NASEL
GLOBAL



COMPANY PROFILE

Who we are?

Founded in 2003, Nasel Global has evolved into a fully integrated, global garment manufacturing group, producing 1,000,000 units per month at its facilities in Türkiye and an additional 200,000 units per month at its facilities in China. Our expertise spans knitwear, casualwear, outerwear and the complete spectrum of denim, enabling us to offer a versatile and comprehensive manufacturing platform to international brands.

Driven by a culture of continuous development, we closely follow advances in production technology, evolving quality standards and global fashion directions. Our dynamic R&D teams work continuously across design, pattern development, garment construction and washing, transforming emerging trends and customer insights into commercially relevant products with speed and precision.

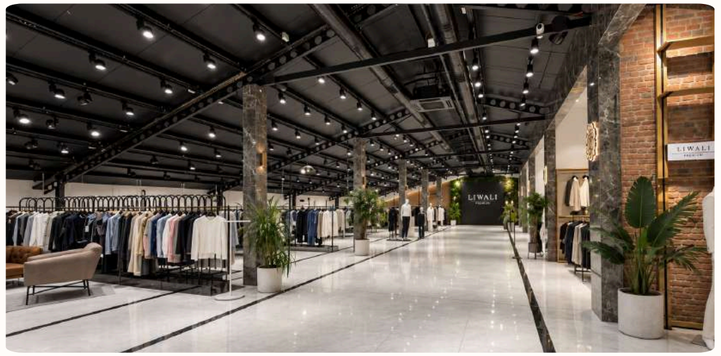
Our expertise extends beyond private label manufacturing. Nasel Global is also the home of two proprietary brands, i8 Denim and Liwali Luxury Menswear. This unique dual perspective (combining the experience of a brand owner with the capabilities of a global manufacturer) gives us a deeper understanding of the entire product journey, from the first creative concept to the finished garment. We bring this brand-driven mindset to every partnership we build.

With showrooms across Europe and strategically positioned production facilities in Türkiye and China, we support brands worldwide through an integrated, end-to-end manufacturing model. From product development and sourcing to production, washing, finishing and quality control, our operations are coordinated through professional systems and supported by dedicated quality assurance and in-house design teams.

Our strength lies in the integration of expertise, infrastructure and creativity under one roof. By combining advanced manufacturing capabilities with strong product development and design know-how, Nasel Global delivers the consistency, flexibility, speed and quality required by today’s global fashion industry — while building long-term partnerships grounded in trust, innovation and shared growth.







LIWALI

NASEL GLOBAL

THE ART OF QUIET ELEGANCE

There is a confidence that does not need to be announced. It lives in the weight of a fabric, the precision of a seam, and the balance of a silhouette. This is the philosophy at the heart of Liwali.

Born in Türkiye and shaped with a global perspective, Liwali represents a refined approach to contemporary menswear; rooted in craftsmanship, defined by restraint, and designed with longevity in mind.

Our design team continuously engages with world fashion markets, translating global trends into a distinct design language supported by expert local production. For Liwali, creativity and precision are complementary: design creates the vision, craftsmanship gives it permanence.

Liwali is designed around the realities of the modern man’s wardrobe. From refined shirts to sophisticated knitwear, each piece emphasizes versatility, making affordable luxury accessible. Rather than following transient trends, we focus on timeless relevance and enduring quality.



At Liwali, quality is the starting point. Every stage (from fabric selection to final construction) is approached with absolute discipline. True value is measured beyond the moment of purchase, in how a garment endures over time.

Liwali reflects Türkiye’s rich manufacturing heritage while looking firmly toward the global landscape. Because true elegance does not demand attention. It earns it.

LIWALI Where design meets discipline and quiet elegance becomes a way of life!

FROM THE STREETS OF ANATOLIA TO THE WORLD

Born from Türkiye’s deep-rooted denim culture and shaped by the energy of its streets, I8 Denim represents a new expression of Turkish authenticity. Positioned between heritage and contemporary street culture, I8 draws its character from the contrasts that define Türkiye itself, where traditional craftsmanship meets modern attitude, where historic neighborhoods coexist with a constantly evolving creative scene. More than a denim label, I8 is a point of origin. A reflection of a generation that looks beyond convention, embraces individuality, and brings its own perspective to the global streetwear landscape.

I8 Denim is defined by an uncompromising approach to authenticity. Raw indigo tones, distinctive washes, considered detailing and effortless silhouettes come together to create denim designed for movement and everyday expression. Inspired by workwear, skate culture and the raw energy of urban life, each collection translates the character of Turkish streets into a contemporary denim language; confident, understated and unmistakably its own.

I8 Denim embraces a deliberately selective approach to production. Rather than following the logic of mass consumption, the brand focuses on limited drops, distinctive products and a stronger connection between the garment and the individual who wears it. Every piece is designed to feel considered not simply another product on a shelf, but part of a collection with a defined point of view.

For decades, Türkiye has been one of the world's most respected denim manufacturing destinations, producing for leading international brands while remaining largely behind the label. I8 Denim brings that expertise into the spotlight. Built on the same craftsmanship, technical know-how and manufacturing heritage that have established Turkish denim globally, I8 gives this expertise a distinct identity of its own; combining local authenticity with an international vision. It is Turkish denim without imitation. Contemporary streetwear with a clear sense of origin.

