

## About Us

### When you work with Lux Design Group you will see and feel a point of difference

Lux Design Group provides the Retail Fashion Industry with innovative design and product delivery expertise, saving you time, saving you money and transforming your business workflow into one easy to manage, effortless process.

Lux Design Group is a leader in fashion design through-out Australia. We're hungry for knowledge...always focused on the world's leading cities for fashion design and the next wave of influence. We are an Importer / Wholesaler of Ladies, Men's and kidswear. We also supply knits and woven fabrics to many retailers throughout Australia.

Lux Design Group is at the forefront of innovation and excellence. Lux has their own in-house brand Gysette and supplies to many Australian retailers. The ever changing and diverse fashion design market place drives our strategic positioning to provide a fashion showcase of the finest.

With the emergence of new international fashion labels coming onto the market, our industry is becoming more and more competitive and it is increasingly difficult to satisfy both customers' expectations and your business obligations.

### Our vision

The story of Lux Design Group was born from an understanding that Australian fashion retailers, require a greater choice of premium products and services. Our long standing reputation for innovative ideas and industry knowledge has provided an outstanding opportunity to partner together and realise a common goal.

### One Stop Management Solution

Why work with Lux Design Group? Because we understand that getting the finest and most carefully selected collection of top selling garments for the best price is paramount. If you've been waiting for the right opportunity to arrive, you don't have to wait any longer! Our objective is to improve and successfully transform your design and production processes with a One Stop Management Solution. [Let's talk. Call us Today.](#)

### Focus on objectives that matter!

Our concept is easy! We simplify and manage the design and production process, then deliver to you, the finest collection of garments sourced from our carefully chosen suppliers from around the globe. Lux Design Group are at the forefront of innovative fashion design and leaders in today's fast moving ever changing retail fashion industry.

### Save on business costs and streamline your workflow.

Think of it? A One Stop Management Solution for all your Wholesale Fashion, Production and Design capabilities under one roof. Discover how easy it is to gain access to a world of innovative, premium fashion design with an exceptionally high sell rate. You will have access to the latest and most convenient way to transform your business operations; from design to delivery, save time, money and look forward to simplifying your garment ordering process.

Dealing directly with a Wholesale Fashion Production and Design Team is the most intelligent and convenient way to outsource your workflow. We will never compromise on our high level of service and we will keep you updated through every step of the production process.

[What's the next step? Let's talk. Call us Today.](#)

Benefit directly from the Fashion Industry Experts.

Our proven [expertise](#), helps reduce business costs and improve your workflow on time every time.

Our management solution includes:

- **Fashion Design**
- **Fashion Forecasting**
- **Development**
- **Sourcing Internationally**
- **Manufacturing**
- **Scheduled Production Calendar**
- **Logistics**

**Justin Davenport** *Director (Strategy and Communications)*

Justin has a real passion for the fashion industry and the foreseer of the changing landscape within the industry. Justin and Kathy joined forces to make a real difference across the fashion import / wholesale industry.

Justin comes from 20 years in sales, management & strategy and loves working with clients that require assistance in their business. He enjoys dissolving what could be a complex situation and working out a strategy that will streamline the process for the client and their business.

Our services and products are forever evolving as we want the best solutions and service for our customers and their apparel needs. We strive to create that special experience for our customers and we see ourselves as an extension of our customer's business.

**Kathy Grant** *(Co-Founder)*

Kathy has 25 years of fashion industry experience and has a reputable name in the industry across many of the major retailers in Australia. She lives and breathes fashion and is living her dream in creating a business that can create a positive impact to whom we deal with.

Kathy is a problem solver and she will make it easy for you to deliver and have a product that stands out from the crowd. Kathy can solve your issues and create a clear path for producing your garments.

She will guide you through Production, Design, forecasting, Development, Manufacturing & Logistics. We will adapt to what is required from our extended team to deliver your outstanding results.

## Our Core Values

### **INTEGRITY**

*It's our culture, our company blueprint*

### **PASSION**

*We represent and love what we do each day*

### **HONESTY**

*We are open and personalised in our approach*

**EXCELLENCE**

*On every level across our business*

**ACCOUNTABILITY**

*We won't stop until we get the best result*

**TEAMWORK**

*Working together in unity for the best possible outcome*

## Fashion Branding Strategy Session

*How Will You Influence a Customer's Decision, When Making a Purchase?*

As you might imagine, people today will judge your fashion label by its quality, value and brand identity. In fact, the visual appearance and emotional belief of your clothing and your brand, needs decisive strategic planning, so your label and brand leaves a lasting impression on your customers and how they view your business.

### Why a Fashion Brand Strategy So Important?

*A small Investment that will deliver tremendous benefits*

You have your vision, some experience and the funding needed to launch your label...but are you truly prepared to be a success?

Any successful business person will tell you that strategic brand identity, strategy and planning your marketing is critically important because it provides direction, gives you the ability to measure your business objectives, evaluate progress and build a roadmap to move forward.

Affordably priced at just **\$299** we will schedule your one on one meeting with an industry consultant.

