

L SAHA

We create Timeless-True-Luxury since 2014

BRAND BIOGRAPHY & GROWTH PLAN

CONTENT

1. INTRODUCTION TO THE BRAND.....Pg 3-9
2. JOURNEY THIS FARPg 10-19
3. MARKET OPPORTUNITYPg 20
4. COMPETITIVE ADVANTAGEPg 22-24
5. PLANS AHEAD -SHORT & LONGTERM...Pg 25-29
6. FUND-RAISING PLAN.....Pg 30-33
7. PROJECTS.....Pg 34-35
8. CLOSING NOTESPg 36-37

INTRODUCTION TO THE BRAND

THE BRAND

L Saha is a London based true-luxury womenswear label.

We create timeless collections following a holistic set of pro-planet, pro-people principles. Ethics, Sustainability, Transparency, Timeless designs, Exceptional Craftsmanship, Fair policy forms the six key pillars of our brand ethos.

Our collections are sold to private clients globally. The brand has been featured in Forbes, Vogue, Harpers Bazaar, Elle, Tatler, The Independent to name a few media channels.

With clientele spanning over 21 nations, we are on a mission to vanguard a new era in fashion, that is driven by the dream of a better future for the planet and the generations to come, at the heart of it all.

WWW.LSAHA.CO.UK



SIGNATORY



WINNER



NOMINEE



NOMINEE



At L Saha we continue to remain committed to our defined pillars of 'Sustainability' and 'Luxury' established in 2014. We have been identified as a 'Positive Fashion Brand' by the British Fashion Council.



A POSITIVE FASHION BRAND

OUR PRODUCTS



READY-TO-WEAR



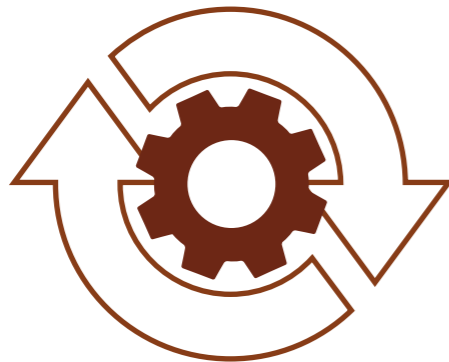
JEWELS



EVENING WEAR

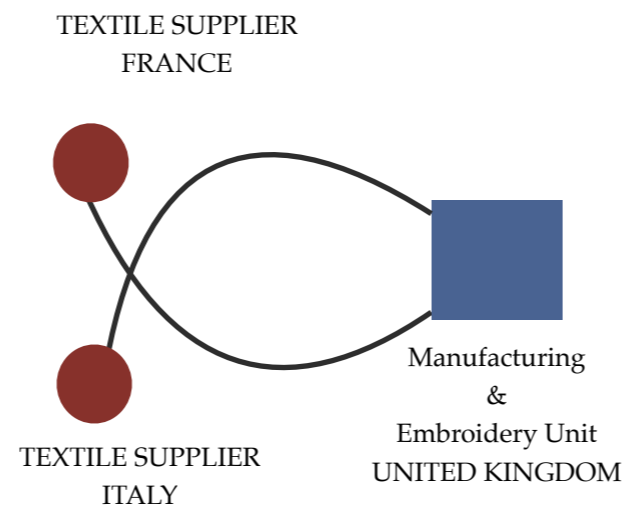
OUR PROCESSES

TIMELESS & TECH ENABLED



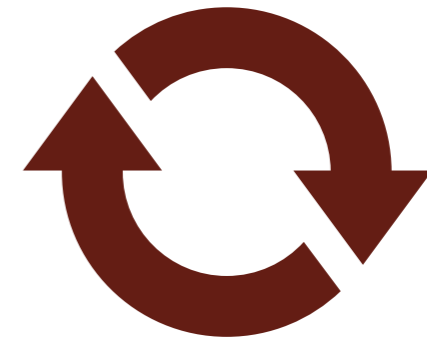
New age approach to design that ensures, longevity and relevance of designs beyond, season, years and trends.

