



WHY CHOOSE BELLA?

Better Quality and Fit

We have over 10 years of experience manufacturing women's clothing for the leading retailers in the world and this expertise has been the platform for the Bella line.

In producing for these top retailers we had to meet the highest and most stringent of quality standards. In creating Bella, we applied these strict guidelines to our product line. We wanted only the softest yarns, the highest standards of sewing construction, the longest wearability and most importantly, the best fit.

This dedication to quality, consistency and striving to be best has led us to become the #1 supplier of ladies clothing in our industry.



The Colors You Want to Wear



The Bella color story has evolved with a focus on what women want to wear. Extensive color research and unique formulas guarantee that each Bella color is appealing to women, but most importantly when worn, makes women feel beautiful.

We have 33 of the most bright, vibrant colors in our line. With this wide array of possibilities, accommodating your customer's need to match a school color, a company logo or coordinate with the latest trends is simplified. If this isn't enough, we make our white 100% cotton pieces PFD (prepared for dye), meaning they can be dyed to the color of your choice.

A Perfect Fit

Bella has created a line with a true women's fit in mind. We have applied our years of retail experience and used the same sizing guidelines of high-end retail stores to achieve the *perfect fit*.

Because Bella understands that women come in many beautiful shapes and sizes, we wanted this knowledge to be reflected in our line. This is why we were the first women's line in the industry to have more than three sizes offered in our line.

Bella offers five sizes in our ladies collection - Small (0-4), Medium (6-8), Large (8-10), X-Large (10-12), XX-Large (12-14) and three sizes in our Bella girl collection - Small (6/8), Medium (10/12), and Large (14/16). Every woman can be sure to find a Bella garment with the *perfect fit*.

Did you know that Bella means "beautiful?"



And our styling proves it.

One of the many things about Bella that separates itself from competitors is our styling. When we develop the styling for each piece, our design team operates under the motto of "Stylish... not trendy." We believe that style transcends time, whereas trends are here today, gone tomorrow.

Coming from a retail background has given us the ability to know that what women want from a line is a variety of styles, colors and fabrics to choose from. Yet quality and styling must be constant. This unique mix is what makes each style not just the styles you want to wear, but the ones you can't live without.

Feel as Good as You Look

Did you know that the Bella line has 11 different women's specific fabrications? Bella fabric is the softest and most flattering fit in the industry. Each Bella fabric is created from only the highest quality yarn: a super soft combed ring-spun cotton.

For all of our basic styles, the largest yarn gauge we use is 30 single, where the industry standard is a much thicker 18 single. This enables us to achieve a very tight knit and a smooth face, perfect for all types of embellishments.

More Than Just a Slogan

As our industry continues to demand both quality and affordability, we recognize our responsibility to meet these demands by establishing strategic relationships which embody our fundamental values of integrity, honesty, and proper conduct amongst our workplace, customers, and distributors.

We believe it is of our highest priority to provide our workers with a safe working environment which practices excellent workplace standards and complies with all government health, safety, and labor regulations. Just as we are committed to producing only the highest quality garments, we also hold ourselves to maintaining the highest ethical and conscientious standards for our workers and factory conditions.

