

ARIELLA[®]

COMPANY PROFILE




ARIELLA
LONDON




ARIELLA
COUTURE

Company Profile

Ariella designs, manufactures, wholesales and retails exclusive and original Ladies fashion, cocktail and eveningwear to UK and European department stores and multiple retailers, under the Ariella brand, the Ariella Couture brand or Client's own Labels.

Ariella has always been at the forefront of British Fashion since it was founded in 1966 and is acclaimed as one of Europe's leading fashion houses for Cocktail, Evening and Special Occasion wear. It proudly celebrates over 45 years of continuous trading, always offering exclusive, original and feminine styles for the fashion conscious woman of today.

Ariella is a leading member of various Trade Associations including:

- **UKFT** The UK Fashion and Textiles Association, of all major trade bodies in the industry, including the British Fashion Council (of which Ariella was a founder member) and The Savile Row Bespoke Tailor's Guild.
- **FDPA** The Fashion & Design Protection Association, of which Ariella is a Founder Member.
- **SEDEX** The Supplier Ethical Data Exchange which is a nonprofit membership organization dedicated to driving improvements in responsible and ethical business practices in global supply chains.

ARIELLA's History

ARIELLA



**HAS
PEDIGREE**



**AND
HERITAGE**



Ariella started trading in Carnaby Street in the swinging psychedelia of Sixties London.

It designed, manufactured and retailed its own designs, expanding to some 11 retail outlets in London's West End and surrounds, including three in Carnaby Street, two stores on Oxford Street, one in Duke Street opposite Selfridges, as well as franchise stores in Laussane, Switzerland, Washington DC and Chicago Illinois, USA.

Vintage Aristos and Ariella Designs from the sixties onwards are now selling online as Collector's Vintage Pieces, such as the Chenille Coat above, recently retailing on TopShop Vintage online for £140.

An Award-Winning Label

Ariella has won acclaim and Fashion Awards in each of its 5 decades of trading.

In the 70's

PUNCH MAGAZINE

Ariella was described as,
“*The Power in Carnaby Street*“, by *Punch Magazine*, 1970s.

In the 80's,

Ariella won two **Woman Fashion Awards** for Best Cocktail Wear and Best Evening Wear.



Winners of the
British Apparel Export Award

In the 90's,

Ariella won the **British Apparel Export Award 1996**, presented by HRH Princess Anne in 1997.

Ariella won, **The Queen's Award for Export Achievement 1998**, which was celebrated by its visit to Her Majesty The Queen and Prince Philip at Buckingham Palace in 1999.



Queen's Award
for Export Achievement

2008

WINNER



UK fashion
export awards

In the Noughties, 00's,

Ariella won the **UK Fashion Export Award 2008** for outstanding export achievements in women's fashion. The award was presented at a the Landmark Hotel, London, by Her Royal Highness Princess Anne



In the 2010's,

Ariella won the **UKFT Export Awards 2010** in the High Octane Glamour category.



Ariella won the **HSBC Business Thinking 2010 Competition** for the London Region.

Production: Capacity & Quality Control

All production is processed through strict critical path procedures in all its sub contractor factories and its services also include a contract design and offshore manufacturing division second to none.

Ariella employs in-house factories at its Zenith House, warehouse and distribution centre, in London, with a capacity of approx. 2,000 garments per week. It also employs four sub-contractors, also in London, giving a further capacity of some 8,000 garments per week. In its contract division, which achieves most competitive prices and high quality finish, it employs factories in Romania, Bulgaria, Turkey, India, Sri Lanka and China, giving an **unlimited** additional **capacity**. Ariella only uses compliance inspected factories which are **Sedex approved**.

Ariella therefore has the capacity to deal with any multiple orders, and does so on a regular basis. Ariella has strict quality control procedures in place to ensure **the highest standard of quality on all it's production**.



Ariella's warehouse and distribution centre, North London.

Design and Production Team

At its headquarters in Hampstead and Highgate, North London, Ariella employs some 28 staff and has an experienced and technically efficient Design Studio including designers, pattern cutters, sample machinists, quality controllers, production and dispatch managers.

Following strict critical path procedures, the team is expert in dealing with most European and UK multiple and online clients' specific garment specifications, kimbling, labelling and dispatch requirements.

This HQ houses:

- Showrooms
- Design Studios
- Accounts Departments
- European and Far East Production Departments,
- Offices, Boardrooms
- and
- Bespoke Boutique



Ariella's Head Office in Hampstead, North London.

