



WHITE LABEL LONDON



MAKING IN

London

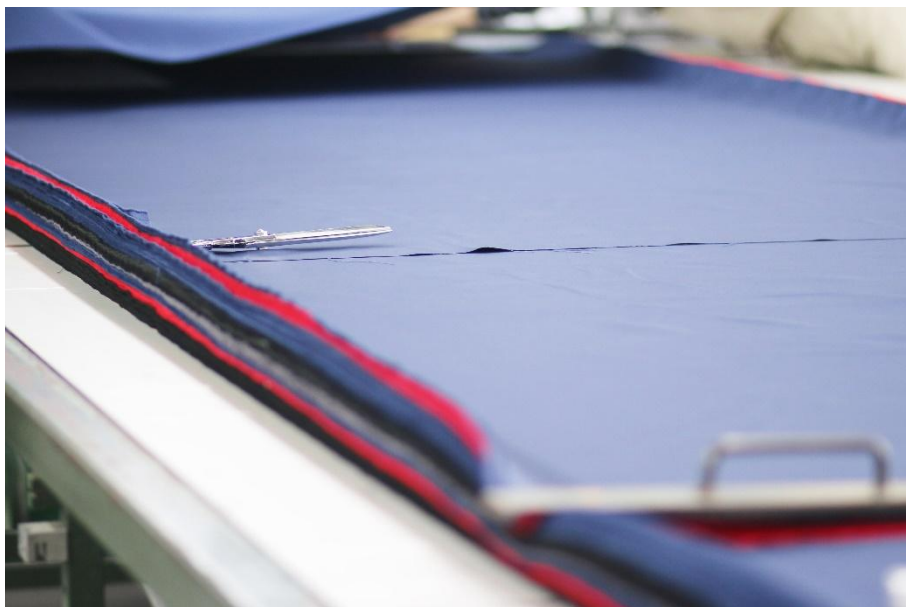
SINCE

1973

Introduction

Clothing brands that are succeeding are telling a powerful story to their consumers around the world. The story of how and where their garments are produced has never been of greater importance

Consumers, and so manufacturers, are looking for great craftsmanship, quality, and integrity of production. This is why so many brands have re-awoken to the benefits of producing in the UK and especially London. The UK benchmark for clothing quality is understood around the world. It is capital London is a global centre of excellence for fashion, creative design and innovation combined with the highest levels of business facilitation.



Mr. Azam has been in the clothing manufacturing industry since 1973 and opened his first factory in London in 1984. Since then, he has moved on to bigger and newer factories having produced for some of the biggest names globally.

Mr. Azam's first factory was 3,000 ft² in size and based in Whitechapel, the heart of East London's fashion during that period. At this factory Mr. Azam produced for brands such as Katharine Hamnett, Joe Casely-Hayford, Architect Clothing, Gather Choice Clothing, Euno International, Baker Street Clothing to name a few.

After spending a number of years at Whitechapel, demand for production at Mr. Azam's factory increased significantly. This demand led to Mr. Azam moving to a much bigger factory at 23,000 ft² based in Bow, E3 in 1997. By now, Mr. Azam had built a team with great experience and skill. He had also put together a vast variety of machinery which led to increased capabilities in techniques and quality. At his Bow factory Mr. Azam was joined by his two sons who helped manage the demand at this factory. The Azam Family began producing high volumes for brands such as Burberry, Eskander, Daks, Ted Baker, Gloverall, Ozwald Boeteng, Lewis Leathers, Harry Stedman, James Purdey and Sons.

A lot of brands during this period had moved abroad for production which led to many UK factories closing down. The Azam family's factory was one of the few which stayed open and carried on producing high quality garments which the UK is known for.

In 2015, the Azam family moved once again. This time, to a 36,000 ft² factory based in Leyton. This is now where the White Label London Factory is based and run all their production. The factory has been fully refurbished to a high spec and offers high quality products. The same staff who began with the Azam family at Whitechapel are still working with them to this day and are some of the best machinists you can find worldwide. The Azam family have invested in new machinery, production techniques, production facilities and new staff to meet customer demands for a high-quality product made in London at a price which is affordable.

The Azam family pride themselves and their factory on high quality. They have spent years building a world class team, expertise, and facilities where they can produce garments to the best quality, all made in London.







Having been in the garment manufacturing industry since 1973, the Azam family has built a vast amount of experience working with many different brands including:



In this time the Azam family have brought together a highly skilled and experienced production team, some of whom have been working for the family for over 25 years

Products

Menswear & Womenswear garments, technical and classic. Including: overcoats, raincoats and other coats, formal and casual jackets, waistcoats and trousers, dresses and skirts, shirts, blouses, tops. Additional accessories production is planned for the future. Future products, as required to meet customer needs can be added to the portfolio.

Competitive Comparison

Our competitive strength comes from selling the highest quality garments at a competitive price, combined with excellent customer services. This is all supported by our own manufacturing facility, production team and the experience offered by the management team.

Sourcing Accreditation

All of our products are sourced within our Ethical Sourcing Policy, Environmental Policy and within the parameters of our Quality Management Statement

Company Organisation

Factory Ownership

White Label London Factory is owned by the Azam family.

Factory Location

Griffin House, 12 Rigg Approach, Leyton, London, E10 7QN.

The factory was relocated from Bow to Leyton in August 2015. The new building covers an area of 36,000 ft² comprised of 31,000 ft² dedicated to manufacturing and 5,000 ft² of office and design space.



Chairman: **Mohammed Azam**

Managing Director: **Sultan Azam**

Managing Director: **Mo. Azam**

Production Team:

Cutters: 3

Pressers: 4

Quality Control: 2

Managers: 3

Supervisor: 3

Special machinists: 4

Machinists: 17

We are able to increase staff and call on the capital's very best specialists according to order requirements.

Machines;

Flat machines: **30**

Cutting machines: **10**

Band knife: **1**

Jig machines: **3**

Strobell Lind Hem: **1**

Button hole machines: **4**

Button sewers: **4**

AMF Stitching machines: **1**

Key hole machines: **2**

Gore Heat Seal Seem machine: **1**

Four-Thread overlockers: **6**

Five-Thread overlockers: **5**

Baby overlocker: **1**

Coverstitch machine: **3**

Loop machines: **2**

Felling machines: **3**

Bar Tack machines: **3**

Twin needle machine: **5**

Zig zag machine: **1**

Steam boiler fixed Fulton E10: **1**

Mobile electric steam boilers: **5**

Pressing tables: **8**

Hoffman Presses: **2**

Left & Right Hoffman presses: **2**

Shoulder press: **2**

Collar master press: **1**

And many other specialist machines.



Contact

White Label London, manufacturer of fine quality British products, welcome the opportunity to discuss growing your UK supply base.

It would be our pleasure to invite you to our new factory in Leyton to show you exactly what we do.

Mohammed Azam

Sales enquiries

azam@whitelabellondon.co.uk