



CUTE DRESS  
INDUSTRY LIMITED

# Factory Profile

Sustainability ● Circularity ● Minimalism

CUTE DRESS  
INDUSTRY LIMITED

Sustainable Apparel Manufacturer



“

We do not inherit the earth  
from our ancestors; we  
borrow it from our children.

”



“

# BE OUR BUSINESS PARTNER AND BE A CHANGEMAKER

By ignoring the importance of people and planet any conventional business cannot have a sustainable and sequential profit. Business as usual is not an option anymore.

From end consumer, shops, traders and manufacturer everybody have an ethical responsibility towards the people who are making our clothes and for the planet we call 'home'. So be a part of our drive and make a difference in fashion industry.

”

# ENTREPRENEUR PROFILE

MR SHEIKH H M MUSTAFIZ  
MANAGING DIRECTOR



Mr. Sheikh H M Mustafiz, Managing Director is the founder and dreamer of Cute Dress. He is a passionate change maker of Bangladesh ready-made garment (RMG) industries to top notch niche manufacturer instead of a bottom of the pyramid manufacturer. Back in 2003, he started his own business and established his connection in Nordic countries. Currently, Cute Dress is exporting to more than 40+ high end brands in Denmark, Sweden, Norway, Germany, Canada, USA, Japan, Australia, and few other countries. Cute Dress is mainly producing circular knitwear for high end and niche brands which has higher value and quality. Cute Dress can handle small orders in a very efficient way. The workforce are skilled and passionate in getting the tasks done with highest level of standard. It runs on the whirlpool of experienced management team.

Mr. Mustafiz has travelled to more than 30 countries in the world; learned & implemented many international norms and practices in the company. Through his leadership, the company has seen a sustainable economic growth and optimistic future of RMG industries in Bangladesh. Cute Dress is a state-of-the-art environment friendly factory and the innovative wide range of fabrics are the main strength of the company. The factory is a LEED (Leadership in Energy and Environment Design) Certified in Platinum category under US Green Building Council (USGBC) standard and became one of top 10 green factories in the world. The factory was rewarded with 'Step Up Award' for improving its 'productivity and CSR activities' from 'Dansk Mode og Textil' for the noteworthy performance. Cute Dress is the only company from Bangladesh who has showcased 'Package Solution for Sustainable Knitwear' in Copenhagen Fashion Summit in May 2019. Cute Dress also received "2021 Impact Excellence Award" from Hey Social Good, an initiative from USA to recognize companies who practice sustainability in their core business philosophy.

Mr Mustafiz is a M.A. in English. He was awarded with 'Professional Fellowship' as young entrepreneur from US Department of State in 2012. In 2015, he ran an online apparel selling platform pilot project called 'Brand for Humanity' to improve the living standard of the garment workers in Bangladesh. He was awarded with 'Telly Award' and 'W3 Award' from USA for the thoughtful content of the video. In 2015, he was also praised by Embassy of Nepal in Bangladesh for his generous contribution to the earthquake victim in Kathmandu.

As an industry leader he participated in an International Workshop on 'Workforce Skills Development for Industry 4.0' organized by Singapore Polytechnic International collaboration with Temasek Foundation and a2i of Bangladesh government. He is also member of National Steering Committee of Generation Unlimited, a project by UNICEF for youth future skills and employability.

Mr. Mustafiz was elected as the Director of Bangladesh Knitwear Manufacturer and Exporter Association (BKMEA) for 2017-2019 session. For his contribution to national economy, he was awarded as CIP (Commercial Important Person) by the Government of People's Republic of Bangladesh. He is recognized as best standing committee chairman in BGMEA standing committee on RSC-Environment for 2019-2021. He is a proud father of two sons and he himself is son of a government stipend awarded Freedom Fighter.



# BASIC INFO AND INFRASTRUCTURE

## INSIDE FACTS AND FIGURES

Head Office	: L-8 Arifabad Housing Society Pallabi, Rupnagar, Dhaka 1216 Bangladesh
Factory Address	: Bathuli, Shaha Belisshor Dhamrai, Dhaka 1800 Bangladesh
Phone numbers	: +880 2 58052109
Contact Person	: Mr. Sheikh H M Mustafiz Managing Director Cell +880 1713 018790 mustafiz@cutedress.net
Website	: <a href="http://www.cutedress.net">www.cutedress.net</a>
Total Land	: 200+ decimal
Open Space	: 40%
Floor Space	: 80000 sft (total 3 floors)
Safety system	: Automatic fire detection and hydrant
Security system	: Public Addressing and full CCTV coverage
Utility and power	: - 6000 sft utility building - 3 Generators: 460 kVa, 200 kVa, 30 kVa - Own sub-station - 250 kg boiler - Air compressor
Waste recycling	: Waste recycling storage : 4 rooms
Current manpower	: 550+ (Women 57 : Men 43)
Day care	: - Full time Nannies - Facilities with breast-feeding, child nutrition and indoor-outdoor playground
Medical care	: - Full time Doctor and Nurse - Collaboration with Gonoshasthay Kendra - Facilities with minor operation theatre