The ARIELLA Team

The ARIELLA team at the UKFT Export Awards 2010



Our combined talents give us long and invaluable experience of the fashion business, excellent technical skills, unbeatable innovative designs and passionate sales promotion. Weekly meetings ensure synchronised objectives are pursued.



Achilleas Constantinou, LLB (Hons) London - Founder and CEO



A graduate of Kings College London, with a LLB Hons degree in Law. He is a leading member of the British Fashion Industry having served on numerous Trade Committees and Associations during his 40+ years in the trade. He is a founder of **The British Fashion Council** and a Board member of **The UK Fashion and Textiles Association** which is the overseeing body of the British Fashion industry. He is also chair of **The Fashion and Design Protection Association** and a Member of the **Graduate Fashion Week Industry and Media Board**.



Mr Poly Toumbas - Managing Director

Poly epitomises the open minded philosophy of Ariella, having been with the firm for over 30 years, he has worked his way up from a Junior Stock Control clerk to Dispatch Manager then Production Manager, then Sales Executive, then Sales Director and now Managing Director. He knows every part of the business inside out and is well known and respected for his expertise and integrity by not only his loyal team, but all company suppliers and clients alike.

Lana Marie Constantine - Director, Senior Sales Executive & Creative Director of the Ariella Couture brand.

Lana has been brought up surrounded by Fashion, as the CEO's only daughter. Her numerous talents include singing, and was infact signed by Matthew Knowles (father of Beyonce), performed with Kelly Rowland and has written and recorded numerous wonderful songs (unpublished) but preferred the world of Fashion to the world of Music. She has worked in and learnt every aspect of the business over the last 8 years including acting as her father's PA and her flair for the business, has now seen her become the company's Creative Director and Senior Sales Executive. She is also on the board of UKFT Rise which represents young emerging talent in the fashion industry. She is also an active contributor to RBSNatWest's *Focussed Women Networking* and has been a guest speaker at numerous seminars encouraging young entrepreneurs.



ARIELLA®

Has always employed Fresh and innovative Designers...

This is why Ariella's USP of original exclusivity has always been maintained.



Aristos and Achilleas in the 70s

Aristos & Achilleas

Ariella's past Designers have included **Aristos**, a Graduate of the London College of Fashion, who founded the company with his brother Achilleas (pictured above), was the first young designer to bring Couture to the high street, and who created the famous Chenille Coat that was called '*The London Girl's Uniform*', the famous china print chiffon double layer dress, and the fox fur and velvet coat and trouser suit (as pictured right).





Anthony Price who dressed such stars as *Michelle Pfeiffer* and *Jerry Hall*. One of his styles is pictured left.

Christina Stambolian pictured below (2nd from left) with Princess Diana, Mr & Mrs Constantinou and the Chairman of Sotheby's, London. Christina designed *Princess Diana's* famous *Revenge* dress which sold for \$74,000 at the Sotheby's auction, New York, 1997. She is now a valued consultant designer on the Ariella Couture Collection.



Kyri K – Head of Design is also an acknowledged emerging talent of British Fashion week catwalks. His clients include some of today's leading fashion celebrities and he has become known as '*Designer to the Stars*'. Some of Kyri's designs on celebrity clientele below (clockwise from bottom left: The Sugarbabes, Mylene Klass, Sophie Anderton, Leona Lewis).



We are Different from our Competitors because...

ARIELLA®
has always been at the forefront of British fashion
because it always produces..

EXCLUSIVE, ORIGINAL & FEMININE fashion

It is Designer fashion at an affordable price.

“It looks like handmade fashion because it is. We create garments on the stand, we hand craft them and crucially we have a woman in mind who we’re designing for”

Achilleas Constantinou



Our Product



Is our mainstream label available in John Lewis stores, and online from John Lewis, Debenhams and www.ariella.com



We Sell ARIELLA to...

Some of the Best retailers in the UK and Europe

Ariella's clients in the past and present include numerous high-class boutiques, independent stores, mail-order companies and multiple clients across the UK and Europe.

In the UK its current clients include such accounts as House of Fraser Stores, including Biba, Untold and Kenneth Cole, Pied a Terre, Mary Portas, John Lewis, Phase Eight, Debenhams and Laura Ashley and many more...



