



Ebony Holdings(Pvt) Ltd.

CORPORATE PROFILE

www.ebonyholdings.com



THE EBONY STORY INVOKING ELITE STYLE FOR THE MODERN MAN

One of the Nation's premier clothing manufacturers and distributors, Ebony Holdings has grown over a two-decade long journey from humble beginnings to the beacon of Men's fashion it has become today. A forerunner specialising in men's fashion, Ebony Holdings has expanded its brand presence across a number of categories in the local & Global retail industry. Host to a portfolio of premier, market-leading brands, Ebony Holdings steadily looks ahead, poised for continuous growth, with a firm commitment to superlative quality in all dimensions of the fashion business.

With a strong production infrastructure, Ebony Holdings endures strict adherence to the highest of quality standards, on par with the world's elite premier brands. Intensely focused and fashion forward, the leadership of the company, its management and team constantly aspire to invoke an elite definition style for the modern man.



VISION

Ebony Holdings is passionately driven to achieve its overarching goal of being the elite definition of fashion iconography for men who demand the exquisite refinery from their attire.

MISSION

Since its inception, Ebony Holdings has strived to make an indelible imprint on the fashion and retail industry in Sri Lanka, engaging stakeholders ethically, with respect, integrity and the utmost care and attention to detail.

CORE VALUES

Since its inception, each Staff member of Ebony Holdings has been instilled with its core values, and continually strives to reflect these values in all aspects of its operation.

•Sustainability

Ensure operations are sustainable both on an environmental and production standpoint.

•Adaptability

Every member of Ebony Holdings is fully committed to adapting and fostering positive change in all aspects of operation.

•Efficiency

Ebony Holdings in its entirety is wholly committed to achieving maximum efficiency by ensuring competitive speed & highly consistent levels of quality in every aspect of operation.

•Stakeholder Focus

Ebony Holdings stands firmly committed to provide all our shareholders a reasonable return on their investment and to take all feasible steps necessary to safeguarding their investment.



OUR BRAND MATRIX

The Ebony Holding's Core Brand Matrix revolves around 3 Core Nuclei of Shirts, Trousers, and Inners. Each Ebony Holdings brand has been curated over two decades of care and attention, to ensure innovation and fashion relevance, and has been at the forefront of the Nation's apparel industry.

Each brand has been crafted using the finest fabrics including Pure Giza Cotton, Supima Cotton, poly cotton blends, Linens, and Blended Linens to encapsulate its own expanded selection, incorporating the latest, state-of-the-art clothing technology, offering guaranteed unique fit-on and style, on par with current fashion trends.

Backed by our industrially accepted certifications, All fashion consumers, purchasing any Ebony Holdings brand is guaranteed quality, comfort, durability, luxury, and the essence of style in each garment.

SHIRTS

FORMAL

VANTAGE™
—BLUE—

VANTAGE™
CEREMONY

VANTAGE™
—UBER—

VANTAGE™
BUSINESS

EBONY™
FORMAL

CASUAL

VANTAGE™
SPORT

VANTAGE™
LINEN

LUXURE™

EBONY™
CASUAL

TROUSERS

EBONY / VANTAGE

VANTAGE™
TROUSERS

EBONY™
TROUSERS

VANTAGE™
INNOVATIVE TROUSERS

SUPERCREASE
The permanent crease for Trousers

« AUTO FLEX »

4 WAY STRETCH
TROUSERS

THE
PERFECT
TUCK

INNERS

VANTAGE™
INNERS

EBONY™
INNERS





OUR PRODUCTION CORE

Ebony Holdings self-owned and operated production facilities are located in Werapola, Pollathupitiya and Bulugolla, of which the prime production facility is located just 2 ½ Hours away from Colombo, Nestled in the Kurunegala district, in Wariyapolat

Built in 2018, to cater to high demand, the Wariyapola factory is a 48,000 sq. ft. complex that houses a dedicated workforce across all disciplines and as of reading, has an optimised production capacity of approximately 300,000 units monthly when utilising its full machine strength.