Knitting	: Total 10 nos.
Dyeing	: We don't have own dyeing facilities. We sub-contract dyeing from reputed Oeko-tex & GOTS certified dyeing mills.
Printing	: We have digital printing and screen printing unit
Embroidery	: Embroidery unit with plain stitch, sequins, cord, terry etc.
Laboratory	: We have our own laboratory for basic wash tests, GSM test, composition test etc.
CAD system	: We have CAD system with plotters
Cutting	: We have large cutting tables with fabric spreader
Sewing	: We have all kinds of sewing machine needed for knitwear production incl. light woven
Finishing	: We have full furnished finishing section along with spot removing section, tumble dryer, thread sucker etc.
Packing	: We have separate packing section along with needle detector, pick-pack service, security controlled shipping process etc.
Transportation	: We have own transportation for all sorts of procurement purpose
Certification	: - Oeko-tex; GOTS; OCS; GRS; RWS; LEED; BCI, US Cotton; audited by BSCI and ACCORD/RSC. - In process of Higg Index; Fair Wear; WRAP & C-TPAT etc.



# BUSINESS MODEL

Sustainable Apparel Manufacturing for Responsible and Ethical Fashion Brands aligned with UN SDGs and Bangladesh NPIs.

## ALIGN WITH UN SDGs

All our actions and activities are aligned with UN SDGs



## ALIGN NATIONAL NPIs

Bangladesh government National Priority Indicators are our core target



## FINANCIAL GROWTH

Healthy financial growth is our key factor for existence. Our core business principles are productivity, innovation and open for changes.



## PLANET

Energy efficiency  
Water efficiency  
CO<sub>2</sub> emission reduction  
Waste Recycling

## PEOPLE

Social compliance  
Health & Safety  
Best CSR Practices

## PRODUCT

Traceable conventional raw materials  
GOTS/OCS/GRS/RWS certified products  
Innovative fabrics  
Eco-friendly digital printing  
Eco-friendly accessories



# SUSTAINABILITY PILLARS

OUR PHILOSOPHY, MISSION AND VISION



## SOCIAL JUSTICE

- Fair compensation
- Non-discrimination
- Ensure human rights
- Good working condition
- Financial inclusion through fintech
- Inclusive jobs

## GOOD GOVERNANCE

- Establish corporate governance
- Corruption-free operation
- Digitalization
- Business continuity plan



## ENVIRONMENT



- Environmental management system
- Energy efficiency
- Renewable energy
- Water resilience
- Water recycled and ZLD
- Reduction of GHG emissions

## HEXAGONAL SUSTAINABILITY

## ECONOMIC RESILIENCE

- Cost optimization
- Efficient production management
- Waste control
- Investment on technology



## CIRCULARITY

- Resource optimization
- Recycling pre and post-consumer waste
- Regenerate resources
- Design out waste

## INNOVATION

- New fabric development
- Product development
- Product diversification
- Value added products



# SUSTAINABILITY ROADMAP

OUR DREAM TIMELINE OF MILESTONES

2022

Investment on automation and  
restructure on efficiency



2023

Optimized production with best  
full capacity



2024

Compatibility of high-end products  
through diversification



2025

Smart factory 4.0



2027

Efficient production management



2029

Fully sustainable  
manufacturing



2030

Only export to sustainable  
premium brands





# TRANSPARENCY IN OPERATION

WE WANT TO SET BENCHMARK AND MILESTONES

We are committed to publish our sustainability report every year. Our first report published in 2019 and publishing every year onward.

1



SUSTAINABILITY  
REPORT

With proper arrangement we are open to everybody to visit our facilities and we are delighted to share our knowledge and experience

2



KNOWLEDGE SHARE

We are wholehearted to comply national or international code of conduct.

4



COMPLIANCE

We are ready to collaborate with any international and national agencies for sectoral and individual improvement.

