

## Style Uniform - The Journey | Uniform Company In UAE



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The idea for [Style Uniform](https://www.IssueWire.com) germinated very organically and it took off on a scale that no one saw happening. The dedication and love coupled with the skills we have nurtured in the last few years have made this dream of a journey possible. Style Uniform, like many other successful brands, started with an idea. An idea that was pitched to me by my brother-in-law. Being in the textile industry he was not only knowledgeable about the trends but also had a fair share of ideas about the way in which the fabric

demand will peak. The textile industry saw a huge surge in orders for fabric from the uniform industry. And thus, he pitched the potential of the uniform supplying business. Being very new to this field, there was obviously a lot of skepticism regarding how to get an idea off the ground and make it into a successful business. However, there was the excitement of it all to start something new, to build something from scratch. Eventually, even I started seeing the potential of the uniform business, and decided to take the first steps.

## The Beginning

Dealing with fabrics was not my strong suit. To make it big in the business, I had to build a strong foundation. I enrolled in a crash course about fabrics. It dealt with the basics of fabrics- the kind of fabrics I'll deal in and in what ways they could be used. Now that I was already done with a course about fabrics, and had myself educated in the area, I needed to sort out the most important aspect of any business. Clients! We were very new, to gather clients as a new and small business is the most challenging part to get any business floating. But dedication and grit can show a path to anyone. While taking walks down the box park when it was still under construction, I started taking some pictures of hoardings. These hoardings were advertisements for the new restaurants booming up in the area. I hoped to find their contact numbers and reach out to them to pitch my business. Any new local restaurant in construction will require staff, and staff must be well-dressed and in uniforms. After contacting a few places, I got my first client. In that very instant I knew that I had to build a strong relationship with my client. We put our best foot forward in delivering uniforms to our first clients and did everything to meet their needs. We must have done something right because they are still our loyal clients even after so many years! The key to starting any business is an idea and customers. How you manage to shape your idea and deal with your customer determines the road your business will take. There has been no looking back for [Style Uniform](#) since then.

## What Motivates Us

Motivation is the glue that holds all your opportunities and the efforts that you put into those opportunities together. My motivation for working in building [Style Uniform](#) has stemmed from believing in myself. I have always had immense trust in my own abilities and judgment. Clients look for companies that they can trust, and suppliers who will be able to handle bulk orders with proficiency. Style Uniform could offer that. We were built on a foundational principle of consistency and reliability. Today we have clients that come to us with challenging styles and designs because they know we will be able to meet their expectations. Even we enjoy a little challenge from our customers. It helps us to come out of our comfort zone, build a diverse portfolio, and stay ahead in the uniform supplying business.

## Our Core Values

As a company, we have deep respect for relationships with our clients. Build relationships, business becomes a by-product. We adhere to this motto in all our dealings and every service that we have to offer. We work with people and not with businesses. Once a sense of trust is fostered with the customers, they will never look back. Creating long-term customers is a part of our business model. The customer would not question the prices or quality of fabric and services if we can consistently deliver only the best for them. Our clients recommend our services to other brands with conviction. And their trust in us is something that we strive to preserve. We have worked with people over the years, and have always been transparent with them. Our designers and tailors make it a point to incorporate our customers' suggestions and keep their vision in mind. It is not just uniforms that we are stitching, we are realizing someone's dreams. It is only fair that we involve them in the whole process and do not deprive them of the joy of being part of something that is so wonderful. Style Uniform runs on strong company

values of not only creating a strong bond with our customers, but also promoting a healthy relationship with our employees. They are the backbone of the company, they have also walked this journey with us and built the brand into what it is today. We believe that they deserve every bit of appreciation, and we do our bit in making them feel loved and appreciated. You don't need to convince people to work with you, they choose to work with you. [Style Uniform](#) is everything today because of their customers and employee.

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