Designed with a layout and scope focussed on Streamlined Manufacturing, Sustainability, Health & Safety, Motivation and Development of staff, and Social Responsibility, all in-house processes in the facility operate at maximum efficiency to ensure a smooth and uninterrupted output of exceptional, high quality, fashionable garments.



The facility is also quality and safety certified to the highest industry specific benchmarks of leading global brands enabling Ebony Holdings to rank amongst the elite certified manufacturing plants in the nation. Ensuring all Ebony Holdings Products are produced meeting the highest industry standards pertaining to processes, quality, finishing and delivery, holding certifications from





OUR TEAM

Ebony Holdings holds the importance of Technology, People, and Process in the highest esteem, and no other factor is as highly regarded as our Team. Yet, Ebony Holdings is much more than a team... We are a family.

Envisioned and driven to be a haven for fostering talent, enjoyable careers and emerging leaders, Ebony Holdings has created employment opportunities for over 1,000 individuals, both directly and indirectly, nurturing professional growth, safety, self-development, well-being and the drive and ability to perform on par with the highest of international standards.

Ebony Holdings, much like any family has its patriarchy, embodied in the form of its Chairman and its Managing Director.





Chairman
Mr. RASMI RAHEEM



Managing Director
Mr. RASEEN RAHEEM

Chairman Mr RASMI RAHEEM, is the enterprising entrepreneur, at the helm of the company. Innovator and visionary, Ebony Holdings is Mr. Rasmi Raheem's dream of an iconic fashion retailer, made reality. The formidable driving force behind the rapid growth of the company since its inception, he has been instrumental in its success. Guiding the company on its path to becoming the embodiment of fashion and style, offering a portfolio of diverse brands to the market.

Having achieved the realization of his dream to set up an iconic and respected clothing manufacturer and distributor, Mr. Raheem drives the company towards his vision of a future resplendent in exponential growth and success for Ebony Holdings in the global fashion retail arena.

Joining **Mr. Rasmi Raheem** at the helm of the company is its **Managing Director RASEEN RAHEEM**, whose 2 decades plus experience in the textile and apparel industry has been the lynchpin in the present success of Ebony Holdings. His invaluable industry expertise has guided the evolution of Ebony holdings, formulating it's use of the latest clothing technology and transforming the company into the producer of state-of-the-art clothing products it is today.



A trend setter by nature, and one of the foremost industry experts, he is well respected by his peers and his infectious passion has been a constant source of inspiration amongst his peers, subordinates, employees, and stake holders of Ebony holdings motivating them to deliver utmost effectivity and efficiency to the company.

OUR PRODUCT PORTFOLIO

FORMAL SHIRTS

VANTAGE™

Ebony Holdings Fashion forward, flagship brand, Vantage shirts encapsulates the essence of style and sophistication demanded by the modern, fashion-conscious man tailor made to suite the diverse tastes and varied needs of the lifestyle of the metropolitan man.

Designed and manufactured with an emphasis on premium quality, Vantage formal shirts combine superior quality fabrics with state-of-the-art manufacturing technology and processes and cutting-edge contemporary design to produce unique, fashion masterpieces to meet the exquisite tastes of the discerning man.

The Vantage Shirts offers the modern man a wide range of shirts, to suit any occasion.

EBONY™
FORMAL

Designed to meet the varied requirements of the modern executive and to merge seamlessly with the persona of an active lifestyle, Ebony Shirts are tailor made using the finest poly-cotton fabrics, to cater to the flair and fashion sense of the modern man. A seamless blend of fashion, functionality and dynamic design, this vibrant range of shirts are the perfect fit for any occasion.

VANTAGE™
BUSINESS

Designed to be a main stay in the wardrobe of any fashion-conscious executive, the Vantage Business range has been crafted to meet the demands of the active lifestyle of today's modern executive. Tailored using an exclusive blended poly-cotton fabric, the Vantage Business range offers wearers shirts of unique fit and comfort that are among the ranks of the most elite shirts an individual can wear.