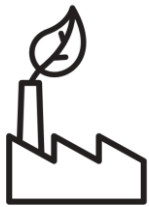
3



STAKEHOLDER  
ENGAGEMENT

# CERTIFICATION AND TRACEABILITY

CONFIDENCE AND TRUST ON YOUR PRODUCT



GREEN  
FACTORY



SOCIAL  
RESPONSIBLE

**amfori** @ BSCI  
Trade with purpose

**Step Up**  
Responsible Production as a Business Driver



SAFE  
WORKPLACE

**RSC** | RMG  
SUSTAINABILITY  
COUNCIL

**ACCORD**  
on Fire and Building Safety in Bangladesh



SUSTAINABLE  
RAW MATERIALS



**BCI** Better  
Cotton  
Initiative



**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
18.HBD.32941 HOHENSTEIN HTTI



# CONTRIBUTION TO BLUE PLANET

ONE OF THE WORLD'S TOP 10 LEED (PLATINUM) CERTIFIED GREEN FACTORY



## ENERGY EFFICIENCY

- Energy saving LED lights
- Energy saving servo motors
- High efficient VRF system and lift
- Energy monitoring system with separate energy meter
- Low-e glass to reduce heat and noise
- Solar panel producing more than 20% of total energy



## WATER EFFICIENCY

- Low-flow water fixtures
- Waste water recycling system to reuse in toilet flush, gardening etc.



## CO<sub>2</sub> EMISSIONS

- Indoor gardening
- Bicycle parking
- Carpool preferred parking
- Huge amount of fresh air circulation to maintain CO<sub>2</sub>
- Enough daylight for whole building



## WASTE MANAGEMENT

- Segregation of waste materials like fabric, paper, plastic etc.
- Selling the waste to recycler
- No landfill



## Environmental Impacts 2021

**75,408 kW**  
energy produced from solar

**2,425,760 liters**  
of water recycled

**Waste sent for recycling**

**2,155 kg**  
of plastic waste

**138,950 kg**  
of cutting room waste clothes

**24,544 kg**  
of waste paper



# PROJECT 'HAPPY FACES'

PEOPLE WHO ARE MAKING OUR CLOTHES

1

**amfori @ BSCI**  
Trade with purpose

## A-rated working condition

- Salary and overtime on time
- Two festival bonuses
- Maternity benefits
- Leave of absence
- Yearly salary increment
- Medical care & Child care
- Canteen facilities
- Pure drinking water
- Committee for collective bargain
- Safety committee & Welfare committee
- No excessive work & forced labor
- No Discrimination

2

**CSR** **DANSK**  
**MODE ON**  
**& TEXTILE**

- Free transportation
- Free medicine and sanitary napkin
- Health insurance
- COVID-19 protocol
- Paternity leave
- Attendance bonus
- Skill training and soft skill training
- Yearly medical check-up
- Tobacco-free premises
- Wheelchair accessible premises
- Ergonomical furniture
- Nutrition program
- Fair price shop
- Family planning corner
- Employment of physically challenged people and senior citizen

3

**RSC** | RMG SUSTAINABILITY COUNCIL

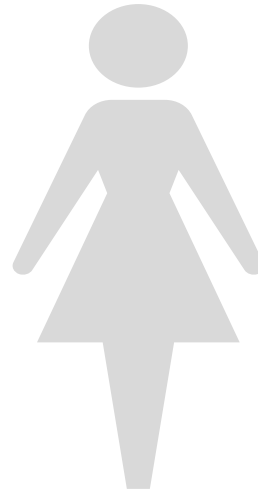
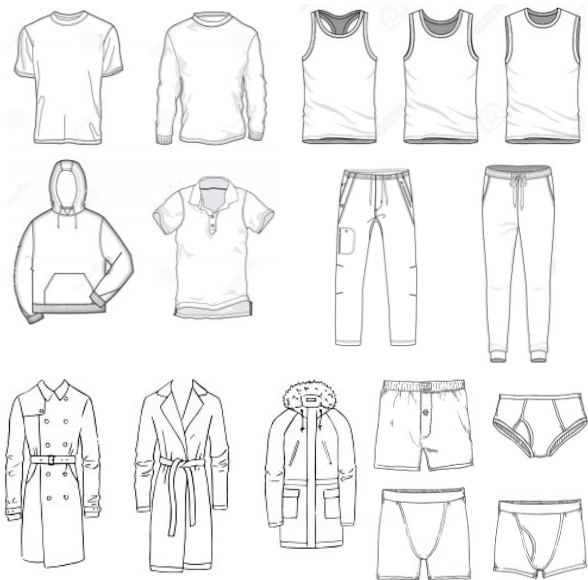
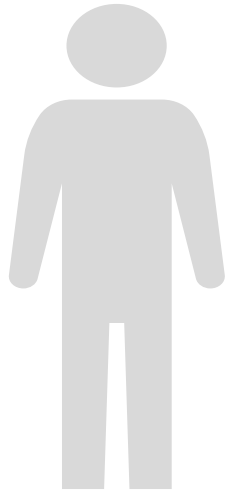
**ACCORD**