HOUSE OF FRASER

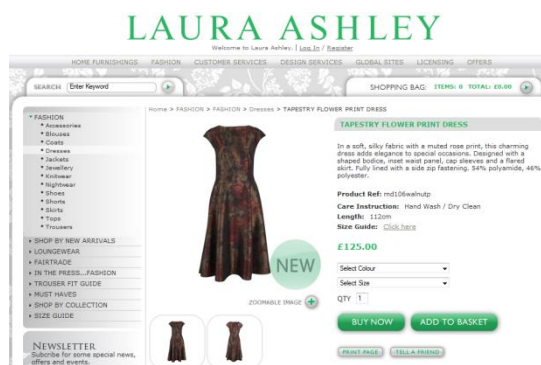


House of Fraser AW10 lookbook with Ariella dress exclusively for HoF as seen in Vogue
Ariella is proud to be one of HoF's key suppliers.

John Lewis



A few of ARIELLA's designs exclusively for John Lewis, including the 'Uma Dress' which recently featured on BBC's 'Hustle'.
Ariella is proud to be one of John Lewis's key suppliers.



An example of an ARIELLA dress exclusively designed for Laura Ashley and featured on their website



Examples of ARIELLA dresses exclusively designed and produced for Phase Eight



Is one of the biggest retailers in the world with over 1,000 stores in Europe and Canada.



Examples of Ariella Autumn Winter Styles on the C&A Catwalk show in Dusseldorf
Ariella is proud to be one of C&A's key suppliers.

Ariella's export clients include C&A in Germany and Worldwide, El Corte Ingles in Spain, Cubus, Vivikes, Til Henne and Halonen in Scandinavia and many more.

Mail order – online clients in Europe have historically included, Ellos in Sweden, Charles Veillon, Ackerman and Vedia in Switzerland, Quelle and Universal Versand in Germany and Austria. In the UK the company has dealt with such mail order companies as GUS, Empire Stores, Grattans and Freemans.

Ariella is pleased to report that feedback from its UK & Export multiple clients confirms that Ariella styles are currently selling at attractively high full-price sell-throughs.

ARIELLA PLUS

In 2009 Ariella introduced outsize fashion to its product range. Due entirely to its multiple clients demanding the flair of Ariella designs for their outsize market. It sells this range in sizes 18-32 UK, and always in exclusive fabrics and exciting designs, to such clients as Ann Harvey of the Alexon Group and Evans of the Arcadia Group.

ARIELLA CASINO



Ariella's Casino Uniforms Division is second to none, specializing in exclusive dresses for Waitresses and Dealers, Waistcoats for Male Dealers, beautiful suits for Inspectors and Receptionists.



Ariella designs and dresses the croupiers and staff of London's Top Casino's, including;

- The Ritz
- The Playboy Club, London
- The Palm Beach
- Les Ambassadeurs
- Aspinalls
- Crockfords
- London Park Tower
- The Clermont
- The Rendezvous
- The Mint
- The Sportsman
- The Casino at The Empire, Leicester Square



Ariella produced the launch limited edition union jack uniforms and classic, black, red and pewter uniforms for The Playboy Club, London (above left).

TAILORING DIVISION



In 2009 Ariella introduced this new division of high fashion tailored trousers, skirts and jackets. Sold both under clients own labels or under The **"Lana Collection"** label, it has achieved spectacular success.

Ariella Tailored suit (right) exclusively for the Ariella Couture catwalk collection (right).



KNITWEAR DIVISION



In 2011 we launched the Ariella Knitwear Division under the Label **"Lana Marie"** to coordinate knitwear pieces with our dresses and separates.



Is our Designer label.
Available from the website www.ariella.com

The Ariella Couture collection is as exquisite as it is wearable, combining stunning couture detailing with a range of fabrics from traditional silk chiffons, lacquered lace and knitted chainmail accentuated with ruching, draping and peplums.

"Ariella has always been inspired by old Hollywood glamour and the traditional couturier techniques of corsetry and cut have long been a key part of our work. We have teamed these techniques with new and innovative fabrics to create a collection that echoes the luxury of a bygone era for the modern glamorous woman". Kyri K

The range of silhouettes vary from hourglass to empire line, knee skimming hems to dramatic fishtails, punctuated with a palette that moves from Jet to Ivory, through bright and bold hues to sugary shades.