STREAMLINED & LOCALISED

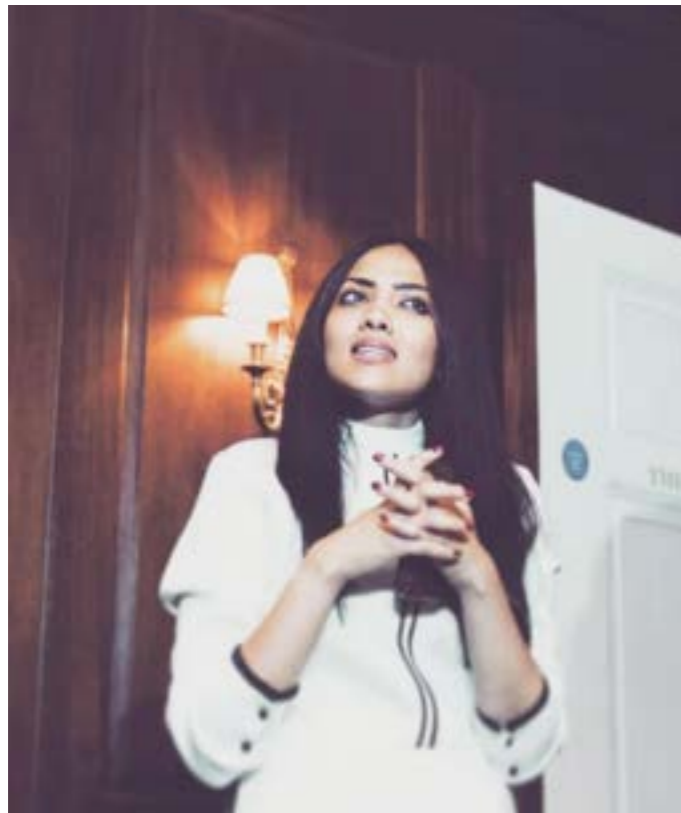


Simplified and localised sourcing, manufacturing and distribution aimed at lowering environmental impact across the supply chain.

CIRCULAR



Maximum utilisation of waste from our supply chain, to create up-cycled items in the collections.



FOUNDER & CREATIVE DIRECTOR

Laboni Saha, the founder and creative mind behind L SAHA is a pro-planet entrepreneur driven by craftsmanship, creativity, long term impact of the fashion & luxury sector on planet Earth and the people involved across supply chains.

As an advocate of sustainable production, consumption and marketing of luxury goods, Laboni founded 'L Saha', a true-luxury womenswear brand in 2014. Prior to starting L Saha, she had a successful career in fashion buying as well as fashion designing within UK & International designer labels.

She has received several accolades for her contribution in the sustainable fashion and luxury sector, including nomination for the British Fashion Awards 2020 and Change Maker's Prize 2021. Laboni was previously awarded the Rajbir Singh Scholarship to complete her Masters, at University of Westminster.

Her graduation collection at NIFT won an awarded for excellence in 'Use of Traditional Textiles in a Modern Context' by the Ministry of Textiles in India.

Besides her entrepreneurial endeavours, Laboni is a visiting lecturer at a number of London based Fashion & Arts Universities, where she shares her knowledge & experience with the next generation of fashion & luxury professionals.

L SAHA

Sustainability & Luxury Pillars



TIMELESS DESIGNS



CRAFTSMANSHIP



ETHICS & TRANSPARENCY



SUSTAINABILITY



EQUALITY & DIVERSITY



**PRO-PLANET &
PRO-PEOPLE POLICIES**

A Sustainability Report outlining our 2023 commitments is available upon request

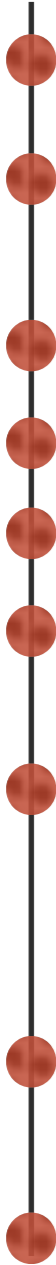
JOURNEY THIS FAR

WWW.LSAHA.CO.UK

KEY MILESTONES

- 8 YEARS 9 MONTHS IN BUSINESS *(SELF-FUNDED)*
- 21 COLLECTIONS PRODUCED
- 14 SHOWS AT LONDON FASHION WEEK
- CLIENTELE SPANNING 21 COUNTRIES
- £3.3 MILLION IN REVENUE
- £600,000 IN WON MEDIA COVERAGE

KEY MILESTONES

- 
- 2014** L Saha launched with an aim to offer timeless, design led collection, created combining pillars of Sustainability & Luxury.
- 2015** L Saha, becomes a member of the Ethical Fashion Forum (rebranded to CO)
Made-By-Tag introduced to all items produced at L Saha, highlighting the maker of the item
- 2016** L Saha committed to 'Made in England' for 100% of the collection
- 2017** Collaborates with UK based tech start-up to measure Carbon-Footprint of individual items.
- 2018** 100% Handmade items introduced in the evening collections
- 2019** An exclusive line of 100% 'Handmade in Daylight' collection introduced at SS 20 Show at London Fashion Week
L Saha eliminates plastic in all its packaging. All packaging layers are made with eco-friendly un-dyed paper.
- 2020** Over 50% of all items used certified sustainable textiles.
40% textiles were made using natural yarns on handloom, by artisan textile makers in rural parts of West Bengal.
An exclusive line of Up-Cycled Jewellery Collection made from remnant materials of previous collections was launched.
- 2021** L Saha becomes Signatory of the UNFCCC Fashion Industry Charter for Global Climate Action.
Pledges to achieve Net-Zero status by 2030.
- 2022** Defines Strategy for Net Zero by 2030, journey based upon refined tools and 'Science based targets'
Commits to Low Carbon sourcing, manufacturing and distribution as foundation for long term and scalable pro-planet business model.

