



**PRISTINE APPAREL**  
Where Sophistication Meets Elegance

# **COMPANY PROFILE**

**PRISTINE APAREL**

**“Where Sophistication Meets Elegance”**

**COMPANY REGISTRATION NUMBER:  
2025/836920/07**



## WHO ARE WE?

Founded on the principle that everyone deserves access to high-quality, stylish clothing, Apanel Pristine Pty Ltd has grown from a passionate vision into a leading force in the Australian fashion landscape. We are more than just a supplier and retailer; we are your partner in style, serving both individual consumers and established businesses with an unwavering commitment to excellence, integrity, and innovation..



## ABOUT US

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Our journey began with a simple belief: that fashion should be accessible, durable, and make the wearer feel confident. This belief is stitched into every garment we source, create, and deliver.

## OUR MISSION

To empower individuals and businesses through exceptional apparel, offering curated fashion, reliable wholesale solutions, and personalized services that set new standards for quality and customer care.

## OUR VISION:

To be the most trusted and innovative apparel partner in South Africa, to be recognized for our unwavering commitment to style, sustainability, and client success.

## Our Values

-  **Excellence:**  
In our products, our service, and our partnerships.
-  **Integrity:**  
We conduct business honestly and transparently.
-  **Innovation:**  
Continuously evolving our collections and services.
-  **Passion:**  
A genuine love for fashion and helping our clients look and feel their best.



## Why Choose Pristine Apparel?

### **Uncompromising Quality:**

We meticulously select fabrics and oversee production to ensure every garment offers superior comfort, fit, and durability. We believe in investment dressing—pieces that last.

### **Customer-Centric Philosophy:**

Your satisfaction is our top priority. We build lasting relationships through open communication, flexible solutions, and a dedicated support team that is always ready to help.

## OUR CORE SERVICES:

### → **Retail Sales**

Step into our world of style, both online and in our flagship store. We offer a meticulously curated collection for men, women, and children. Our range seamlessly blends the latest trends with timeless classics, ensuring you are covered for every occasion—from casual everyday wear to sophisticated professional attire and special events.

### → **Wholesale Supply**

We are the backbone of many successful retailers and organizations. Our wholesale division provides bulk clothing orders with a focus on:

- **Consistent Quality:** Rigorous quality control ensures every piece meets our high standards.
- **Competitive Pricing:** Direct relationships with manufacturers allow us to offer exceptional value.
- **Reliable Logistics:** Efficient, on-time delivery you can count on to keep your business running smoothly.
- **Flexible Ordering:** Adaptable to your business cycles and inventory needs.

### → **Fashion Consultancy**

Unlock your style potential. Our certified fashion consultants offer personalized services to:

- **Personal Shoppers:** Build a cohesive and flattering wardrobe that reflects your personal brand.
- **Corporate Styling:** Advise businesses on dress codes and professional image.
- **Seasonal Updates:** Keep your look fresh with expert advice on the latest trends and how to wear them.



## Let's Build Something Great Together.

Contact Us Today to discuss your  
retail, wholesale, or custom  
apparel needs.

Pristine Apanel (pty) Ltd



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