

CERAMIC
FASHION
STUDIO

COMPANY PROFILE






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Ceramic Fashion Studio

The triumphant tasks, largely for this emerging Indian market and also for the International Market, coupled with changing scenario of the needs and so the domain of value added products and services in ceramic industry befitting the forte of the company, raised the need of its enhanced Individualistic Identity.

The brainstorming exercise to add some conceptual representation of existing activity of current business model did not ask less than the perspective of a studio clubbed with creativity in fashion trends looking at the demanding market dynamics.

 The new logo - with three vertically aligned squares which together create an "I"- aptly signify ideas, innovation & inspiration. Those three colors viz: purple, saffron and fuchsia pink signify modern approach, vigor to succeed and essence of creativity respectively.

Together they represent a refreshing new beautiful identity of 'Ceramic' and the business model of the company keeping the essence of the philosophy synergizing with mission and vision of the company.



The logo for Ceramic Fashion Studio features the words 'CERAMIC FASHION STUDIO' stacked vertically. The letters 'C', 'F', 'S', and 'O' are highlighted in a grid of colored squares: purple for 'C', orange for 'F', pink for 'S', and blue for 'O'.

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Reinventing &
Renewing ceramic!

Registered and located in Gujarat, Ceramic Fashion Studio is a creative aspiration conceptualized by Shree Ambica Decoprints Pvt. Ltd. - a leading company in the field of 3rd firing surface decoration of Ceramic Tiles since 1994. Ever since then Ceramic Fashion Studio is providing high quality products to the Indian sub-continent and markets. Equipped with state-of-the-art manufacturing facility and ultra modern plant & machineries supported by technology from Europe, it has completely integrated in-house facilities and technical infrastructure giving the company an edge. Today, it enjoys a leading position in the ceramic tiles sector in India. The brand Ceramic Fashion Studio is a thought conceptualized and conceived by the Managing director with sound techno-aesthetic background and immense experience garnered through many years in the industry in India and Europe.

Ceramic Fashion Studio is successfully steered by the cohesive force of techno savvy directors along with a team of professionals who possesses wide & in-depth experience of new product development, brand introduction and brand positioning, current market trends and other significant manufacturing and production needs. Together, they form a team of professionals having varied expertise and possessing specialized backgrounds and successfully heading their respective departments and business operations. They have shaped Ceramic Fashion Studio as a brand to reckon with changing trends and rapidly changing needs in ceramic tiles industry. It was envisaged as a brand which can be an answer to contemporary trends where customers require both elegance and grandeur combined subtly and smartly.

A brand that strikes a perfect balance between Indian and International markets, the beauty of CFS lies in its striking appeal catering the taste of elites of the society. Emerging as a distinct and individual identity in the industry Ceramic Fashion Studio has redefined the norms by adding more beauty, class, elegance & charm to it.

Succinctly, today Ceramic Fashion Studio stands for high-end products with techno-aesthetic and quality levels giving you nothing less than of international standards.



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Vision
Mission &
Philosophy!

Our vision:

“Provide Innovative Solutions for Wall and Floor Décor through continuous up-gradation and implementation of varied techno-aesthetic applications on and for Ceramic Tiles catering to all segments while maintaining Leadership through excellence within contemporary fashion trends and positive thinking.”

Our mission:

“Harness conceptual designing in its many application to add aesthetic value and provide solutions that comply with maximum of the economic, aesthetic and qualitative needs of the consumer while practicing high standards of ethics and moral of business governance.”

Our Philosophy:

We believe, for “Changing the Times” in the journey, it is also inevitable to “Time the Changes”.....





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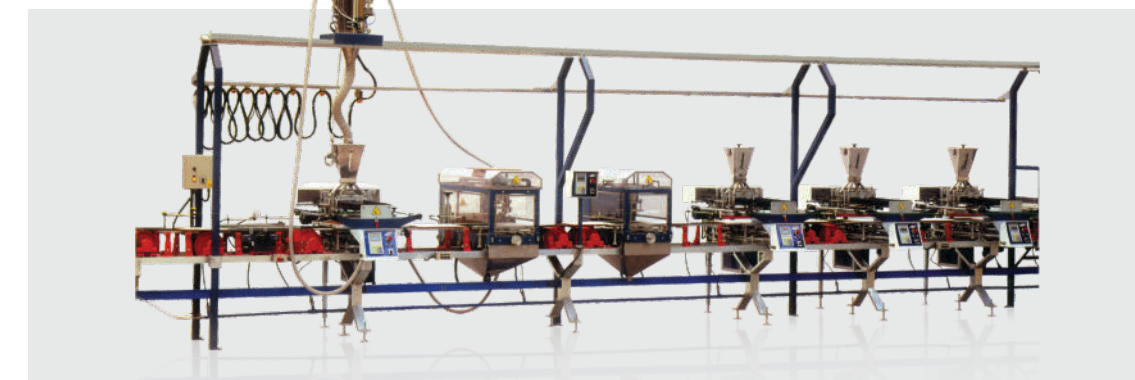
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The infrastructure!

The Ultramodern & state of the art manufacturing plant of Ceramic Fashion Studio has been set up on the outskirts of Ahmedabad offering easy and fast connectivity to city and adjoining areas. It is a 'studio' with technical setup where creativity is converted into designer tile products. The studio is also equipped with completely integrated facilities for critical processes, quality check and designing.

All the machineries at the 'Studio' have been imported from Europe to impart an extra edge of precision and perfection in production and quality of the products. The special and splendid effects along with refined textures that distinguish the products from its contemporaries are created here at this set up which is one of its kinds in India.

Starting from process to material and packaging, each and every quality parameters at CFS are closely monitored and controlled under the expert team of technical professionals having deep and proficient knowledge of trends offshore & onshore. To cater to changing times, the studio keeps itself equipped with new technologies at regular interval.



The perfect portfolio!

Ceramic Fashion Studio is standing strong with most on the target and successful marketing, sales & promotion strategies ensuring a winning pattern in long run. It has comprehensive and well connected network & supply chain having distributors, dealers, retailers based at appropriate locations. To create the constant brand recall, marketing team proposes effective marketing and sales programs at regular intervals.

Fashion is all about changing trends and CFS keeps amusing the customers with launching innovative new products very regularly. This makes the customers awaiting more surprises from CFS. To keep updated with changing trends, CFS also keeps abreast with the help of market research which brings insights on customer needs.

CFS undertakes various sales promotional activities that remind its presence to the customers. CFS proposes to mark its presence time to time through national & international fairs & exhibitions, advertising activities in print media, leaflets & catalogues, sponsorships, BTL activities and much more.

cerface | appliqué

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Uncompromising quality!

Ceramic Fashion Studio is founded on the strong ethos of quality, precision & innovation. To make each and every product the hallmark of highest quality, Ceramic Fashion Studio develops & follows the system oriented checks at all levels in inputs, production & pre-despatch. The products are made using best quality input raw materials. At each level of production every process parameter is under strict control by technically trained staff and workmen for implementation of quality aspects of the various products.

Stringent Quality control is always difficult to implement and even more challenging to maintain. It has been our policy and strong minded approach towards the product finish which has helped us earn the goodwill as supplier of innovative products with consistent quality.



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The future outline!

Ceramic Fashion Studio was conceptualized with an objective of being a fashion icon in the industry. And thus the motto is to keep inventing & re-inventing ways to make it more fashionable and stylish. With wider reaching network, effective marketing & sales strategies, meticulous practices and always adding creativity to process – brand CFS aims to be known as the most fashionable and trendsetter name in the ceramic tiles industry forever.





www.ceramicfashionstudio.com

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