SHOWCASES



L Saha Autumn Winter 2022 Show | LONDON FASHION WEEK

SHOWCASES



L Saha Spring Summer 2020 Show | LONDON FASHION WEEK

RECENT PRESS COVERAGE



RECENT PRESS COVERAGE

COUNTRY & TOWN HOUSE

the UK

using natural materials (cotton, linen, wool and sheepskin). Each garment is designed, hand cut and constructed in London. cowfystudio.com

3 HOLLAND COOPER
Proudly making its signature tailored tweed coats and its (plus its hat) in its Holland Cooper garments inspired great outdoors, heritage British. hollandcooper.com

4 TROY LONDON
Founded by sisters Rosie van Cutsem and Lucia Buck Keene in 2011, TROY London makes its collections of classic country-inspired coats, shirts, knitwear and accessories partnership with UK-based mills and craftspeople. troylondon.com

6 L SAHA
For SS23, luxury label L Saha unveiled a collection created in its London atelier, made from natural fabrics designed to have a minimal environmental footprint. lsoha.co.uk



GREAT BRITISH BRANDS

2023



Brave New
WORLD

SCAN HERE



COUNTRY & TOWN HOUSE

PRESS COVERAGE

Forbes

STYLE & BEAUTY

L Saha Unveils Their New SS23 Collection, Paying Homage To The Five Elements

Allyson Portee Contributor ↗
I cover global luxury fashion, beauty and Haute Couture


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Sep 18, 2022, 02:53pm EDT

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THE FASHION ECONOMY

03 A TURNING POINT FOR REPRESENTATION
06 LFW GOES VIRTUAL AS BRANDS ADAPT
18 TACKLING UNSOLD INVENTORY FOR GOOD



LFW: catwalks go virtual as brands adapt

The pandemic has tested brands' creativity and innovation by giving the industry the perfect opportunity to change its traditional fashion show format. But what was it like to attend these events virtually and will live-streamed shows become the norm?

Sophie Bowen

From the most innovative moments come from them. So says Rebecca Morse, founder and chief executive of retail marketplace and community Lane Design Club. And it doesn't get much more chaotic than a pandemic. Coronavirus restrictions meant brands and designers had no choice but to do things differently for London Fashion Week. The result? The event, often criticised for being outdated, was revitalised with renewed purpose, inclusivity and accessibility.

Whereas catwalk shows are usually the main event, this time around the front row was almost entirely replaced by the architect



Barbory's 23-minute virtual catwalk was filmed at an undisclosed, non-18 face in west London. Created in collaboration with artist Anne Inhof, models strolled among the woodland wearing the latest in Blumarine.

It's the industry block at Barbory's Spring/Summer 2022 show during London Fashion Week in September.

“The contrast of the luxury clothes and models versus my very unglamorous lockdown reality just widened the void

show itself were offered a select number of other physical events. Luxury brand L Saha had planned to host a catwalk show as usual this season, but in response to restrictions, models were swapped for a mannequin, and creative director Laurel Saha settled into an even space in Somerset House, a filming station, as well as viewers tuning in to its Instagram Live, to watch as she deftly reeled a show from scratch over a nine-day period.

“I thought if we're not going to do a show, we can at least share something that we've never shared before and show the transition of taking a bundle of yarn and turning it into a finished dress. I love the thrill of the show and the kind of content we get from it,” says Saha, acknowledging that catwalks will continue to be part of their future once restrictions are lifted.

But the experience this London Fashion Week provided has been a catalyst for experimenting with other formats too. “We definitely want to carry on in new, different and more innovative ways,” she says.

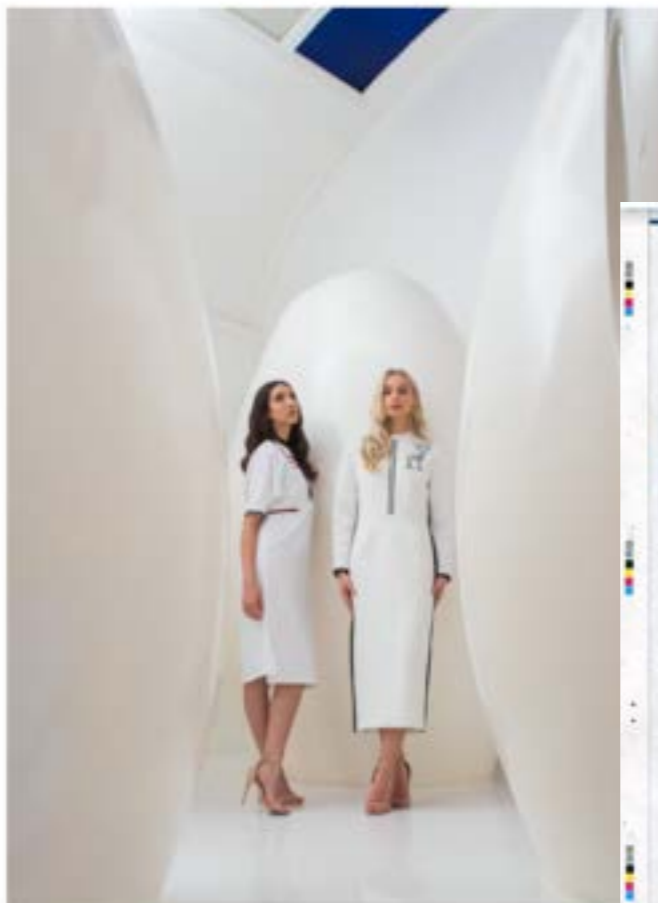
While L Saha used technology as a way to broadcast their physical event, for Lane Design Club (LDC) it was central to the experience itself.