on Fire and Building Safety in Bangladesh

- Building safety
- Electrical safety
- Fire safety
- Occupation Health & Safety
- Risk Management
- Safety Training

# MANUFACTURING EXPERIENCE

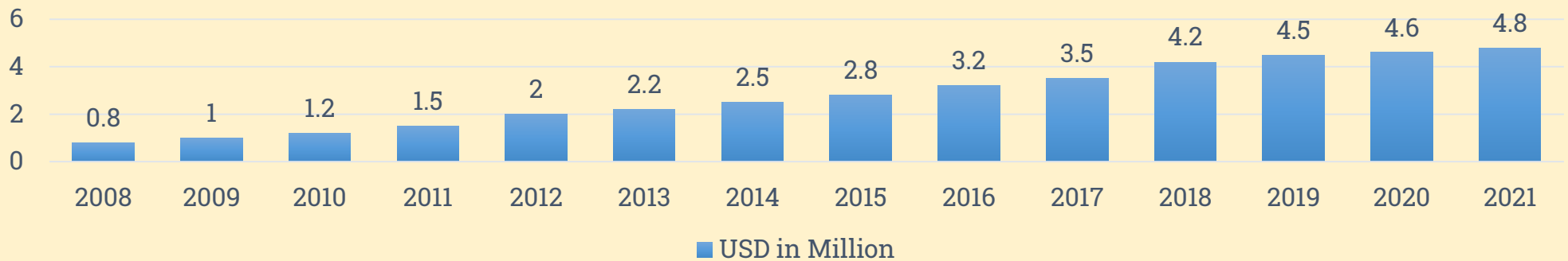
WHAT WE PRODUCE FOR WHOM



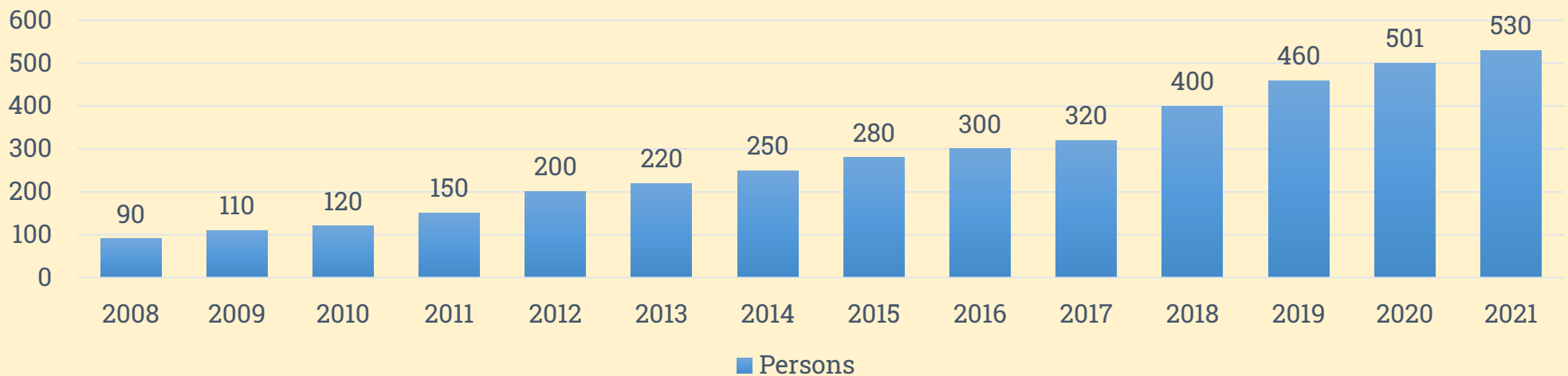
# ECONOMIC PERFORMANCE

OUR GROWTH INDICATORS

## REVENUE TREND FOR LAST 14 YEARS



## EMPLOYMENT GENERATION FOR LAST 14 YEARS

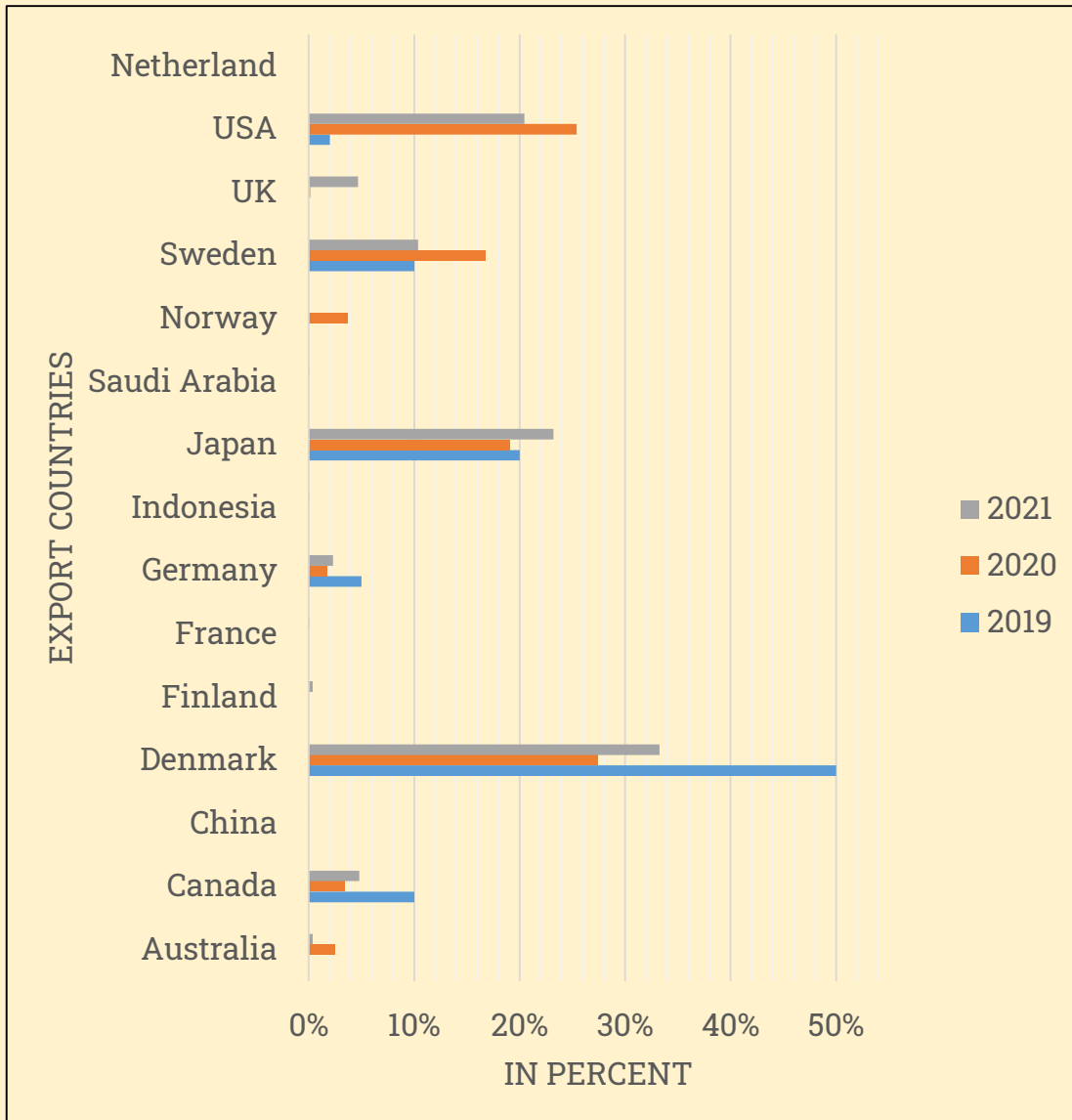




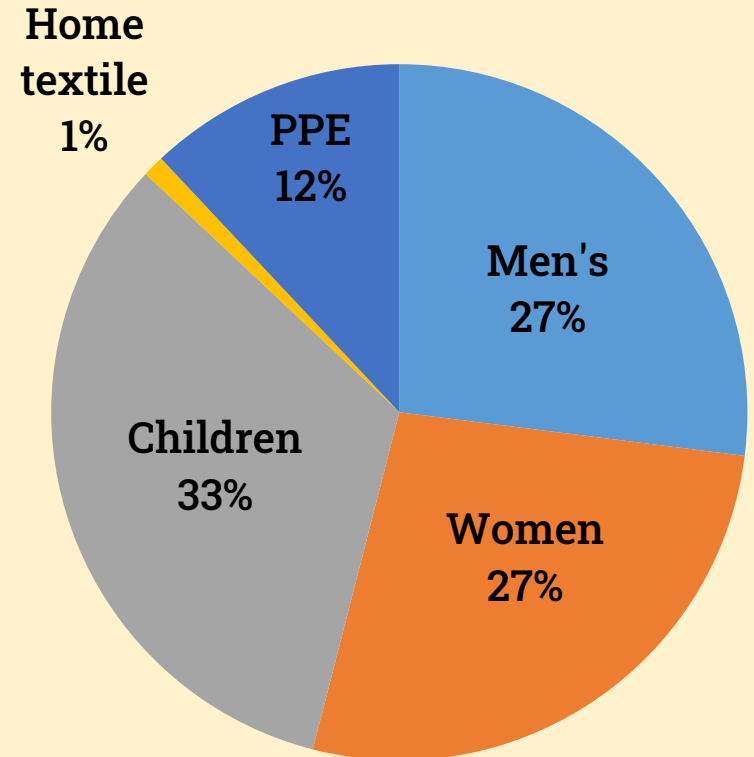
# MARKET SHARE

OUR GROWTH INDICATORS

## Market Share from 2019 to 2021



## Product Category in 2021



# INNOVATION OF FABRICS

MORE THAN 800+ TYPES OF FABRICS IN OUR LIBRARY



## SYNTHETIC

- Jersey
- Rib
- Interlock
- Pique
- Pattern
- Stripe
- Jacquard
- Polar fleece



## SUSTAINABLE

- GOTS certified
- OCS certified