I8 represents more than a number, confident in its identity, open to the world and unwilling to remain on the sidelines of global fashion.

I8 DENIM Born in Türkiye. Defined by the streets. Made everywhere.



Sustainable Production

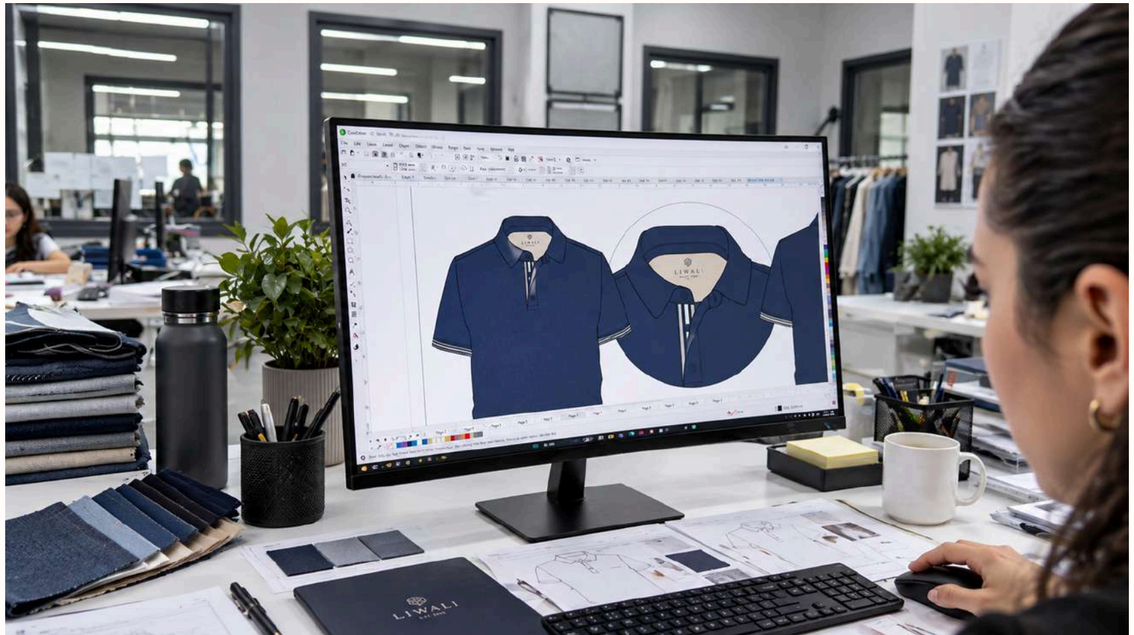
- ・Sustainability is integrated into our production philosophy, encompassing materials, manufacturing processes, human well-being, and waste management. We continuously seek innovative solutions that reduce environmental impact while maintaining the quality, performance, and aesthetic standards our customers expect.
- ・Across our denim and knitwear production, we incorporate advanced processing methods, including gas-based technologies and enzyme applications, to optimize dyeing and finishing processes while significantly reducing water consumption. These technologies provide cleaner and more efficient alternatives to conventional, chemical-intensive methods without compromising colour quality, fabric integrity, or the desired garment effect.
- ・Our commitment begins with the careful selection of environmentally responsible raw materials and chemicals. We prioritize safer alternatives and responsible chemical management, ensuring that our production processes are designed with both environmental protection and human health in mind.
- ・Waste management is another integral part of our sustainability approach. We actively work to reduce production waste and support the recovery and recycling of materials generated throughout the manufacturing process, contributing to a more circular approach to textile production.
- Responsible materials. Smarter processes. Less waste. A more sustainable future.



Design & Development

- Our design philosophy is driven by two dedicated teams working in close collaboration: our Denim Design Team, specializing in contemporary denim development and innovative garment treatments, and our Luxury Menswear Design Team, creating refined collections defined by sophisticated craftsmanship and a distinctive aesthetic.
- Supported by advanced technologies for colouring, sandblasting, laser finishing, and garment treatments, our designers transform creative concepts into distinctive, production-ready garments. From the initial idea and fabric selection to fit, detailing, washes, and finishing, every element is carefully developed to achieve the desired look, feel, and character.
- With a strong understanding of international fashion trends and a focus on continuous innovation, our teams develop collections that combine design, functionality, craftsmanship, and commercial relevance.

- We do not simply respond to changing trends.
- We aim to anticipate them, interpret them, and create designs with a distinctive point of view.





Cutting

- Our Cutting Department combines advanced automatic cutting systems with high-performance fabric spreading technology to ensure precision, consistency, and efficiency throughout the cutting process.
- From accurate fabric laying to computerized cutting, every stage is carefully controlled to optimize material utilization and maintain dimensional accuracy. Our experienced team works alongside advanced machinery to ensure that each component is cut according to precise specifications, providing a reliable foundation for efficient and consistent garment production.
- By combining technology, skilled expertise, and disciplined quality control, we minimize material waste, improve production efficiency, and ensure that every cut meets the exact requirements of the product.
- Accurate cutting. Efficient processes. Consistent results.