Images by Lane Design Club, London

VOGUE

FASHION BEAUTY YOUR CLOSET WEDDING WARDROBE HOROSCOPE NEWS

MAKE | PORTFOLIO
 Make way in your wardrobes for this London-based designer's latest collection



PRESS COVERAGE



SOFT CASHMERE ORGAN
 Light Cashmere Cardigan is made in Britain. 100% cashmere.
 A 60 French fabric, the delicate hand of the finest designer, soft embrace the skin. Beautifully hand finished in Italy, with matching contrasting fabric and full lined buttons. Ladies equally in great. Sizes: small to small.
 Price in this collection: £275.
www.laboni.co.uk or call us on 01203 888888

Innovation and enterprise

The Masters courses that pave the way to business. By Liz Lightfoot

As a young Indian woman starting in the UK, Laboni Saha didn't think that within a few years she would be a fashion designer. But she did. She started her own brand, L. Saha, in 2014. She is now a graduate of the Masters in Fashion Business Management at the University of Westminster. She shares her journey from fashion buyer to business owner.

After finding a gap in the market for sustainable women's clothing, Laboni set up her own brand, L. Saha. She is now a graduate of the Masters in Fashion Business Management at the University of Westminster. She shares her journey from fashion buyer to business owner.

Postgraduate voices

THE INDEPENDENT

Forbes

From Fashion Buyer To Luxury Womenswear Fashion Designer, London Based Designer Laboni Saha Talks Her Journey And Sustainability

Allyson Portee Contributor
 Style & Beauty
 I cover global luxury fashion, beauty and wellness.

London-based fashion designer Laboni Saha shares about her journey from fashion buyer to women's... [*]
 PHOTO CREDIT: LABONI SAHA

Laboni Saha founded her own fashion brand L. Saha, in 2014 in England's capital city. The brand is a true-luxury womenswear label, creating timeless collections that follow holistic, eco-friendly, and pro-people principles. While Laboni has had

VOGUE

Summer hit list
 THE GO-ANYWHERE DRESS
 NAVY NOW
 THIS SEASON'S SENSATIONAL SANDAL

Emilia Clarke Game of Thrones star queen

SOAP OPERA What really happens to your dry-cleaning

BHUTAN DREAM Tim Walker's incredible

Alphamont is able to create authentic, exclusive designs that continuously evolve throughout its eclectic collections. Visit www.alphamont.com

L SAHA
 L. Saha is a premium womenswear label based in London. Founded by Laboni Saha, a preacher and believer of eco-sustainable principles, L. Saha creates classic must haves with a modern twist; using the finest quality material and unprecedented attention to detail. Clean crisp silhouettes, simplicity and sophistication lies at the core of L. Saha's design philosophy. Discover more timeless-true-luxury at www.lisaha.co.uk
 Contact: info@lisaha.co.uk

MARKET OPPORTUNITY

THE LUXURY MARKET

Revenue in the Luxury Goods market
amounts to
US\$354.80bn in 2023.

The market is expected to grow
annually by
3.38% (CAGR 2023-2028)

The market's largest segment is the
segment
Luxury Fashion with a market
volume of
US\$111.50bn in 2023

(Source: [statista.com](https://www.statista.com))

“Global luxury goods market takes leap forward
and remains poised for further growth despite
economic turbulence”

“2023 luxury market now set to be more resilient to
recession than during the 2009 global financial
crisis”

-Bain & Co.

“Luxury Sector Bounces Back, Major Growth in
Sustainability”

-WWD

COMPETITIVE ADVANTAGE

SIGNATURE DESIGN

At L Saha we have signature design and manufacturing techniques, applied in creating some of our key pieces.

