bring life to your brand with

SHIV-NARESH

BRAND LICENSING PROPOSITION



WHY? break into organised retail gain unique positioning leverage on our 4 decades of hard work become a brand overnight



become truly differentiated with

SHIV-NARESH







we are



Authentic

Celebrated

Young

Stylish

Energetic

SHARA



We relate to Dimensions: Men | Women Target Age Group: 18 to 50 years



powerful & emerging licensing program

RED BY: BRADFORD LICENSE INDU



our licensing program

A brand personality which interconnect multiple facets of sportsmanship

A huge brand recall among sports & celebrities

Wide range of natural extension categories

In synergies with top retailers for the merchandise sales

Technology and quality oriented range planning

Targets wide demographic through values of fashion and functionality



our retail footprint

HIV-NARESH







product range



lifestyle look-book a sneak peak



directional mood-board

fashion.functional.passion



MOOD BOARD

DIMENSIONS TRULY LIFESTYLE







HI- FASHION





TA



FUNCTIONAL





The second secon

ORB

00





SHAAP

Color theory

MOOD BOARD







Color theory





categories to explore



APPAREL AND FOOTWEAR: Men's & Women's FASHION ACCESSORIES: Watches, Eyewear, Leather and Goods TRAVEL GEAR: Luggage, Backpacks & Rucksacks, Other Travel Accessories PERSONAL CARE: Helmets, Goggles, Gloves ELECTRONICS: Speakers, Mobile Tablets, Audio Gear, IOT WEARABLES: Smart Watches, VR Headsets, GPS Bands, Trackers HYBRID LICENSING CONCEPTS: Sport Cafe





inherit our lineage and associations

BRADFORD LICENSE INDI

An ISO 9001:2008 certified company

Leading reputed manufacturer and regular supplier of all type of SPORTS WEAR.

Used by most of the Indian Athletes and players of Olympic games

Sportswear to various Central & State Government, Sports Councils, Sports Authority of India (SAI), Sports Federations, University/Schools and Indian teams taking part in International Championship.

Proud and pure Indian brand.

Shiv Naresh promotes our national sports Hockey on global platform.

Apparel partner of Hockey India League and Association of Commonwealth Games & Olympics

Sponsored AIBA-Pro Boxing Night to promote professional boxing in India 200+ network partners & stores. Sponsoring 17+ clubs and team (including East Bengal club, Tempo Football club, Austria Hockey federation etc.) to promote tier 2 and tier 3 talents

Big name in quality sports wear



our esteemed clientele



OUR CLIENTELE

Indian Federations of Athletics Basketball Boxing Handball Hockey **Gymnastic** Wrestling Judo Volleyball Shooting Net Ball Weight Lifting Korf Ball Kabaddi Swimming **Indian Navy Sports Board Air Force Sports Control Board Army Sports Control Board Sports Authority of India Para Military Forces Top Universities & Colleges**





BE A PART OF OUR HERITAGE