Sewing

- Both our in-house and carefully selected outsourced production lines operate under the close supervision of our experienced quality management team. This integrated approach allows us to maintain consistent standards, production efficiency, and full control throughout every stage of manufacturing.
- Over the years, we have established long-standing partnerships with trusted and highly capable subcontractors, built on transparency, reliability, and a shared commitment to quality. Each production partner is carefully selected and monitored to ensure that our standards are consistently maintained, regardless of where production takes place.
- Our manufacturing capabilities are supported by skilled sewing operators, experienced production teams, and product-specific machinery and techniques. By selecting the right equipment, processes, and expertise for each garment, we optimize both efficiency and workmanship while maintaining the intended quality and design integrity of every product.
- From our own production lines to our trusted manufacturing network, every product is produced under a unified quality philosophy and with the same uncompromising attention to detail.
- Precision, expertise, and consistency across every production line.



Washing & Dyeing

- Our expertise in washing and dyeing is one of the defining elements of our product development and finishing capabilities. Combining advanced technologies and contemporary washing techniques with more than 20 years of industry experience, we create distinctive finishes, colours, and surface effects tailored to the specific character and requirements of each product.
- Our capabilities encompass a versatile range of dry and wet processes, washing techniques, dyeing applications enabling us to develop precise and contemporary garment effects. Laser technology allows us to create detailed engravings, authentic worn effects, patterns, and visual treatments with a high level of precision and consistency, particularly across denim and garment finishing applications.
- Responsibility is an integral part of our approach. Human health, environmental protection, and responsible chemical management remain fundamental priorities throughout our washing and dyeing operations. No internationally recognized hazardous or carcinogenic chemicals are used anywhere within our premises, reflecting our commitment to safer processes and more responsible manufacturing.
- By combining technical expertise, advanced finishing technologies, and responsible practices, we ensure that every finish is not only visually distinctive, but also consistent with the quality standards our global partners expect.
- Distinctive finishes. Advanced technology. Responsible processes. Consistent results.







LASER TECHNOLOGY

- Our laser technology brings a new level of precision, creativity, and efficiency to denim finishing. Using a controlled thermal process, the laser selectively removes indigo from the surface of denim, enabling us to create highly detailed vintage effects, fading, whiskers, patterns, and authentic worn-in looks with exceptional consistency.
- By replacing many traditional manual techniques with a precise and digitally controlled process, laser technology significantly enhances both product consistency and production efficiency. It also reduces reliance on labour-intensive finishing methods, creating a safer and more controlled working environment while helping optimize operational costs.
- Beyond efficiency, laser technology expands the creative possibilities of denim design. Complex visual effects can be developed, reproduced, and refined with a high degree of accuracy, allowing designers and brands to achieve distinctive finishes while maintaining consistency across production.
- The technology also supports our commitment to more responsible manufacturing by reducing the need for certain conventional finishing processes and helping minimize water, chemical, and resource consumption.
- Digital precision. Creative freedom. More responsible denim finishing.







PACKING

- Before entering the packaging stage, each garment undergoes a series of meticulous final checks, including scanning, thread trimming, ironing, and detailed size and colour inspections. These controls ensure that every piece is presented in its intended condition and meets the required specifications.
- Following these initial checks, our production monitoring team conducts a comprehensive review, while our quality management team performs the final inspection in accordance with AQL standards. Packaging only begins once the relevant quality reports have been reviewed and the results have been approved.
- This structured approach ensures that quality is maintained through the very last stage of production — protecting product presentation, consistency, and workmanship until the moment each shipment leaves our facility.
- From final inspection to final packing, every detail is handled with precision and care.





LOGISTICS

- With production hubs in Türkiye and China, Nasel Global provides an efficient and flexible logistics network supporting international markets.
- From production planning to final shipment, we manage every step with precision to ensure reliable delivery, optimized lead times and seamless global distribution.
- Seamless. Reliable. Global.







QUALITY CONTROL

- At every stage of manufacturing, we apply a disciplined and systematic approach to quality, ensuring consistency, precision, and reliability across every production batch.
- Our quality control process begins with the careful inspection of incoming raw materials and continues through every stage of production. Inline inspections and continuous monitoring enable our teams to identify potential deviations in real time and take immediate corrective action, minimizing risks and ensuring consistent product performance.
- Before shipment, every finished product undergoes a final evaluation to verify its quality, workmanship, durability, and compliance with agreed specifications. This multi-stage control system allows us to maintain a consistent level of quality from the first piece to the last.
- We believe quality is not a single department's responsibility, but a shared commitment across the entire organization. Through continuous improvement, regular equipment calibration, updated testing procedures, and adherence to internationally recognized standards, we continually strengthen our quality systems.
- The result is more than a quality-controlled product — it is consistency our partners can rely on, shipment after shipment.



INLINE CONTROL

Real-time production monitoring

FINAL INSPECTION

Pre-shipment quality verification

CONSISTENCY

Reliable quality, batch after batch

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