Worn by stylish women globally (including as seen on Press pages below) Amanda Holden, Kelly Rowland, Michelle Rodriguez, Naomi Watts, Leona Lewis, Alex Jones, Holly Willoughby, Kimberley Wyatt, Myleen Klass, Michelle Keegan, Beverley Knight, Tulisa Contostavlos, and many more. The Ariella Couture brand always offers ultimate occasion wear; from wedding day to red-carpet premier.

EXCLUSIVE
Amanda Holden sparkles in £4,000 dress



Amanda Holden carried on the green theme at the Shrek The Musical opening night after-party

Amanda Holden shone in a £4,000 bespoke Ariella Couture dress with thousands of hand-sewn crystals and sequins last night at the Shrek The Musical opening night after-party.

Designer Kyri Kyriacou says: 'As soon as Amanda had been given the date for the opening night of Shrek The Musical, she called me and asked if I would design her a dress. Amanda knew she wanted a green dress that had to be sexy and sparkly. We only had time for one fitting at the Britain's Got Talent studios, so we decided that it should be a minidress because it'd be much more fun and show off her stunning figure.'

Amanda Holden was a green goddess at the Shrek after-party

If you want a frock like Amanda's, contact the **Ariella Couture Design Studios**, where they have a dedicated team of seamstresses to create beautiful bespoke outfits.

Charmian Harris

<http://www.nowmagazine.co.uk/star-style/fashion-news/528941/amanda-holden-sparkles-in-4-000-dress/1/>

The Mail

Britain's Got Talent star accuses site of fueling mothers' guilt

Why I hate negative, judgmental Mumsnet - by Amanda Holden

On the need something to give support instead of fueling mothers' guilt who panic about their children's behavior, Amanda Holden writes

YOU

AWING OF ONE'S OWN

Kate Winslet and her new family home

I'M LUCKY TO BE

AMANDA HOLDEN'S response to the question: 'What's the most awkward question you've ever been asked?' (on dramatic cover)

I AM SO GRATEFUL TO BE HERE

In the past three years she has faced huge personal tragedy and she has lost her mother. Amanda Holden is candid about the pain she has felt and the support she has received from friends and family. She also shares her thoughts on the future of the show and her new family home.




AMANDA HOLDEN WEARS ARIELLA COUTURE'S SEX ORGANIC 'NADAW' DRESS FOR THE COVER STORY IN YOU MAGAZINE.

THE MAIL ON SUNDAY - 07.04.13

Strictly Come Dancing

DARCEY BUSSELL wore Ariella Couture's

"Angelina" dress on 27.10.12 and the "Kelly" dress on 28.10.12, as judge on the Halloween weekend special of the hit BBC One show "Strictly Come Dancing"

OK!

First from CELEBRITY OWN

Line Hobbie in Ariella Couture, OK! Magazine 19.02.13



Line Hobbie in Ariella Couture, OK! Magazine 19.02.13



Ariella 50's prom dress design exclusively for House of Frase featured in September Vogue 2010 - "Bring out a sweeping floral indulgence for day. Why wait for an invite?"

VOGUE

International Collections Edition

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GIORGIO ARMANI

Inside the master's universe

Full Circle

MORE DASH THAN CASH




VOGUE

PEOPLE AND PARTIES

Best Dressed of the Week - 19/10/12

OCTOBER 2012 Read Article

18 / 55


OCTOBER 16 2012 - Michelle Rodriguez wore a plunging black gown to the Victoria & Albert Museum Costume Dinner.

Photo By Rex Features

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OK!

FIRST FOR CELEBRITY

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THE STARS HIT THE RED CARPET FOR THE BRITISH SOAP AWARDS

Congratulations to EastEnders star Jessie Wallace - what better place to announce your exciting engagement than on the red carpet at the British Soap Awards? Talking about her new fiancé Vincent Moore, she said: 'He's the love of my life. I've never been this happy with a man before. He's absolutely wonderful. The actress met Vincent on set when he provided the catering.'

