

THE ULTIMATE DESIGNER  
RESOURCE TO GET IT MADE™



**OPEN FASHION IN NORTH AMERICA.**

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# WHO IS AFINGO?

## OUR MISSION

AFINGO is changing the way fashion does business by creating transparency, streamlining processes, and reducing unnecessary costs, thereby becoming the must-have tool for the fashion industry.

AFINGO empowers the fashion community by supporting fashion entrepreneurs and the businesses that serve them. AFINGO marries the power of an online platform with meaningful industry events, connecting designers with the knowledge and resources required to Get It Made™ and Get It Sold™.

## AFINGO PLATFORMS

- AFINGO Match
- AFINGO Expert Content
- AFINGO Fashion Forum (Live Event Series)



# LAUNCHED JUNE 2011

## **AFINGO MATCH TO GET IT MADE™**

AFINGO starts at the beginning to provide the tools that help designers Get It Made™. The foundation is the team: the patternmaker, the technical designer, the grader, the fabric supplier, the manufacturer. Match is the advanced search tool that connects designers with the right team of qualified, vetted contractors for their business.

## **MY STUDIO**

Provides designers with a place where they can create projects, manage styles, store relevant articles, and find and connect with contractors.

## **MY OFFICE**

Gives contractors the tools to help them manage their workflow and chart the progress of individual customer projects with a visual design that translates into any language.





# THE BENEFITS

## CONTRACTORS

AFINGO gathers qualified leads for the trade, using a suite of tools that:

1. Streamline business
2. Facilitate communication
3. Standardize methodologies

The goal is to improve sales, workflow, and profit.

## DESIGNERS

AFINGO is the first platform designed to assist fashion designers in turning their ideas into sustainable businesses. We provide:

1. Expert advice
2. Real world experience
3. Vetted connections

Along the product development lifecycle.





## TO ACHIEVE SUCCESS

- Know your target market
- Choose the right tradeshow to reach your target market
- Choose the right retailers to reach your target market
- Be easy to work with
- Provide Landed Duty Paid (LDP) and Freight On Board (FOB) pricing
- Communicate in English (in writing and when speaking)
- Give simple and clear information
- Be responsive - quick turnaround time on requests
- Use email
- Have a website





## ABOUT LIZA D. 1

VANCOUVER, CANADA

Artenelle Manufacturing

- Established in 1990, cut-make-trim factory
- Manufactured for Umbro, West Beach, Intrawest, Ledcor, and Artenelle label "Go Girl"
- Sold in 1998 with 9,000 sq. ft, 60 employees, 60 contractors

Noconna Manufacturing

- Established in 1999, full-package factory
- Manufactured for Marmont, Horny Toad, Sierra Designs, London Fog, Roffe, Noconna label TOPSHOP sold at Costco
- Sold in 2003 with \$3 million annual sales





## ABOUT LIZA D. 2

new york city, new york

Liza D. Consulting

- One-to-one consulting services for start-up brands and emerging labels, as well as development and sourcing advice to help small brand improve efficiencies

- Clients include: Jay McCarroll, Brulee, The Shirt™ by Rochelle Behrens

Liza D. Fashion School

- 2-day fashion school held in New York, Los Angeles, and Vancouver

- A-to-Z of how to start a line, from idea to development to business, production, and getting it sold.

- All designers have the same four questions: How do I find the right contractors? How do I know what to pay? How much money do I need? How do I sell?

- This led to AFINGO

[WWW.AFINGO.COM](http://WWW.AFINGO.COM)





## CONTACT

Liza Deyrmenjian

Co-Founder & Chief Executive Officer

- Liza Deyrmenjian hails from Vancouver Canada, where, at the age of 19, she launched her first apparel production venture, Arteenelle Manufacturing. Sought after as a speaker and apparel production consultant, Lisa is taking her message to a worldwide audience with AFINGO.com.

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