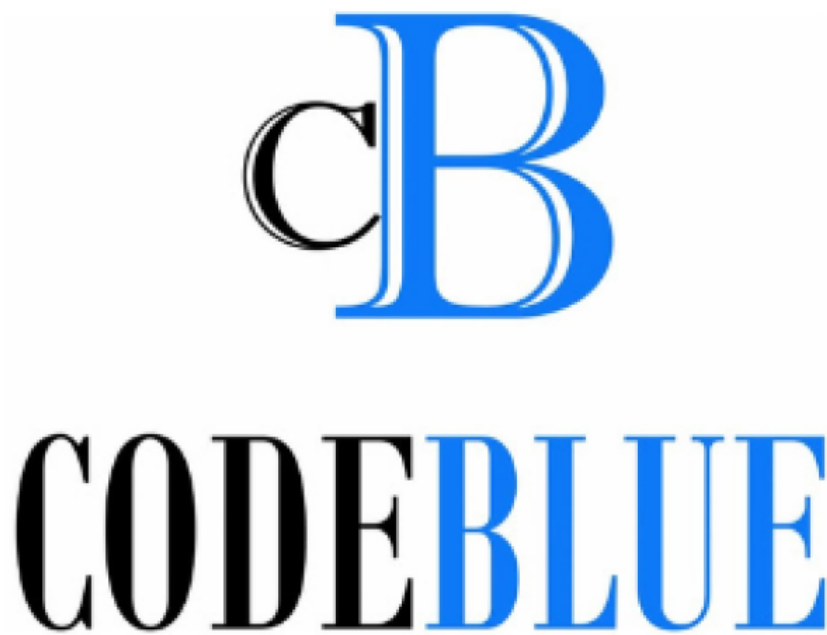


How to get idea to start CodeBlue Clothing Pvt Ltd?



Noida, Uttar Pradesh Feb 29, 2024 ([Issuewire.com](https://www.issuewire.com)) - In a world where denim has transcended mere fashion to become a cultural phenomenon, the inception of CodeBlue Clothing Pvt Ltd emerges as a testament to the enduring allure and technical intricacies of this timeless fabric.

Founded by Vaibhav Sharma, Bhaskar Rauthan, and Navita Sharma, CodeBlue was conceived from a shared fascination with denim's potential as a medium for expression. Stemming from their collective experience at Swarovski Textile Components, where denim emerged as a ubiquitous presence across

the retail and fashion landscape, the trio recognized an opportunity to bridge the gap between brands and manufacturers in the denim industry.

"For us, denim is more than just fabric; it's a canvas waiting to be transformed into something beautiful," explains Vaibhav Sharma, CEO of CodeBlue Clothing Pvt Ltd. "We saw denim as the perfect medium to merge our passion for fashion with our technical expertise."

From its inception, CodeBlue has been driven by a commitment to innovation and excellence. Acting as a cross-functional, techno-commercial team, the company prioritizes a "product-first" approach, ensuring that every garment meets the highest standards of quality and craftsmanship.

"We take immense pride in our role as a strategic partner to some of the biggest names in the retail industry," says Bhaskar Rauthan, Director at CodeBlue Clothing Pvt Ltd. "Whether it's assisting e-commerce giants like Myntra and Amazon or collaborating with global retailers, our goal remains the same: to deliver the right product at the right time and at the right quality levels."

With a dedicated team helmed by Vaibhav, Bhaskar, and Navita, CodeBlue has established itself as a beacon of innovation and efficiency in the denim manufacturing sector. Leveraging state-of-the-art facilities, including a cutting-edge R&I center in Noida and a newly established production unit in Dehradun, the company is poised for exponential growth and success.

"The present fills us with belief, but it's the future that truly excites us," remarks Navita Sharma, Director at CodeBlue Clothing Pvt Ltd. "With our relentless commitment to innovation and a focus on capital efficiency, we are confident in our ability to chart an exciting growth trajectory for CodeBlue."

As CodeBlue Clothing Pvt Ltd continues to redefine the boundaries of denim manufacturing, its founders remain steadfast in their commitment to excellence, innovation, and customer satisfaction.

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