- GRS certified
- BCI certified
- ECOVERA certified
- Woolmark certified



## INTERLOCK

- Interlock from 130 gsm to 300 gsm
- Drop needle interlock
- Jacquard



## PIQUE

- Pique from 140 gsm to 350 gsm
- Single Lacoste
- Double Lacoste
- Drop needle
- Jacquard



## JERSEY

- Single Jersey from 90 gsm to 400 gsm
- Bubble jersey
- Pattern jersey
- Mesh jersey
- Crepe jersey
- Twill jersey
- Feeder stripe
- Auto stripe
- Jacquard



## 12 GG

- Plain Jersey
- Pattern jersey
- CutNSew Sweater



## RIB

- 1x1 Rib
- 2x1 Rib
- 2x2 Rib
- Drop needle Rib
- Flat back
- Pointelle Rib
- Double face
- Waffle
- Feeder stripe
- Auto stripe
- Jacquard



## TERRY

- French terry from 140 gsm to 500 gsm
- Fleece from 160 gsm to 550 gsm
- Velour
- Both side brush fleece
- Jacquard



## VALUE ADDITION

- Spandex
- Enzyme washed
- Silicon washed
- Pre-shrunk
- Peach/Sueded
- Vintage
- Space dyed
- Anti-bacterial
- UV protected
- Water repellent
- Insect repellent
- Soil repellent
- Dischargeable
- Hydro-flex
- Allover printed
- Digital AOP
- Allover embroidery

# VALUE ADDITION ON GARMENT

ATTRACT YOUR END CUSTOMER

## PLACEMENT PRINT

- Digital
- Pigment
- Plastisol
- High density
- Puff
- Foil
- Flock
- Glitter
- Metallic
- Cracked
- Sublimation
- Transfer
- Spray
- Discharge
- Burn-out
- Sublimation
- Aroma
- Sunlight

## EMBROIDERY

- Flat stitch
- 2D
- 3D
- Chenille
- Sequins
- Patchwork
- Cotton thread
- Emb with print
- Cut hole
- Felt
- Cording

## ALLOVER PRINT

- Pigment
- Rubber
- Reactive
- Digital
- Discharge
- Puff
- Burn-out
- Glitter
- Metallic

## WASHING/ PIECE DYED

- Washed look
- Pigment dyed
- Enzyme wash
- Uneven wash
- Destroy wash
- Crinkle wash
- Tie-dye
- Dip-dye