VANTAGE™
—UBER—

Specially designed to suit tropical climates, the Vantage Uber range of Shirts have been crafted using the richest cotton fabrics sourced from renowned mills across the globe. The Uber range guarantees the wearer an all-day comfortable fit and convenience thanks to the easy iron nature of the fabric. Its unique combination of exquisite fabric and crafted tailoring bring together a symphony of comfort and style, designed for the modern fashion connoisseur.

VANTAGE™
CEREMONY

Made from the finest CVC and 100% Cotton fabrics, The Vantage Ceremony range of shirts is Ebony Holdings unique line of Dress Shirts purpose designed to make the Modern Man stand out at any special occasion or event. Vantage Ceremony shirts are guaranteed to turn heads and project confidence and exuberance while offering the wearer supreme comfort and unflinching style.



Ebony holdings is uniquely placed in the market, offering a wide-ranging product portfolio that has been the foundation of its success. Each brand has been carefully curated and conceptualised to offer our discerning customers a plethora of choice encompassing a diverse range of requirements.

CASUAL SHIRTS

VANTAGE™
— BLUE —

Vantage Blue is a range of Formal Shirts, tailored using the most luxurious cotton fibre in the world; pure Premium Egyptian Giza Cotton, giving a lighter, softer, smoother, more comfortable wear. Designed specifically with corporate professionals in mind, Vantage Blue is a masterpiece in comfort and style and a fitting tribute to the sophisticated modern executive.

EBONY™
CASUAL

Ebony Casual Range of shirts are specially designed for the Modern Man who wishes to dress sharp while maintaining the soft touch of a gracefully casual shirt. Designed to bring out the wearers consummate style and finesse, while projecting an allure of debonair casual flair the Ebony casual range is guaranteed to provide luxurious comfort and elite style.

VANTAGE™
SPORT

The Ebony Sport range is designed to be both stylish and economical, bringing out the cool, casual vibes of the Modern fashion-conscious man on his day off. Stylish relaxation personified, Ebony Casual shirts are made from luxurious CVC and 100% cotton fabrics and are designed to enhance comfort and radiate style and finesse.

VANTAGE™
LINEN

Made using 100% Linen and Blended Linen fabrics, the Vantage Linen offers the modern man a unique shirt that is an exclusive marriage of aesthetically pleasing style with the ultimate feel good fabric. The permeable nature of Linen fabrics make the Vantage Linen line ideally suited to provide supreme comfort in tropical climates. The range is also garment washed, further enhancing its comfort and style.

LUXURE™

Comfort at its most exclusive, made from 100% linen fabrics the luxury range of casual shirts offers wearers an elite blend of comfort and style to ensure not only a supremely comfortable fit but also the ability to stand out in a shirt designed to exude privilege with pure luxury and comfort in mind.





TROUSERS

Fashion and Clothing at Ebony Holdings for the modern man does not stop at Shirts. In keeping with its ethos of being the elite definition of fashion iconography for men, Ebony Holdings exclusive Dual tiered Trousers range has been crafted and curated with the utmost care and dedication to offer the modern man a fashionable and unique wardrobe solution to meet every conceivable fashion requirement of the fashion forward executive always looking to make that everlasting impression.

EBONY™ TROUSERS

Personifying the active lifestyle of today's modern executive, Ebony Trousers are crafted to be a synergy of fashion, fluid functionality and dynamic design. Tailored using exclusive TR (Terry Rayon) fabric, sourced from renowned mills on state-of-the-art machinery, Ebony's expert designers and developers have crafted a masterpiece in functional fashion that is a seamless blend of superior quality and affordability.

VANTAGE™ TROUSERS

Crafted for the Modern man who wishes to be a notch above the rest, Vantage Trousers are specially designed to capture the very essence of fashion and the epitome of comfort in an exquisitely tailored range of superbly designed trousers. Aimed at the trendsetting modern executive, Vantage Trousers offer a sublime combination of perfect tailoring, exquisite finishing, and sheer comfort.

