



**continuum**

YOUR SCANDINAVIAN PARTNER IN INCREDIBLE INDIA SINCE 2002.





# NAMASTE!

Welcome to Continuum Buying Agency – your preferred Scandinavian partner in India since 2002!

We are a design and sourcing driven buying agency within the fashion industry, providing full turnkey solutions to monitor your product from initial sourcing to final shipping.

With clients ranging from smallest boutique brands to some of the world's largest retailers, we understand the importance of design and product input, seamless production solutions in compliant factories and the value of sustainability underlining all the processes in our day to day business activities.

Our head quarter in Gurgaon, just outside New Delhi, is home to 80 team members, and we have sales and design offices in The Hague and Dubai.

*Continuum connects sourcing to story – welcome to our universe!*





# OUR CUSTOMERS

WHITE STUFF

Ⓜ Backcountry

EDITED

ABOUT YOU®

mbyM

BIBA

ABOUT YOU®

X

Marie von Behrens

**RIXO**

URBAN OUTFITTERS

L☆SPACE  
by monica wise

ZARA

RADLEY  
LONDON

alchemist

DOWNEAST™

ABOUT YOU®

X

Kevin  
Trapp

RESERVED

*free people*

DAN FOX  
APPAREL

L  
LIPSY  
LONDON

SACK'S®

CC  
capri collection

GUIDO MARIA  
KRETSCHMER  
COLLECTION  
Guido Maria

Alife & Kickin.

LOVESTITCH

ANTHROPOLOGIE

friends  
like  
these...

SIX AMES

nani  
SWIMWEAR

LeGer  
BY LENA GERCKE  
ABOUT YOU®

**MYER**

ZALORA

ONE and OTHER

MINT VELVET

KILLSTAR

byTiMo

JACK WILLS

EDITED

ANUSCHKA

BEACHRIOT

# THE CORE ESSENCE

Continuum puts the product in centre and promotes the kind of products that only India can do well.

We are well equipped with an incredible in-house design and sampling team, while also teaming up with free-lance designers across the world.

All samples are developed inhouse to take control over copyright of paper patterns, our unique print artworks and premium embroidery designs.

Product related aspects are safeguarded through modern technology such as digitized patterns and embroidery artworks. 3D CLO is an integrated part of our design process and anyone can benefit from our CLO design efforts irrespective of being a CLO user.

Our core strength and focus is ladieswear and doing that exceptionally well.







# OUR VISION



## HOLD THE VISION. TRUST THE PROCESS.

We are totally dedicated to authentic, beautiful products made in India through sustainable work processes while sustaining the unique craftsman skills that only India has for future generations.

To be recognized globally as the most preferred and reliable partner for all sourcing needs in India.





# OUR MISSION

**WORDS MAY INSPIRE BUT ONLY ACTION CREATES CHANGE.**

To consistently inspire and amaze our customers with unexpected products, made in India, infused with passion and safe guarded through modern technology.

We continue to be a consistent force for positive socio-economic change and by applying streamlined and sustainable work processes through which we add long term value far beyond profit to our partners.





# MESSAGE FROM OUR FOUNDER

Linda Augustsson, Continuum's founder and creative director, founded Continuum in 2002 with the vision to shorten cultural gaps between the Indian supply chain, brands and retailers around the world.

She left Sweden in 2000 and has since then devoted her entire professional career to making a difference in the garment industry in India and exclusively promoting India centric, beautiful products globally.

*"Truthfulness, consciousness and a high level of integrity are the corner stones that underline all Continuum's activities and decisions.*

*These values can be found within every part of Continuum and our vertical supply chain.*

*Add a unique, well defined product proposal on top of that and that's when magic happens".*





# OUR SUPPLY CHAIN



We manage complex and unique supply chains in India for our customers.

While over 80% of our sourcing business is with a core group of strategic suppliers, our network also allows us the flexibility to move production across suppliers, balance capacity constraints and respond to demand, to meet specific customer requirements.

Our Supply Chain Management unit (SCM) focuses on the needs of our supplier base as it addresses the challenges facing the industry.