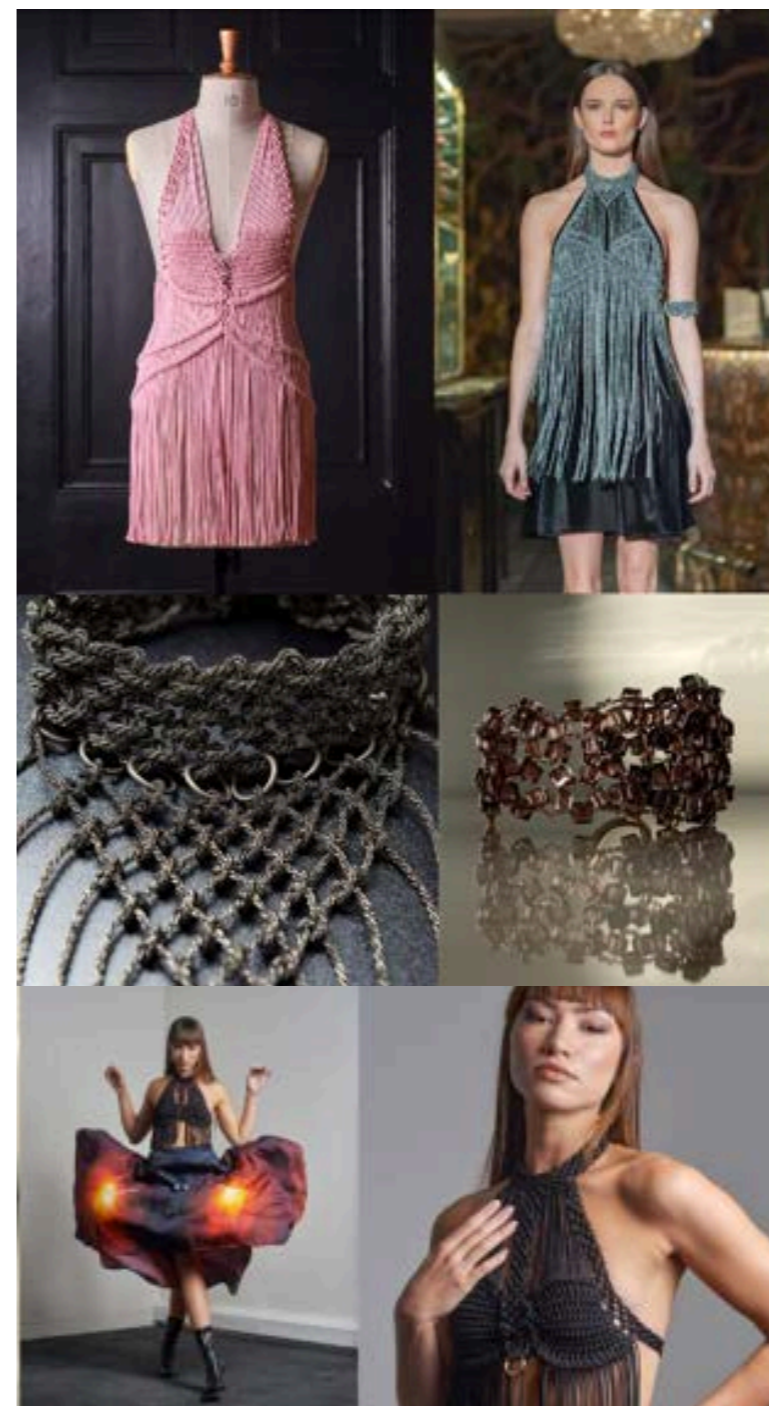
UNIQUENESS

Our focus on 'uniqueness' has helped us appeal to a customer base and carve out our place in their wardrobe. The techniques are not only 'non-replicable' due to the time intensity and level of craftsmanship needed, but it is also considered high value in a 'IP context'.

MARGINS

As a D2C brand, we control our production and material costs closely, while protecting our 'secret sauce' ie signature techniques. We have been able to manage demand-supply dynamics, while maintaining a margin that is at least

4.5X - 6X higher than the traditional brand that wholesales to luxury retailers.



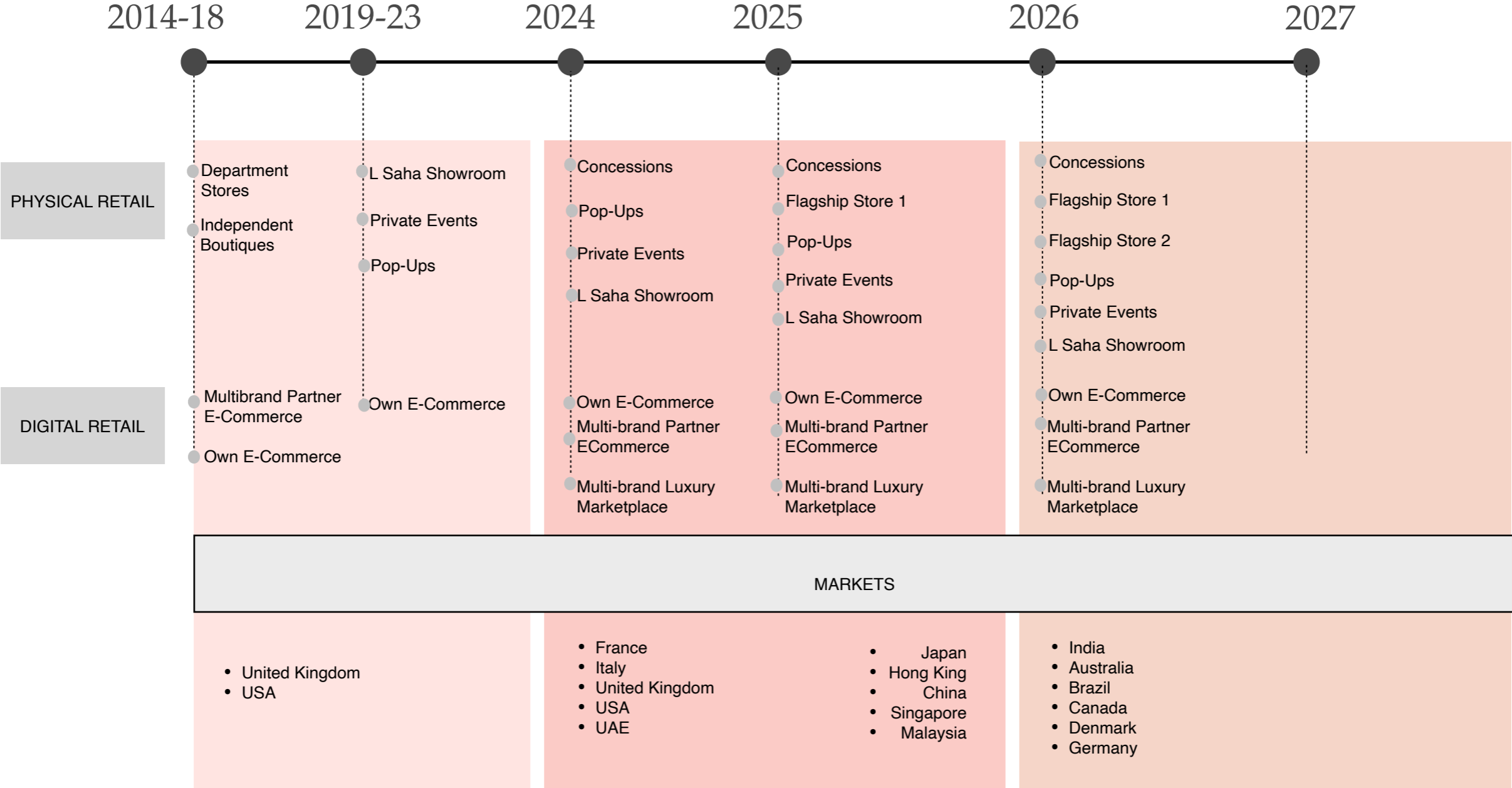
[Link to demonstration of our 'Signature Technique' showcased during London Design Festival.](#)