EBONY™ INNERS

Ebony Inners, the exclusive range of Trunks and Briefs is crafted using a special blend of Cotton and Spandex fabric with exceptional elasticity for enhanced comfort. A market leader in comfort, fit and quality, the Ebony range of Trunks and Briefs have been crafted to offer the wearer supreme comfort, maximum support, free leg movement, and moisture control.

EBONY™ VEST

Ebony Vests, the stunningly comfortable range of vests in a wide array of styles is the ideal combination innerwear designed to suit the active lifestyle of the modern man. Crafted using 100% combed cotton, Ebony vests take comfort to the next level, offering the wearer vest that is softer, lightweight, super absorbent, durable and comfortable.

VANTAGE™ INNERS

Comfort at its premium best, the Vantage range of Trunks and Briefs escalates comfort to its pinnacle. Crafted using a unique blend of cotton, Spandex and Modal fabric, the Vantage range of inners offers the modern man an unrivalled experience in deluxe comfort. The luxurious fabric and fine tailoring combine to offer a range of innerwear that is lightweight, moisture wicking and silky smooth.

INNERS

Confidence comes from within. Rounding off the wardrobe of the modern fashion connoisseur is Ebony Holdings range of Ebony and Vantage exclusive innerwear, methodically designed for maximum comfort, optimum support, and unrestricted movement.





VANTAGE™

INNOVATIVE TROUSERS

Ebony Holding's range of Vantage Innovative Trousers are the cutting edge of the pinnacle of modern garment technology. A testament to the company's thirst for innovation, these scientifically advanced designs are crafted to perfection harnessing the latest, state-of-the-art technology to offer a truly superior fit, and unparalleled flexibility combined with uncompromising style and finesse.



4 WAY STRETCH TROUSERS

Uniquely crafted using superior quality, Lycra 4 way stretch fabric, The Vantage 4 way stretch range of trousers is designed to be the ultimate expression of flexibility and comfort. Offering total comfort, ultimate flexibility, and support this unique trouser range is crafted to suit any occasion and support the active lifestyle of the modern man.

« AUTO FLEX »

This one-of-a-kind range of trousers, singularly unique in its ability to self-adjust, is crafted from the finest Terry Rayon fabric and is a true triumph of fashion technology. These stylishly functional trousers provide the modern man that much sought-after, feel-good factor, which combined with refined style and finesse grants the wearer that extra boost of confidence that comes with complete control over fashion irrespective of size or age.

LYCRA® TROUSERS

Specially crafted for the modern man who truly cares about comfort and appearance, the Vantage Lycra series is the perfect blend of stretchable Lycra fabric and on point design. A seamless amalgamation of comfort and durability, Vantage Lycra intuitively adjusts to the wearers every move, offering unparalleled levels of pristine comfort, effortless style and superior durability.

SUPERCREASE The permanent crease for Trousers

For the man who values precision, the Vantage Super Crease range of formal and semi formal trousers epitomises the detail oriented modern executive. Precise and accurate the permanently creased trousers remain meticulously in place, retaining its crisp, freshly pressed look. This combination of Terry Rayon fabric and cutting-edge garment technology is waterproof and heat resistant ensuring the wearer looks sharp through extended periods of wear.

THE PERFECT TUCK

The answer to the fashion faux pas that has vexed every fashion-conscious man today, the Vantage super tuck range solves the age-old problem of unevenly tucked shirts! Scientifically designed using Terry Rayon fabric, the unique rubber grippers in the waistband will ensure the perfect tuck and provide even the most active wearer supreme confidence and a lasting impression.



OUR NETWORK

All Ebony holdings brands are distributed through a dynamic network of the nation's elite retailers and its ably sales and distribution team





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Ebony Holdings (PVT) Limited

113, Allen Avenue, Dehiwala, Sri Lanka.

info@ebonyholdings.com

www.ebonyholdings.com

(+94) 117 546 441-2 (Gen)

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