Addressing challenges and opportunities in our supply chain is instrumental to our Sustainability Strategy.



# WORK FLOW FULL TURNKEY SOLUTIONS

## 1. SUPPLIER MAPPING & COMPLIANCE

It all starts here, to assure we are equipped with the right supply chain to cater to all needs and also expectations in terms of mindset, compliance and finances.

## 2. SOURCING & SUSTAINABILITY

We choose fabric options with the highest attention to detail. We only use India centric fabrics to align with what resonates from a true, sustainable standpoint, keeping environmental impact in mind. Presenting sustainable fabric options is an integrated part of our sourcing process.

## 3. DESIGN & MARKETING

Our global design network and in-house design and sampling team, together create products that represents the latest fashion and trends according to catwalks and important global influencers. We also refer to WGSN as a vital source for inspiration. Our designs range from basic, commercial styles to premium novelty, different price points and fast-track friendly to longer lead-times.



# WORK FLOW FULL TURNKEY SOLUTIONS

## 4. ORDER & QUALITY MONITORING

Our merchandising team is your sole point of contact throughout the entire process, while our quality assurance team monitors your product on the floor – from pre-production meeting until final inspection.

## 5. ADMIN & LOGISTICS

Processing of packing list, invoices, various system updates, fall under the responsibility of our logistic team. They also handle payment follow up, LC arrangements and any other admin related aspects.

## 6. COMMERCIAL SUCCESSES

The journey of a product often doesn't end once it is shipped. We turn around quick lead-time repeats and “move-ons” of best-selling styles thanks to digitized patterns, 3D CLO and modern technology allowing lesser approvals of physical samples.



# UNIQUE PRODUCT HANDWRITING

The product is at the centre of everything we do.

We only promote Indian fabrics to stay within the sustainable frame work that can be reasonably justified. Styles designed by Continuum and sold to customers globally, either in modified versions or as originally proposed. We conduct regular photo shoots to ensure new designs are shared with customers with consistency but also allows quick product decisions and solutions.





# PRINTS

Our print team draws and paints many artworks by hand which are then digitized and adopted to repeats.

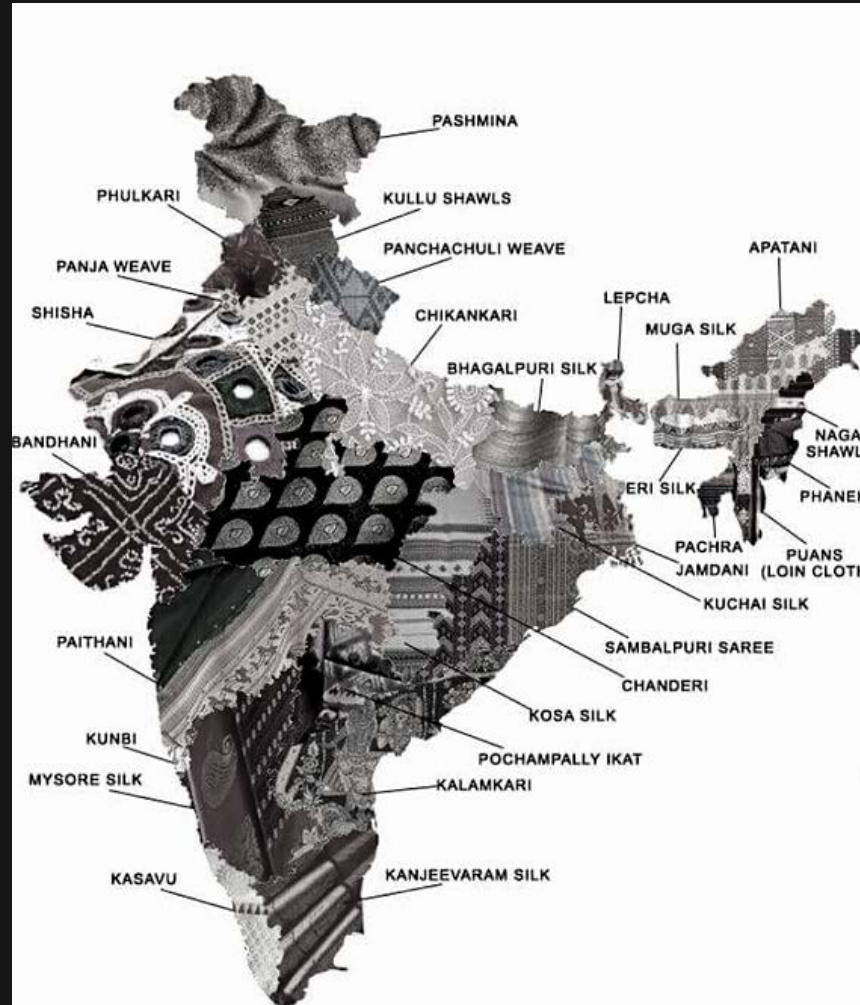
We are your extended print development team in India and can help you with artworks, adopting them to specific print methods and also adopt to CLO 3D engineered placement prints.