OPPORTUNITIES TO SCALE



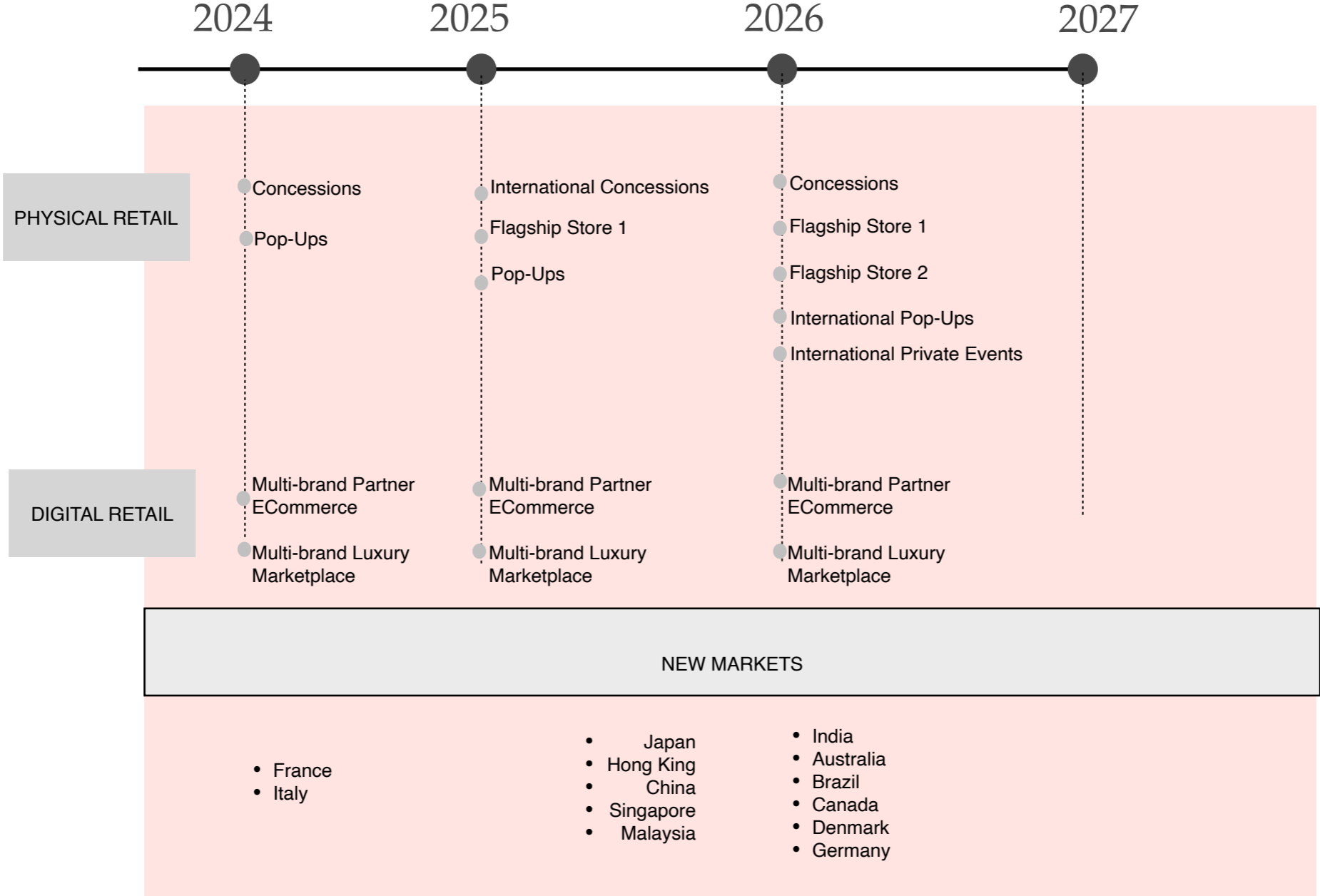
*Our Approach to scalability is via expansion of product, sales channels and markets.
The expansion plan is segmented in phases to ensure we have allocated resources, monitored growth and plan
next steps based on realtime data and sales performance.*

