





# The History Of Yendor World Fashion Apparel

- Established in November of 2014, registered in Barbados with registration no. 56924.
- Yendor World Fashion Apparel was launched to create high quality luxury limited editions fashion and apparel products which will be marketed to the world showcasing and lighting products from Barbados which are in the international Market.
- located at 4B building 7, Newton Industrial Estate Christ Church Barbados, Yendor World Fashion Apparel now has offices in Shanghai China, Los Angeles California, New York and representatives in the UK. signed to Liberty Fashion Fair in NYC, Yendor World Fashion has now been rebranded to Yendor LLC.
- Objective: Yendor World Fashion main objectives are to:
- Provide quality clothing and apparel to customers at a reasonable price
- . Establish a unique product in the retail market that standards against the world's top fashion Brands.
- Create jobs
- . Achieve a profit within the first three-four years
- . Continually and consistently increase total numbers of customers per year.
- . To become an active vocal member of the community, and to provide continual reinvestment through participation in community activities and financial contribution.



## Creative and Philosophy

• Our philosophy is customer based and points to customers' satisfaction in every aspect. According to this philosophy the design of successful collections, the organized production process and the professional customer service are equally important components of our proposal. We design and produce our collections setting high standards. Quality control is significant in every stage of the production in order to obtain an end product that meets our client's taste and will. In conclusion, we value quality as our main principal and we aim to provide unique collections at fair prices.



## Design Department

• Headed by Creative Director Rodney Powers, the design department is the heart of the company. The inspiration and the style of every Yendor collection changes each season, however three elements always remain stable: the high-quality of the raw materials, the proper implementation of every design which is achieved by the trial of every sample before it reaches production and also the thought that leather goods are manufactured to meet our clients needs. Rodney loves the simple lines giving emphasis on details and the high quality of fabrics for the creation of every single piece of bag. As he himself says: "Our style is influenced by the simplicity but yet fabulous with clear lines of unique landscape and digital designs which are a representation of his Barbadian heritage.



#### **Production and Final Product**

• Our designs are inspired by the beauty and history of Barbados. When the production team comes together to finalize design and ready for production, Our head designer insures there is a background story which explains the uniqueness of the design concept before it goes to market. Here we have our summer fling design which has a digital print of kite designs which our creative director loved kite flying as a boy and the crop over festive which he has infused the beauty of the feathers and the kite design to create this stylish collection of bags.

• Each bag design comes with our Yendor hardware, Yendor dust bags and product cards which provides you with a serial number which is logged in our files to show the product is authentic.





## Communication & **Press Promotion**



### From Barbados to Canada's catwalk

Story & Photography by Shaka Mayers

Moving up from a small room in the Harbourfront Centre, to the spacious Harbourfront centre Theatre, the Barbados Meets Canada Fashion Show produced by Rodney Powers took centre stage with a showcase of Barbadian fashion and designs.

On May 28, the Barbados On The Water Festival held in Toronto on the property of the Harbourfront Centre, reached its climax with a variety of events. None was more anticipated than the bigger, better Barbados Meets Canada Fashion showcase

Over the years the good of Powers and his team from the Caribbean Market Centre has been to focus more on developing fashion and showcasing young talent. Through this effort, their transition from a small showing on the lawn of the Harbourfront Centre Square to a larger one in the theatre wasn't the immediate dream for Powers. but a welcome expansion of his desire to acquire a larger spotlight for fashion at the festival.

"The show on the lawn, which was the first we did, received a large response . . . Keep in mind that fashion is a trillion dollar industry and people love fashion, so it became a highlight and one of the exciting things to see (at the festival)," he said.

From there, his team committed to making it bigger and better.

The showcase served as the launch event for the November 2017 Bridgetown Barbados Fashion Week. It's grander sca was exemplified by a red carpet and VIP pre-show reception, which saw Canadian ashion influencers and media, along with Barbadians such as Petra Roach, Yvonne Walkes and Gina Greaves, who sipped wine and interacted with ther VIP guests

As showtime drew nearer, the roomy theatre filled to capacity with guests, the lights dimmed and the show began.

Projected onto a screen behind the runway, a video produced by Cielo Productions showcased the best of Barbados with its people, culture and landmarks, ending with scenes from our beloved Kadooment Day, which then transitioned from screen to stage as the lights raised and revealed a few of the lovely Bajan models clad in colourful

Keeping with the colourful theme, the models, both Canadian and Barbadian, emerged on the runway and showcased the collections Mark Pierce by Darrio Barrow, Blac Flamingo by Rhea Cummins-Jordan Yendor World by Rodney Powers, Jade By Design, By Carloie, Kesia Estwick, and Fashion Couture and Resort wear by Rinaldo Nirangan.

With another successful fashion showing in Toronto complete, Powers said his energies would be focused on preparing the Caribbean Market Centre's multifaceted showroom in Newton Industrial Complex, which will exhibit the best of Barbadian fashion products for sale to locals and

"We are happy to collaborate with the young upcoming designers, who will be fusing creativity within the space along with expanding on our fashion design programmes, which will be returning on scene in September 2017, along with Miss Barbados World, which we manage,





## foreign exchange



our PR team in Boston.

Where you can find Yendor:





• Having Access to a large database within the region, we

target our clients via the multiple social media platforms developed to market the brand. With press launches and

magazines regionally and internationally has increase our

visibility within the market allowing the brand to attract new clients. Each collection has a campaign which is managed by

shopping parties, Yendor press promotions via fashion

















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## Trade, Agencies, Showroom and Influencers

Yendor World Fashion Apparel has always been afforded the opportunity via there PR and marketing representatives to travel the world promoting there brand via the relationship the agent has built worldwide. These platforms has allowed the brand to grow and have a better understanding of what the market is looking forward and to further develop the product.

#### Agencies:

- . Adhoc- Boston
- . Liberty Fashion Fairs

#### **Showrooms Representation:**

- . LA Mart -LA
- . Coopers LA

#### Clients/Partners

- . Ross Stores
- . Cave Shepherd
- . Amazon
- . Liberty Fairs

#### **Trade Shows:**

- . Cabana Miami
- . Liberty Fairs New York Las Vegas
- . Brand Assembly- New York
- . LA Market Week- Los Angeles
- . Harbour Front Toronto
- . Kenyatta Center- Kenya
- . Excel Center London
- . Shanghai Fashion Market- China
- . Caribfesta- Trinidad and Tobago
- . Girlfriends Expo- Barbados
- . Columbia Moda- Columba











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# Campaign

