# ATTENTION TO DETAIL WITH A PURPOSE

We pay a great amount of attention to detail in everything we do, from sourcing of beading material meeting international quality standards to the way we execute the product designs.

We embrace the Indian heritage and unique craftsman skills that only India has and consciously create and market products that are India centric, thus creating jobs for the talented artisans within the fashion industry.





# FABRICS



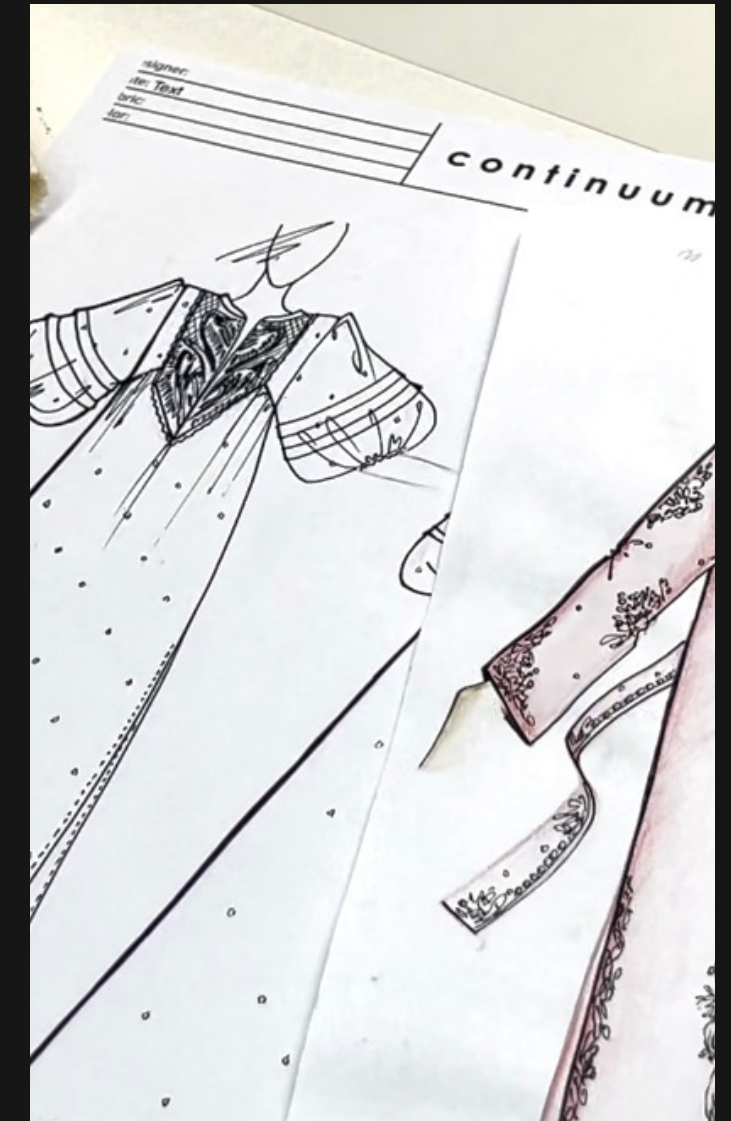
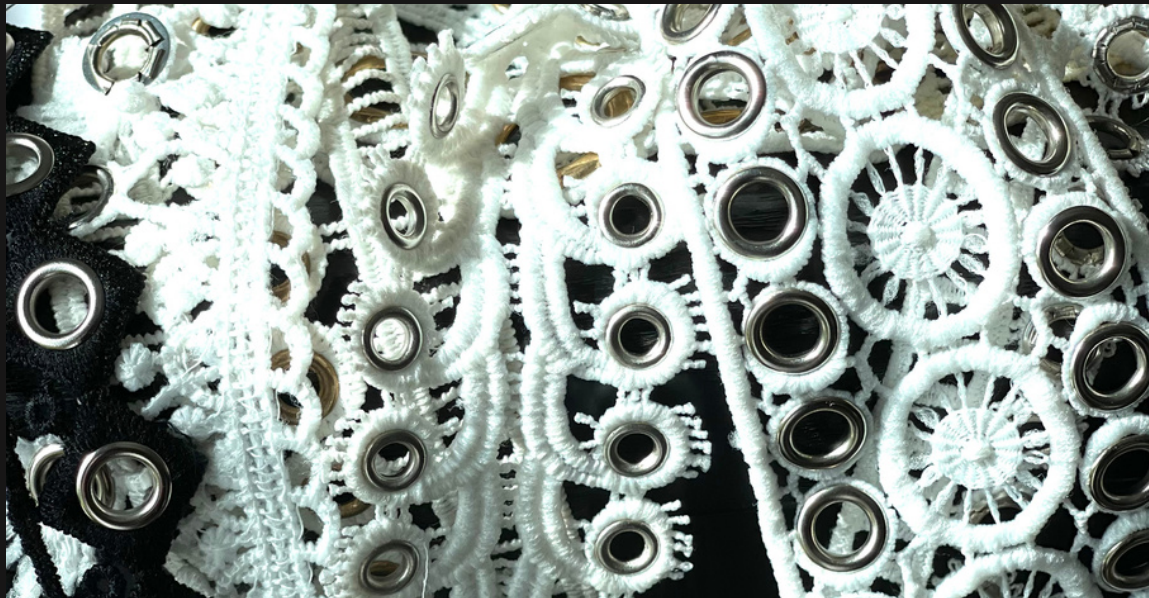
We collaborate closely with many mills supplying both conventional and sustainable fabric options; all natural fabrics to manmade fibres like polyester, nylon etc.