## HAND WORKS

- Hand embroidery
- Hand stitch
- Sequins
- Beading works
- Stone works
- Hotfix



# OUR STRENGTH IS NATURAL FIBER

REDUCE PLASTIC CONSUMPTION



## COTTON & BLENDS

- Organic cotton
- BCI Cotton
- Pima cotton
- African cotton
- USA cotton
- Regular cotton
- Cotton melange
- Cotton blend with spandex
- Cotton blend with polyester
- Cotton blend with viscose
- Cotton blend with modal
- Cotton blend with tencel
- Cotton blend with bamboo
- Cotton blend with wool
- Cotton blend with linen
- Cotton blend with hemp
- Cotton blend with inject polyester
- Cotton blend with cloud polyester
- Cotton blend with neps
- Cotton blend with recycled poly
- Open end cotton yarn

## EXCLUSIVE FIBERS

- Merino wool and melange
- Wool blend with bamboo
- Wool blend with cotton
- Wool blend with silk
- Vegan wool blend with cotton
- Cupro and blend with spandex
- Lyocel and blend with cotton
- Lyocel and blend with linen
- Viscose and melange
- Modal and melange
- Tencel and melange
- Bamboo and melange
- Linen and blend with cotton
- Linen and blend with viscose
- Hemp and blend with cotton

And many more ...



## SUSTAINABLE FIBERS



'organic'

- 100% Organic Cotton (GOTS)
- Upto 95% Organic Cotton blend with elastane / recycled polyester / viscose / modal / tencel / bamboo / linen / hemp / wool / kapok / silk

'made with organic'

- Upto 70% Organic Cotton blend with elastane / recycled polyester / viscose / modal / tencel / bamboo / linen / hemp / wool / kapok / silk



- 100% Organic Cotton (OCS)
- Upto 5% Organic cotton blend with elastane / recycled polyester / viscose / modal / tencel / bamboo / linen / hemp / wool / kapok / silk



- Recycled cotton blend with organic cotton / recycled polyester / recycled wool /
- Recycled polyester blend with elastane / cotton / viscose / modal / tencel / bamboo / linen / hemp / wool / kapok / silk
- Recycle wool and blend with recycle fiber



