



YENDOR
WORLD
www.myendorworld.com

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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

- 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 shopping parties, Yendor press promotions via fashion 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 our PR team in Boston.

- Where you can find Yendor:
- . Facebook
- . Instagram
- . Google my business
- . Brandboom.com
- . Myyendorworld.com





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

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

Showrooms Representation:

- . LA Mart -LA
- . Coopers - LA

Clients/Partners

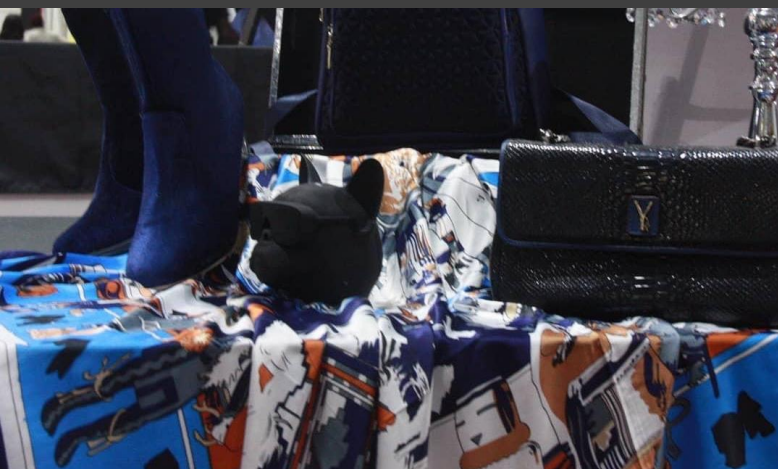
- . Ross Stores
- . Cave Shepherd
- . Amazon
- . Liberty Fairs

- . Caribfesta- Trinidad and Tobago
- . Girlfriends Expo- Barbados
- . Columbia Moda- Columba





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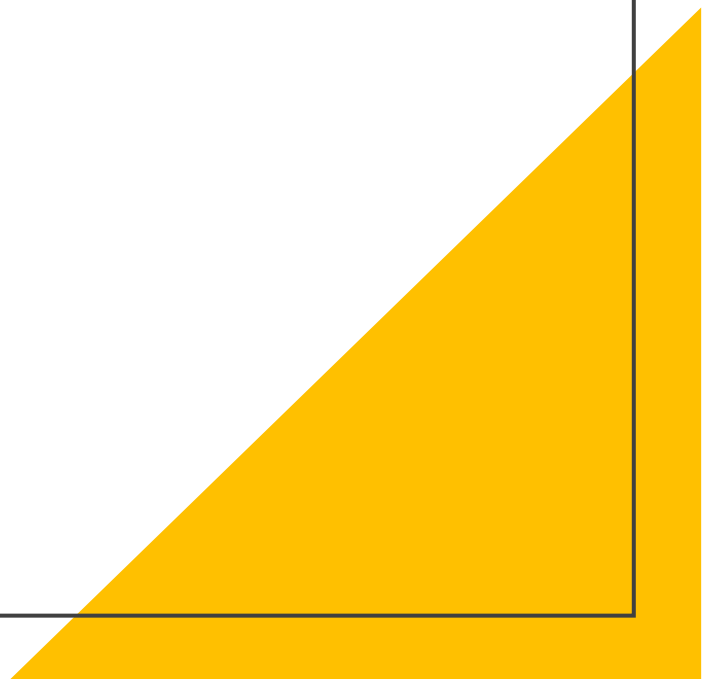
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