ROUTE TO MARKET



PLANS AHEAD

EXPANSION PLAN



PLANS FOR 2024

QUARTER 1

LAUNCH IN 9 KEY EUROPEAN MARKETS VIA MULTI-BRAND E-COMMERCE RETAIL PARTNERS



QUARTER 2

CONCESSIONS AT



QUARTER 3

LAUNCH OF L SAHA FLAGSHIP STORE
AT PRIME KNIGHTSBRIDGE LOCATION



PLANS FOR 2024



LAUNCH OF L SAHA FLAGSHIP STORE

At Sloane Street, London location

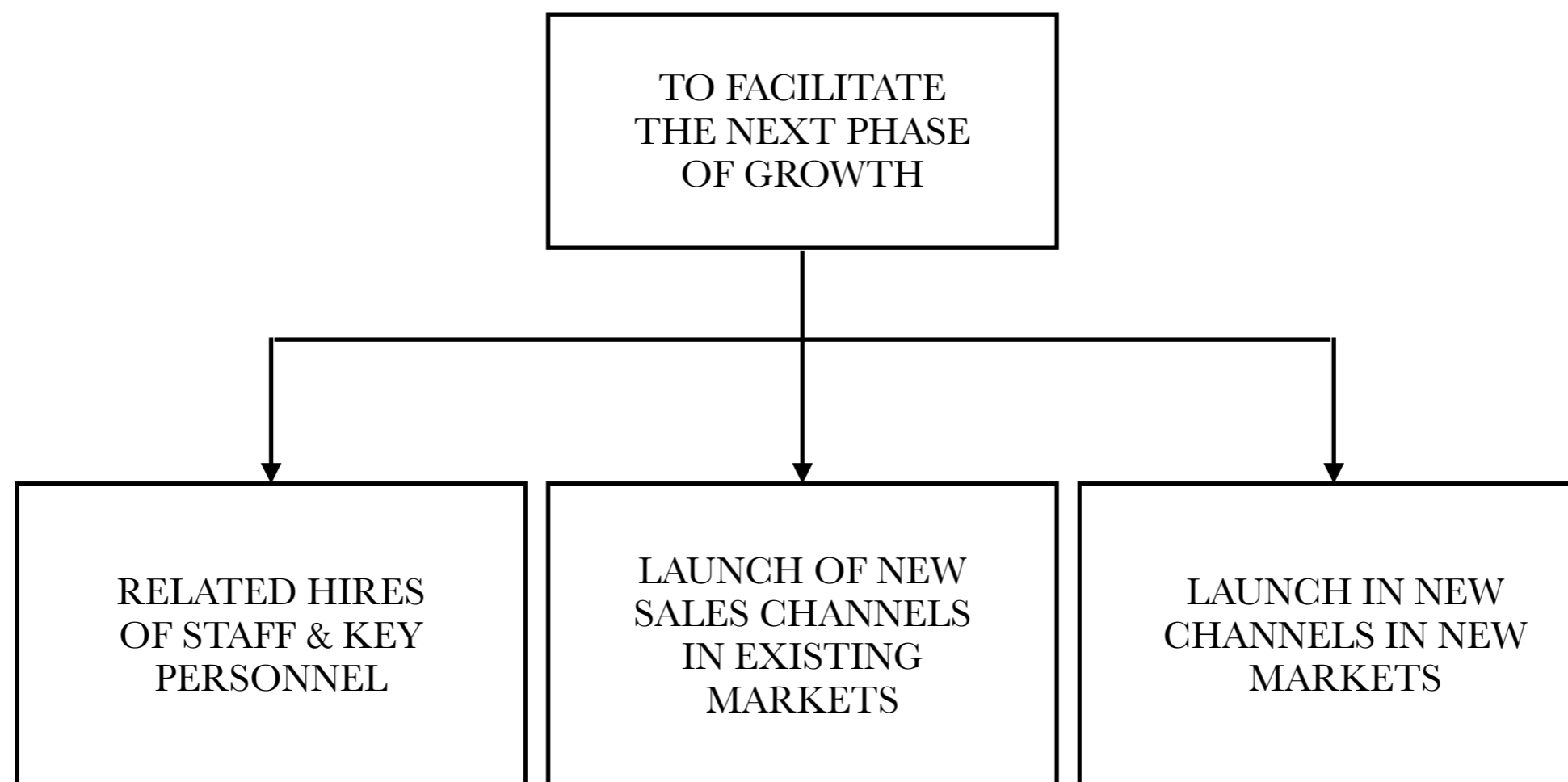
Indicative operational costs, lease period and revenue estimated available, upon request.