Be sure to book early as our consultants are in high demand. Call us now on **03 9826-3517**

### Plan Carefully and Avoid Costly Mistakes

*If you fail to plan, you plan to fail*

Unfortunately, many people fail to plan...You are better than that. If you're currently working with limited knowledge and guidance, starting a fashion label is a scary and harrowing experience. To be awesome, you will need to understand and manage the following:

Design | Branding | Logistics | Production | Sourcing Materials | Creating Samples | Developing a Website | Manufacturing | Speed to Market | Tech Packs | Accounting Practices | And more...

Lux Design Group has decades of industry experience and works with Australia's leading retailers and is successfully selling clothing in 140 stores throughout Australia and the US.

### What are Fashion Label Strategy Meetings?

*Fast Tracking Your Business*

Lux Design Group has developed the perfect solution boost your label and shine above the rest. With decades of industry experience and determination, Lux Design Group have developed an exciting Fashion Label Strategy Meetings that provides industry knowledge and guidance, so you can fast track your vision and clearly communicate a point of difference.

### How to Avoid Unforeseeable Events

*Professional Expertise and a Proven Track Record*

Get the facts you need to know when making important decisions! Our strategy meetings provide One on One advice from industry experts, so you can develop a roadmap based your business goals.

Our Strategy meetings consist of one and half hours of discussions and are designed for small start-ups wanting to launch their own label, or established businesses with industry experience who want to take their designs and products to the next level.

From concept design to stock lines in stores, you will learn how to fast track your business with facts and key steps needed to create a strategy to exceed your customers' expectations.

## Why Wait Another Day?

### *You've Got an Important Decision to Make*

Do You have doubts about being ready to go to market? Are you truly ready? Have you done your due diligence? If you cannot confidently answer these questions you need to get advice from people who are succeeding and want to help you build your label and your business.

Until you can confidently rule out any unforeseen pitfalls you should get advice from industry leaders that are at the cutting edge of launching and maintaining a fashion label.

Affordably priced at just **\$299** we will schedule your one on one meeting with an industry consultant.

Why not give us a call and find out more? Call our friendly consultants and schedule an appointment. Call us now on 03 9826-3517

Please book early; appointment times do fill up fast so don't delay. We look forward to hearing from you.

## Keyword Research

There is a low search volume for the keywords in your industry. This indicates you have a low level of competition that are using SEO or Google Adwords to advertise or provide information about your product/service.

The most searched keywords related to your product 'Fashion Label Strategy' are as follows and should be used in the meta titles and meta description tags:

1. fashion design consultant
2. fashion branding strategies
3. fashion retail consultant
4. fashion consultant companies

Please see attached Excel spread sheet.

## Our Expertise

### Don't let production delays keep you from getting ahead.

You've probably noticed, in today's fashion design industry, many retail fashion companies now outsource their buying power to a team of fashion design experts. You may well ask 'what does this mean for you'?

### Reduce your Overheads and Streamline your Workflow

The most important competitive aspect of staying in front of your competition is sourcing high quality apparel, at the same time reducing the cost of production and design. Let's be honest, for many fashion companies, sourcing direct means accepting unskilled personnel to engage in a cumbersome and uncompetitive buying process. Lux Design Group understands your problem. We take care of your buying process, eliminating untimely workflow delays while providing high quality design, production and delivery. [To Find out more call us today](#)

Discover the easiest way to source your garments from the most talked about fashion cities of the world. Lux Design Group has the necessary attributes for successful fashion buying management.

- **Analytical Skills** - Understanding retail opportunities and constraints
- **Communication Skills** -Critical to success is consistent liaison with all stakeholders
- **Objectivity** -The ability to be flexible and understand consumer behaviour
- **Industry Expertise** -We work with some of the major fashion retailers throughout Australia

### Decision Making is at the heart of Innovation and Success

Due to our ongoing international buying trips, we have the ability to provide your label with astute apparel solutions to suit your retail needs. From conception to delivery we understand and manage your brief, compile the data and make evaluations to start the creative process. Once you partner with Lux Design Group you will have the winning solution to the best in class processes and procedures.

## Services and Procedures

- Sourcing, design and development for your label or brand
- Delivering premium garments that can't be replicated in the marketplace
- Speed to market, efficient production and delivery implementation
- We will take care of all the production and communicate with you all the way
- Follow the concept brief and ensure the vision you require
- Fashion forecasting, story boards, mood boards, fashion prints, for inspiration, and creativity
- Using factories certified with WRAP report (International ethical standards report) or BSCI report.

### Guaranteed High Quality Standards and Ethically Sourced Factories

We have flexible terms with order quantities and we work within your garment requirements. Full stage inspections are undertaken during the production process with ethical sourced factories that meet international standards with certification. Our guarantee to you is the finished products are of superior quality and ethically manufactured. [To Find out more call us today](#)

LDG sources all products from our carefully selected network of Asian manufacturers who offer high quality standards and quick turnaround. Our factories have cutting edge machinery, technology and deliver superior finishes on time, all under the direction and high standards of Lux Design Group.