Indian fabrics have improved a lot in the last decade, thanks to improved infrastructure and not least, better machines.



# CLO 3D DESIGN

This is our gateway to sustainable sampling and design efforts and it has a tremendous impact on reducing wastage of all kinds. It is today one of our most important tools when we develop new designs but also to service customers with successful move-on products, applying new prints, twisting and tweaking a pattern and by applying a customer's own dummy measurements.







# A BETTER TOMORROW

We have a holistic approach towards sustainability which integrates sustainable production, manufacturing, processing, sourcing, distribution, consumption measured versus wastages, and the business as a whole.

We are dedicated towards creating a better fashion future and we work hand in hand with fabric mills for new sustainable fabrics as much as we also collaborate closely with factories to educate them about the market requirements.

Our aim is to drive development towards a more circular, fair, and equal fashion industry – together with everyone in the supply chain.

Available certificates GOTS, OCS, BCI, GRS, RCS, Oekotex-100 and FSC.



# MEET OUR TEAM

*Team work makes the dream work!*

Our strength is our team with many years of consolidated expertise from the industry and across the world. Our head quarter in India is home to around 80 team members, and we also have rep offices in The Hague and Dubai.



**LINDA AUGUSTSSON**

FOUNDER & CEO



**AJAY DALVI**

COMMERCIAL MANAGER



**CHUPA COULES**

GLOBAL BUSINESS  
DEVELOPMENT



**GURMEET BHATIA**

SUPPLY CHAIN &  
COMPLIANCE MANAGER



# CONTACT US:

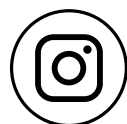
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