Nearby Retailers



INVESTMENT PLAN

CURRENT RAISE: £1 Million
in exchange of 10% equity



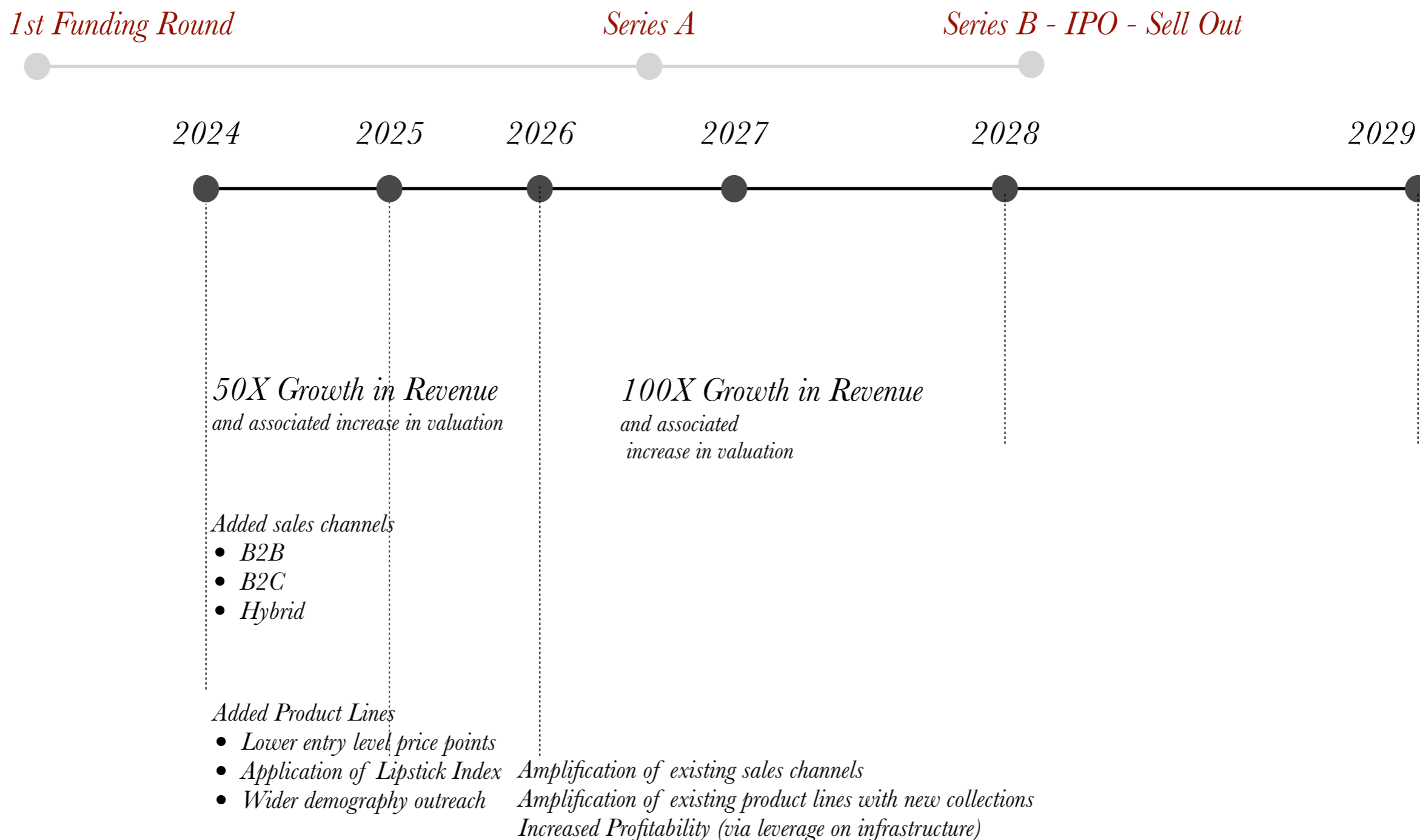
KEY AREAS

in order of priority (in phases)

KEY INVESTMENT AREAS	PHASE 1	PHASE 2	COMMITMENT
Launch and Channel Development in new markets	●		
Key hires associated with expansion	●		
Infrastructure for Low Carbon Manufacturing	●		<i>In line with our NET Zero by 2030 pledge</i>
Technology enabled design forecast (AI)	●		<i>In line with our NET Zero by 2030 pledge</i>
Training for Low Carbon Manufacturing		●	<i>In line with our NET Zero by 2030 pledge</i>
<i>arranged in order of priority</i>			

* In 2021, L Saha has pledged to become Net-Zero by 2030.

FUNDRAISING PLAN *(with indicative revenue & valuation growth)*



UPCOMING PROJECTS

A Series of Consumer and Industry faced events and collaborations are scheduled to take place association with the indicated partners, with an aim to raise the profile and widen outreach of the brand in both UK & International Markets.



COP28
UAE



NatWest Group



PREVIOUS PROJECTS

The brand has been involved in projects with English National Ballet, Formula 1, Nike among others. Our charitable projects have included partners, such as TUSK, Women for Women & WarChild.



English
National
Ballet



Tusk



ADVISORY BOARD



PAM BATTY
Former Vice President
Corporate Responsibility

BURBERRY



MICHAEL STANLEY JONES
Former Programme Officer

UN Environment programme
UN Alliance for Sustainable Fashion

PHYGITAL OUTREACH

18000+

engaged social media following

12000+

active newsletter subscribers

150+

Global UHNW Clients,

(including Royal families, A list celebrities, Political figures & Leaders)



@LSahaOfficial



www.LSaha.co.uk



We are proud to be a pro-planet, pro-people brand since 2014

L SAHA

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