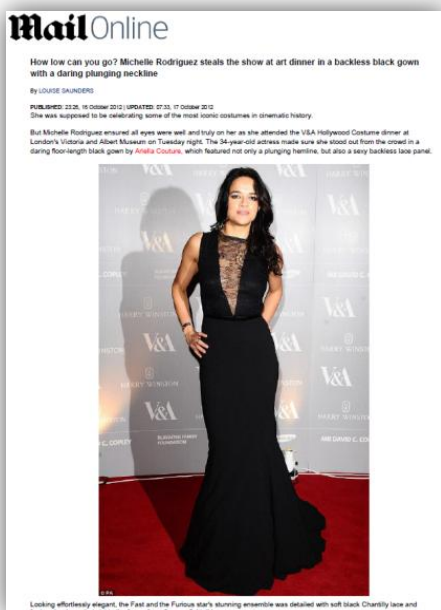
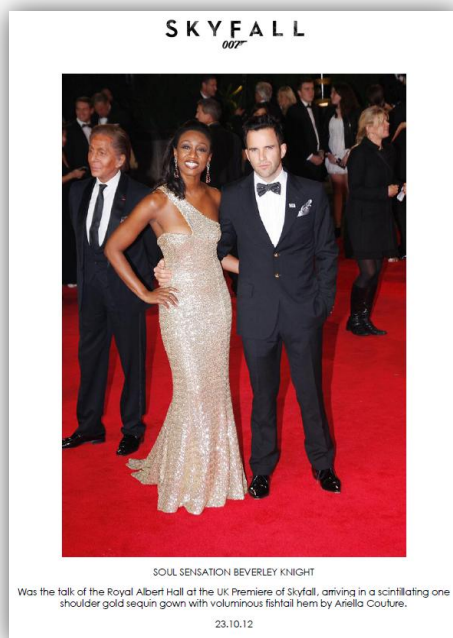
Secretive Jessie has kept her celebrity under wraps - even from her family and EastEnders co-stars - since they began dating last summer. Vince popped the question last month.

Jessie, who turns 40 in September, attended the glittering ceremony in Manchester on the arm of her on-screen husband, Shane Richie, and was beaming from ear to ear. There was more excitement for Jessie after her red carpet announcement, as the star picked up the award for Best Actress and dedicated it to my wonderful husband-to-be. EastEnders also won Best Soap for the fourth year in a row - undoubtedly a huge relief after the criticism surrounding its harrowing baby-swap storyline.

Goronstow Street didn't do badly either and won eight of the 15 categories in its 50th anniversary year - many for December's spectacular train crash live episode. It was Michelle Keegan, who plays Corrie's Tina McIntyre, who stole the show in a glittering Oscar-worthy gown and it was no surprise when she took home the Series Female going for the second year running. Another Corrie star sparkling on the red carpet was Michelle Collins in her first big outing since her switch from Walford to Weatherfield. These stars might well make a living out of all their tears and turnouts on-screen, but there was nothing to cry about in the style stakes last Saturday!

WWW.OK.CO.UK 21





Rodriguez let her dress do the talking for the evening, opting for minimal make-up and accessories, and leaving her raven locks loose and tumbling around her shoulders.

The actress was joined at the launch dinner for the museum's new exhibition by Helena Bonham Carter, who left her typically eccentric outfits at home for the evening.

Hollywood glamour: Michelle looked effortlessly elegant as she posed for photographs at London's Victoria and Albert museum



Breathtaking: Michelle Rodriguez stole the show in a daring Ariella Couture gown as she attended a launch dinner to celebrate the Victoria and Albert Museum's new Hollywood costume exhibition



MYLEENE KLASS & MICHELLE KEEGAN AT THE NATIONAL TELEVISION AWARDS 2011

MYLEEN 'WON BATTLE OF THE BUMPS' IN A GORGEOUS EMBELLISHED CANARY YELLOW GOWN & MICHELLE LOOKED BEAUTIFUL IN FLOOR-SWEEPING AUBEGINE DRESS, BOTH BY

ARIELLA COUTURE

Also featured online at: OK.co.uk, star-magazine.co.uk and shoppingthetrend.com, and in printed press: The Daily Mirror, OK Magazine and Star Magazine.



Nicole and Tulisa have one Hal of a style war on X Factor

Style war ... Nicole and Tulisa battle it out to be the best dressed judge on X Factor
Nicole in Julian Macdonald and Tulisa in Ariella Couture

By BELLA BATTLE
Published: 28th October 2012

Based on the stars' two looks we have to say that the Young singer wins the style war this week.

Mirror 3am FOR THE LOVE OF GOSSIP!

FRONT PAGE NEWS SPORT 3AM TV LIFESTYLE MONEY PLAY OPINION

X FACTOR FASHION X Factor blackout! Tulisa and Nicole go goth for X Factor's darkest week

28 Oct 2012 23:09
The pair are women in black for both of this weekend's shows

Back to black: the judges go goth. Nicole in Julian Macdonald and Tulisa in Ariella Couture.

