me&Em. Victoria Andjel from Noble Macmillan comments,
“This is a real game changer for the industry. I can now find more competitive manufacturing quicker and at competitive prices. Thank you UTELIER.com for these great introductions.”

In time UTELIER.com will create a community with all the aggregated talent that it houses and should be seen as the ‘must have’ tool to sign up to. UTELIER.com only lists **vetted** contacts who are then individually profiled, listing vital information like skills and areas of expertise, production minimums and visuals of products/designs ...etc . Contacts who have had excellent reviews from users are awarded the UTELIER.com sign of quality recognition. Designer profiles are already also used as an online CV, showcasing their portfolio and contact information.

Concierge

For the person who is less confident and would like to out source their ideas there is the Concierge service. A key service provided by the platform and already in demand. Through this service the team can develop a client’s initial idea from concept to finished product. In the process UTELIER.com offer to help them find a designer, research and develop the idea, source materials, factory and take care of the production hurdles, thus delivering a finished product. Taking you seamlessly from idea to finished product.

The future

With this in mind, UTELIER.com’s services will be key in seeking out new young talent that can be nurtured and helped to grow along the way into bigger names using larger factories and multiple crafts. Eventually there will be the possibility of incubating young talent and truly helping the industry as a whole to grow and export further and wider.



For further enquiries please contact us at press@utelier.com