WHITELINE

COMPANY **PORTFOLIO**

International apparel brand headquartered in Dubai

13+
Years of experience

B2B
Wholesale network

RETAIL
Customer-facing stores

GLOBAL OPERATING NETWORK

DUBAI

INDIA

CHINA

TURKEY

GCC

AFRICA

Built on experience. Designed for growth.

Whiteline combines international reach with practical market knowledge, serving business partners and retail customers across multiple regions.

13+

YEARS IN FASHION

A long-term journey built through product development, wholesale relationships and retail operations.

Who we are

Whiteline is an international apparel brand headquartered in Dubai, United Arab Emirates. For more than 13 years, the company has developed a growing presence across India, China, Turkey, GCC countries and Africa.

How we operate

Our business combines B2B wholesale and retail. We work with retailers, distributors, business partners and direct customers, supported by an international operating network.

Dubai
Head Office

6
Core operating regions

2
Business channels

An international footprint centred in Dubai.

Whiteline connects its Dubai head office with operations across key apparel and consumer markets.



HEADQUARTERED IN DUBAI Operations across India, China, Turkey, GCC countries and Africa

Two channels. One connected brand.

Whiteline serves both trade partners and end customers through a coordinated wholesale and retail model.

B2B

Wholesale

Supplying apparel to retailers, distributors and business partners across international markets.

- Market-relevant collections
- Competitive commercial positioning
- Reliable order fulfilment
- Long-term business relationships

R

Retail

Delivering accessible, modern and quality-focused apparel through customer-facing retail operations.

- Contemporary product selection
- Customer-focused store experience
- Value-driven pricing
- Responsive market execution

Apparel for everyday markets.

A versatile product portfolio built around wearable fashion, commercial relevance and customer demand.

01 **MEN'S WEAR**

Everyday, casual and occasion-led fashion

02 **KIDS' WEAR**

Comfort-led styles for growing markets

03 **SHIRTS**

Casual, formal, plain and patterned

04 **T-SHIRTS & POLOS**

Core silhouettes and seasonal updates

05 **DENIM & TROUSERS**

Jeans, pants and practical fits

06 **SPORTS & SEASONAL**

Trackwear and market-led collections

Commercially relevant products, supported by international market insight.

A connected international operating network.

Whiteline coordinates planning, product movement, wholesale distribution and retail execution across regions.

01

DUBAI

Head office, strategy and commercial coordination

02

INDIA | CHINA | TURKEY

International operations and product network

03

GCC | AFRICA

Wholesale distribution and market partnerships

04

RETAIL

Direct customer engagement and store execution

From market insight to product delivery

The network is structured to remain responsive, commercially focused and adaptable to different customer segments and regional requirements.

Why partners choose Whiteline.

Our value is built on experience, market access, flexible business channels and consistent operational focus.

13+ YEARS

Long-standing industry experience

DUBAI BASE

Strategic head office in a global trade hub

GLOBAL REACH

Operations across Asia, GCC and Africa

B2B + RETAIL

Two connected routes to market

DIVERSE RANGE

Men's, kids' and multi-category apparel

MARKET FOCUS

Collections shaped around customer demand

WHITELINE

BUILT FOR
INTERNATIONAL GROWTH.

Our vision is to strengthen Whiteline as a trusted international fashion brand by expanding our market presence, building lasting partnerships and delivering relevant apparel across wholesale and retail.

HEAD OFFICE

Dubai, UAE

International operations

India | China | Turkey

GCC countries | Africa

FASHION. QUALITY. TRUST.