TRACEABLE MAN-MADE CELLULOSIC FIBER

































































- Lenzing ECOVERO, TENCEL etc.
- FSC/PEFC certified viscose





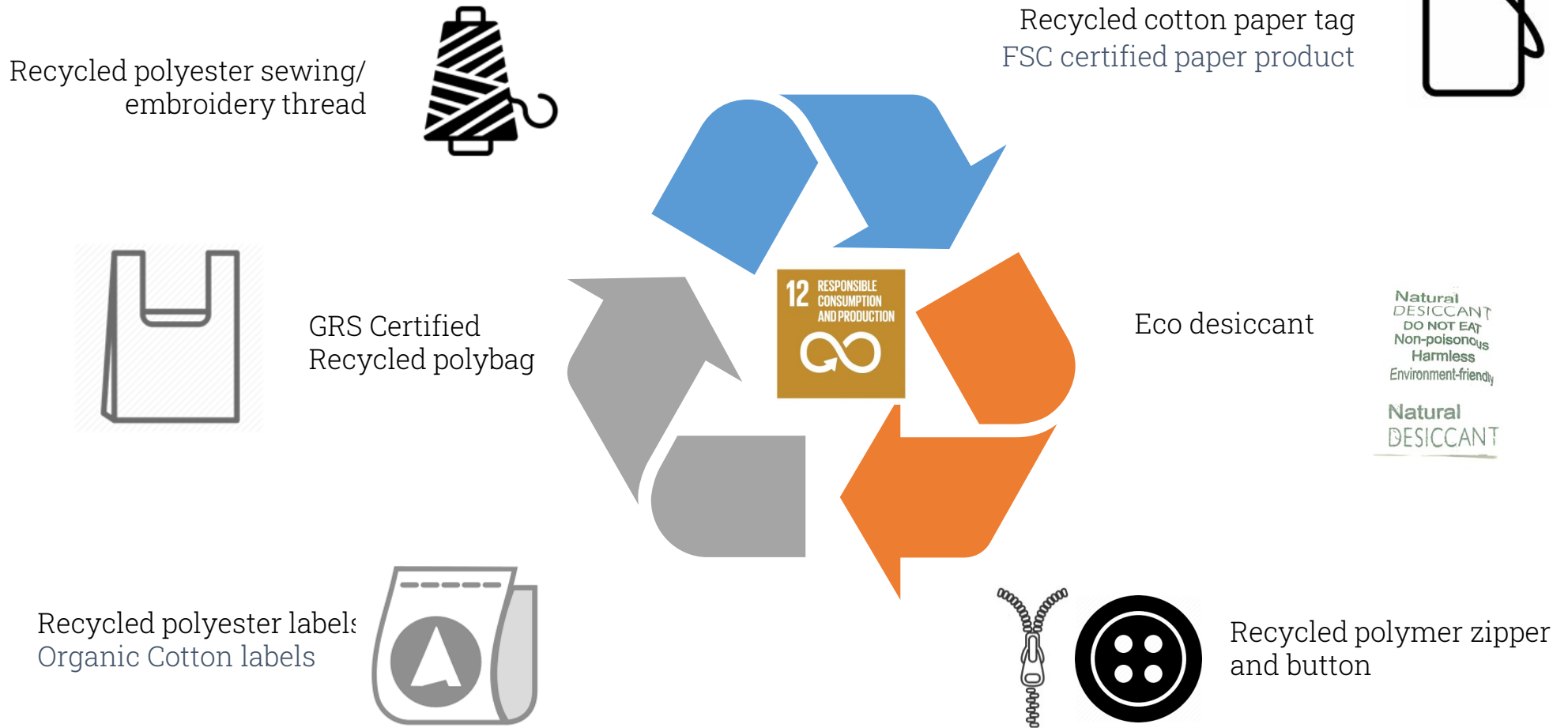
# SUSTAINABLE AND RESPONSIBLE CHOICE

YOUR PATHWAY TOWARDS SUSTAINABILITY

Fibre composition	Certification / Traceability	Dyeing Impact (Medium)	Dyeing Impact (Low)	Cotton Base Accessories	Polymer Accessories	Paper Product
Conventional Cotton	   					 
GOTS Organic Cotton (upto 95%)						 
GOTS Organic Cotton (upto 70%)						 
100% Organic Cotton						 
Organic Cotton blend (upto 5%)						 
Pre or Post Consumer Recycled fibre						 
Manmade Cellulosic fibre	    					 
Wool and wool blend	 					 

# SUSTAINABLE ACCESSORIES

REUSE | REDUCE | RECYCLE



# FREQUENTLY ASKED QUESTIONS

## Capacity?

### BULK PRODUCTION

Bulk production: Average 10000 pcs per day  
Basic style volume order: 14000 pcs per day

### SAMPLE PRODUCTION

Proto sample : Average 20 styles per day  
Sales Sample : Average 200 pcs per day

### FABRIC PRODUCTION

Knitting Capacity: Average 4000 kg/day  
Dyeing Capacity: Average 3000 kg/day  
Finished Fabric: Average 3000 kg/day

## Lead Time?

### SAMPLE

Proto/First sample : 4 to 7 working days  
Sales sample : 6 to 10 weeks  
PP sample : 5 to 10 working days  
Size-set Sample : 10 working days  
*[after bulk fabric received]*

### BULK ORDER

Minimum 30 days ~ Maximum 120 days  
*[Maximum depends on order size  
and number of styles]*

## Minimum Order Quantity (MOQ)?

MOQ always depends on several facts like fabric quality, style, delivery time etc. In general, products made of cottons can be as low as 200 pcs. Some items MOQ can be as higher as 2000 pcs per colour.

## Departure Port?

**Sea Shipment:** Chittagong / Chattogram  
**Air Shipment :** Dhaka Airport [DAC]

## Payment Terms?

### Telegraphic Transfer (T/T):

All kinds of sample charges, small order quantity, advance purchase product etc. to be paid through bank to bank Telegraphic Transfer (T/T). Bulk orders also can be done through T/T payment.

### Letter of Credit (L/C):

For bulk order we are looking for L/C as per below terms:

- Irrevocable
- Transferable
- Partial shipment allowed
- Third party documents acceptable
- Negotiation of document within 21 days
- Payment at sight

# STRENGTH–WEAKNESS–OPPORTUNITY–THREAT

## SELF ANALYSIS REPORT





# KNOWLEDGE AND STRATEGIC PARTNERS

OUR PARTNERS OF SUCCESS



পরিবার পরিকল্পনা অধিদপ্তর





# VISITORS FROM DIFFERENT PARTS OF THE WORLD





# FACTORY INSIDE PICTURES





www.cutedress.net



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