ITV

It was a dark week for The X Factor this weekend - thanks to Tulisa Contostavlos and Nicole Scherzinger's wardrobe choices. The judges both opted to wear all-black outfits for both the live show on Saturday and the results show on Sunday evening. Fitting perfectly with the weekend's Halloween theme, Saturday saw Tulisa wearing a curve-hugging fishtail dress. The judge also revealed a pair of FANGS as she smiled for the camera at the start of the show.





Tulisa oozes in a girlie teal prom dress... at Pride of Britain Awards

By LOUISE SAUNDERS

PUBLISHED: 21:08, 29 October 2012 | UPDATED: 12:09, 30 October 2012



The pretty outfit flattered the 24-year-old singer's slim waist and featured an eye-catching cutout back, which showed the merest hint of one of her numerous tattoos. Black peep-toe heels with jewel detailing and a chic up-do completed the star's red carpet look, with an added accessory in the form of her X Factor co-judge Louis Walsh placed on her arm.



M&S
COLLECTION

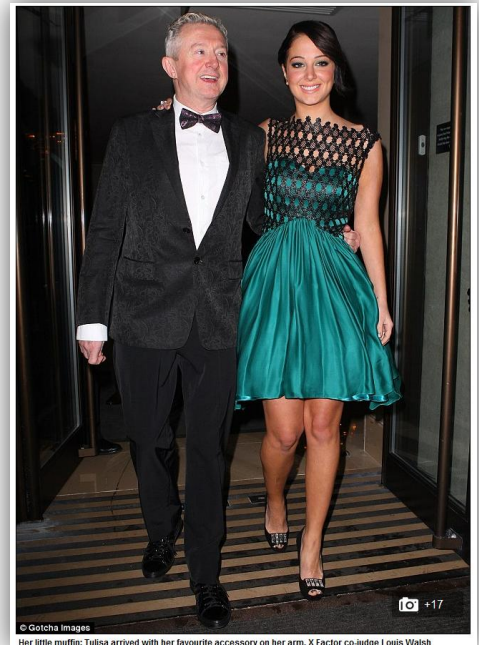
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DON'T MISS

Well THAT'S awkward: Charlotte Church invites fans to appear in her new video...but only one turns in



© Gotcha Images
Her little muffin: Tulisa arrived with her favourite accessory on her arm, X Factor co-judge Louis Walsh

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The fashion business

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MISS ENGLAND ALIZE LILY LOUNTER CROWNS 2012 WINNER THE JEWEL IN THE CROWN

Miss England 2011 winner, Alize Lily Lounter, wears Ariella Couture "Skyla" dress to present the new Miss England 2012 winner her award. Former Britain's Next Top Model contestant Charlotte Holmes was crowned Miss England 2012 at the Athena in Leicester.



KELLY ROWLAND
WEARS ARIELLA COUTURE GUIPURE LACE AND SILK FRINGE DRESS
FOR THE RED CARPET ARRIVALS OF THE X FACTOR LIVE FINAL
10.12.11

MARKETING

Ariella will never supply the same style to two of its major clients in the same country and this way its client has exclusivity on that style in that fabric, and is able to enjoy maximum mark-up and a unique product, not available to its competitors. This has been a winning formula for Ariella across the UK and Europe, made possible by the strength of its Design resources, including its archive library collection of over 2000 best selling styles from the last 40 years.

Ariella's greatest strength is its ability to supply the fashion market place with the richest variety of exclusive, wearable, and original glamorous designs at the right price.

All our designs are original, exclusive and protected by copyright and design right.

FINANCE

Ariella has an excellent relationship with its Bankers RBS Natwest due to its impeccable business ethics underpinned by it's 40+ years of continuous trading. It is therefore willing and able to finance production of any quantity of orders. It also factors all its invoices, giving it smooth cash flow, whilst at the same time offering its clients the credit terms they require, whether it be maximum discount for quick payment, or 30, 60 or 90 days' credit.

In conclusion, whether you are a private client, an Independent store seeking catwalk designs, a Multiple group, a Casino or an online e-tailing company, Ariella can satisfy your requirements for cocktail, evening, and special occasion wear in today's up-to-the-minute fashion trends.



ARIELLA FASHIONS GROUP

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Export Achievement



Winner 2008
uk fashion
exports
Award

2008
WINNER
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export awards



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