

## PDS's UK Subsidiary Poeticgem acquires 'Little Mistress' brand IP Welcomes Mark Ashton and team to Its Ranks

**Mumbai, September 20, 2023:** PDS Limited, a global fashion solutions company, is focusing on expanding its portfolio with customized offerings including sourcing as a service and brands management. In line with its strategy of adding value accretive solutions to its offering, it is pleased to announce that its UK-based vertical Poeticgem has acquired the brand intellectual property (IP) of Little Mistress.

Under the terms of this agreement, Poeticgem will various brands under the Little Mistress. Going forward Poeticgem will also design, source and distribute the Little Mistress portfolio of brands worldwide. This transaction underscores the commitment of Poeticgem to deliver high-quality fashion experiences across the fashion value chain, to its global customers.



Established in 2010, Little Mistress has built a reputation as a go-to destination for occasion wear, offering hand-embellished designs and feminine details in luxurious fabrics. The fashion house creates a wide range of womenswear - from bridesmaid dresses to casual everyday looks. Little Mistress is also well known for creating white-label brands for high-street fashion. Mark Ashton, the CEO and Founder of Little Mistress will join Poeticgem Group and will continue to be responsible for driving the brand under a new trading name of Moda & Beyond within the Poeticgem umbrella.

Speaking on the recent development, **Pallak Seth, Executive Vice Chairman**, said, "PDS has been a trusted partner to global brands and retailers for nearly 25 years. Our extensive domain knowledge, exceptional design capabilities, and technical expertise have propelled our Company into the forefront of end-to-end brand management. Poeticgem has successfully established a portfolio of collab and influencer-led brands and Little Mistress would be a novel addition to this portfolio."

Added **Sanjay Jain, Group CEO**, "PDS is a plug-and-play platform that is adept at creating bespoke solutions to meet the unique requirements of retailers and brands globally. We as a Group are expanding our portfolio of brands and brand management solutions which enables us to drive value-accretive businesses. As we continue our journey of expanding our brand portfolio, we as an organization are guided by our robust & well-defined risk management framework."

**Anuj Banaik**, the Managing Director of Poeticgem Group, shared his excitement about this development by saying, "We are delighted to welcome Mark Ashton and his team as they join the Poeticgem family, as they embark on this thrilling journey with us, embodying a perfect match with our ethos and values. This aligns seamlessly with our overarching vision for the brand's business, which revolves around providing exceptional and unique fashion experiences to our valued clientele."

The agreement marks an exciting new chapter for Poeticgem and Little Mistress as they join forces to create a dynamic and innovative future.



### PDS's strategy to expand Brands Portfolio:

1. Licensed Brands
2. Acquired Brands
3. In-house Brands

### PDS bouquet of brands



- Potential topline contribution in FY2024: 6% to 8%
- Trajectory fastracked post Ted Baker transaction
- Higher gross margin of 20% to 35%

### PDS Limited

(Erstwhile PDS Multinational Fashions Limited)

**Registered & Corporate Office:** Unit No. 971, Solitaire Corporate Park, Andheri Ghatkopar Link Road, Andheri East, Mumbai 400093, Maharashtra, India. ☎ +91 2241441100

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**About PDS Limited: ([www.pds ltd.com](http://www.pds ltd.com))**

PDS Limited is a global fashion infrastructure platform offering product development, sourcing, manufacturing, and distribution for major brands and retailers worldwide handling over \$2 billion of Gross Merchandise Value. The Company operates a vast global network covering over 60 offices in 22 countries, with over 10,000 employees and factory associates worldwide. PDS also offers a bespoke end-to-end outsourcing solution, engaging dedicated talent and infrastructure as an extended arm of retailers and brands. The Company reported consolidated revenues of ₹10,577cr in FY23.

PDS is listed on leading stock exchanges in India, BSE Ltd. (Scrip Code: 538730) and the National Stock Exchange of India Ltd (Scrip Code: PDSL). Follow us on [LinkedIn](#)

**About Poeticgem: ([www.poeticgem.com](http://www.poeticgem.com))**

Poeticgem, headquartered in Watford, United Kingdom, and operating as a subsidiary of PDS Limited, stands as a preeminent provider of services and solutions within the apparel industry. Their distinguished clientele comprises prominent UK retailers, including ASDA, Next, Sainsbury's, Tesco, and Primark, among others. With a rich heritage of over 25 years, they specialize in private label design and are trusted partners as design-led sourcing collaborators. Their enduring commitment to quality, creativity, and innovation sets the Poeticgem team apart in the industry, offering an extensive array of services tailored to cater to the unique requirements of leading retailers and brands. Within the Poeticgem ecosystem, customers discover a versatile approach that encompasses our Sourcing as a Service Platform, In-House Brands, and an impressive portfolio of licenses such as Forever 21, Mambo, Orla Kiely, Farah, Silver Cross, and more. Furthermore, their portfolio extends to Licensed Characters, addressing a wide spectrum of brand demands. In addition to their dedication to delivering excellence, we place a strong emphasis on sustainability, boasting robust ESG credentials. Poeticgem is committed to making a positive impact through our operations, offering a holistic and forward-thinking partnership to the apparel industry.

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