



*Bluline Clothing*  
*Delivering Premium Fashion*



## History

Bluline was founded in 1999, initially as a denim apparel manufacturing company. From these humble beginnings, we still specialise in denim though have expanded over the years into Casual / City Wear and Workwear and more recently through our partnerships with leading fabric design companies – into manufacture of Intelligent Fashion garments.

In 2017, Bluline set up its Design & Innovation Centre – enabling buyers to collaborate with our own Project Managers and Designers to expedite the entire Prototype / Design through to the final buy process. Our current and future partners, buyers and designers now have unrestricted access to our facilities – where new designs, fabrics, accessories and processes are all on show.

This “new-world” engagement process has cut many weeks off the entire “time to purchase”, “time to manufacture” and “time to retail” process – further supporting our clients’ increased need for access to Fast Fashion.



## Mission

Our mission is in our name - we simply want to be “Delivering Premium Fashion” to and for our client base.

Bluline works with its full engagement model, utilising the breadth of services available via our Design & Innovation Centre or simply the production of garments based upon a set design with stipulated fabrics and accessories.

In all cases, our clients will work directly with a nominated Bluline Project Manager – who will provide access to the appropriate persons, technologies, designs, component pricing to create an easier order to manufacture to retail experience.

Our mission is also underpinned by Bluline’s own Company Values. Our values are:

- Accountability
- Respect for the Team
- Curiosity
- Integrity
- Commitment
- Responsibility

## Production Capacity

With our recent and responsible expansion, Bluline is now capable of producing close to 1 million garments per annum (starting in March/April 2018).

Our team of Project Managers work closely with our clients, produce an agreed Project Plan with the appropriate specifications to meet our clients’ every need.

Our specialisation is in fact all types of clothing and apparel. We do however specialise on the four areas which we are mostly renowned, these being Denim, Casual / City Wear, Workwear and Intelligent Clothing.

## Alliances

Bluline understands that we are a better company when we partner with the world's best fabric and accessory suppliers as well as specialist Treatment and Washing companies. Our Commercial Department works with these suppliers continually for us to be able to bring our clients the latest in technologies and materials.

In terms of fabrics, we offer a great mix of styles, founded on technological and environmental innovations and all of today's fashion trends.



Additionally, the Treatment and Washing techniques employed by Bluline are modern, environmentally responsible and achieve the desired aesthetic results. Bluline understands that this expertise is ever evolving, especially in terms of environmental and governmental rules and regulations. As such we work with leading, local partners to provide this expert facility.

## Environment and Sustainability

All garments are ethically made in either Bluline's own manufacturing complex or in partner facilities. Where feasible, solar energy is used to power machines and infrastructure, cutting the carbon footprint for every garment manufactured by Bluline.



Importantly, as we source all our raw materials from the world's best and reputable partners, the protection of our environment is assured.

Furthermore, whilst taking advantage of the economic benefits of producing mainly in Tunisia, we also have a policy that all subcontracting activity, where possible, will be undertaken using local partners that are not more than 25kms from Bluline's own complex. By doing this we provide trade opportunities to the local community in Monastir and ethically support their people and economy.

To further reinforce our sustainability commitment, Bluline has a zero-waste policy, meaning all leftover scrap fabric and materials is either donated to a local school or will be turned into something new. Zero waste means a better world for all of us as well as a maximum usage of raw materials in the production of our goods.

## Bluline Design & Innovation Centre

A key differentiator between Bluline and other like manufacturers is our Design & Innovation Centre.

The Bluline Design & Innovation Centre serves multiple purposes, making the lives of our buyers significantly more efficient and effective.

Some examples of what the Innovation Centre can provide clients/buyers include:

1. A showcasing of the current season's fabrics, accessories, colours, designs and ready-made fashions - ready to choose for manufacture
2. A showcasing of the innovations in treatments and garment creation techniques – allowing customers to invest in the appropriate decision-making at the right time
3. For those clients looking for the most efficient design creation process, in effect adding to "fast fashion" expectations, Bluline offers a "one-stop-shop" service.



A designer and/or buyer from our clients work directly with Bluline's Designers and Project Managers to create the collection to manufacture – and finalise all the fit, treatments and accessories. At the same time, our Project Managers work directly with the buyer(s) to finalise and adjust prices according to the work to be done.

This "faster" and more collaborative way of working cuts weeks off the designing and buying process, allowing staff from your company to do much more, in much less time.

## Quick Facts and Contact Details

### *Company Name*

Bluline Clothing SARL

### *Website*

[www.bluline-clothing.com](http://www.bluline-clothing.com)

### *Offices*

Tunisia (Registered Office)  
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Tel: +216 50 505 702  
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Email: [sales@bluline-clothing.com](mailto:sales@bluline-clothing.com)

### *Year of Inception*

1999

### *Annual Production Capacity*

100,000 per Calendar Month

### *Languages Spoken*

English, French, Arabic, Turkish, Italian.

### *Specialisation*

- Denim (all kinds of clothing and treatments)
- Casual / City Wear
- Workwear
- Intelligent Clothing (Cosmetotextiles)

### *Follow Bluline*

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