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 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 Lausanne, 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.

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 Phillip at Buckingham Palace in 1999.

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 its production.

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 warehouse and distribution centre, North London.

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 bought up surrounded by Fashion, as the CEO’s only daughter. Her numerous talents include singing, and was in fact 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.
Has always employed Fresh and innovative Designers…

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

**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 Pfieffer 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, Myleene 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 Tierre, Mary Portas, John Lewis, Phase Eight, Debenhams and Laura Ashley and many more…

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.

A few of ARIELLA’s designs exclusively for John Lewis, including the ‘Uma Dress’ which recently featured on BBCs ‘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
- Aspinal
- 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 was a shining star at the Strictly Come Dancing series launch party on Saturday. She dazzled in a £4,000 beaded Aliette Couture dress worn with a £1,000 diamond necklace. The dress was custom made for Amanda and featured over a thousand hand-embellished crystals. She appeared to be in great spirits as she arrived at the event and seemed to be enjoying the evening. The dress was the talk of the night and truly put Amanda Holden on the map.

If you want a dress like Amanda’s, contact Aliette Couture Design Studios, where they have a dedicated team of seamstresses to create beautiful beaded gowns.

Charmaine Harris
MYLENE KLAS & MICHELLE KEEGAN AT THE NATIONAL TELEVISION AWARDS 2011

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

Also spotted online at: Ok.co.uk, star magazine.co.uk and shopping.betterend.com, and in print press: The Daily Mirror, OK Magazine and Star Magazine.

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

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

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

X Factor Fashion

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

The pair are women in black for both of this weekend’s shows

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.

Fit in perfectly with the weekend’s Halloween theme, Saturday one Tulisa wearing a curve-hugging black dress.

The latter also revealed a pair of PANTS as she entered the camera at the start of the show.
Tulisa oozes in a girly teal prom dress... at Pride of Britain Awards

The pretty outfit flattered the 24-year-old singer’s slim waist and featured an eye-catching cutout back, which showed the model’s hint of one of her numerous tattoos.

Black peplum heels with jeweled detailing and a chic up-do completed the star’s not too tired look, with an added accessory in the form of her X Factor judge Louis Walsh placed on her arm.

MISS ENGLAND ALICIA LLOYD COUNTS 2012 WINNER

THE JEWEL IN THE CROWN

Miss England 2011 winner, Alicia Lloyd, wore Ariella Couture’s Style 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 Leicestershire.
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 its 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

For further information on Ariella, please contact:

Ariella House, 94-96 Great North Road, London, N2 0NL

T: 0044 (0)20 8883 7288
F: 0044 (0)20 8883 2384
E: fashion@ariella.co.uk
W: www.ariella.com

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