

Introduction

Mr. SANN, Vanna

- Owner & Managing Director
 - Cambodian-American (born in refugee camp)
 - 20 years experience in consumer and retail marketing
 - Previously worked for DFS Group, Apple, and Cambodian Living Arts
 - Based in Phnom Penh
 - Winner of 2024 Impact Award from Singapore Fashion Council



Osaka World Expo

Expectations

- 13 April - 13 Oct (6 months)
- Theme: “Designing a future society for our lives”
- 28 million visitors in total
- 4 million from outside Japan
- Sales staff must be very clear on key messages for international visitors






Inspired by the **language of waves** and the **evolving rhythms of life**, the Dorsu logo is a nod to **the places we've been, the places we'll be going, and the things that bind us together.**

Whether you see a simple **piece of thread**, the **mountainous Kampot countryside**, or even **the river of your hometown**, it's all valid and meaningful.

Your unique perspective is what matters most, and we're so grateful to have you on this journey with us.





Mission & Vision

Our *mission* is to produce garments of exceptional quality while doing minimal harm to people and planet.

We are *driven* by a belief that well-made apparel from Cambodia can motivate key buyers globally.

Our *strategy* is to partner with some of the most dynamic organizations and companies to leverage impact-at-scale and achieve mutual objectives.

Our *vision* is a world where fashion means fairness.

A woman with dark hair tied back, wearing a black sleeveless dress, is seen from the side, working at a wooden table. The table is covered with various pieces of white paper, some of which appear to be fashion sketches or patterns. A dark-colored garment is also visible on the table. In the background, there are racks of clothes hanging on a wall, suggesting a fashion studio or workshop environment.

The Big Picture

- Fashion is a US\$2.5-3T industry while “sustainable fashion” comprises *less than half of 1%* (US\$7-10B) of global total, signaling tremendous growth potential
- CAGR of sustainable fashion market is 9.5% through 2030
- 75% of GenZ shoppers rate sustainability and responsible sourcing as key factors in apparel buying decisions*
- Garment buyers want suppliers they *know* and *trust*

Background

Dorsu | brand name inspired by ត្រីស៊ូ

- Owned by Cambodian since 2021
- Only 5% of factories in Cambodia are locally-owned
- 90% female staff, with strong female leadership in operations and design (30 staff)
- Commitment to “**sustainable**” and “**ethical**” manufacturing
- Pioneer in “responsible fashion”



Select Staff



BIV SREY THY



VANNY BUN



KUNTHEAR MOV



NHOUK SREIYEN



SOPHAT TIENG



MARA PHON



HANNAH CLIFFORD



ETHAN NGUON

COMPANY VALUES

គុណតម្លៃរបស់ក្រុមហ៊ុន

RESILIENCE ការតស៊ូ

យើងនឹងស្វែងរកដំណោះស្រាយចំពោះបញ្ហា និងសាកល្បងអ្វីដែលថ្មីៗ ដោយមិនខ្លាចពីការបរាជ័យឡើយ។

យើងទៅតែបន្តការអភិវឌ្ឍន៍ចំណេះ និងជំនាញរបស់យើង ដើម្បីបង្កើនគុណភាពការងាររបស់យើង។

OPEN TO CHANGE បើកចិត្ត

យើងយកចិត្តទុកដាក់យកការរិះគន់ ក្នុងន័យស្តារបន្ទា ហើយយើងមិនមានអារម្មណ៍ថាអាម៉ាស់ដោយសារកំហុសឆ្គង

របស់យើងទេ យើងនឹងទទួលខុសត្រូវ ហើយនឹងកែលម្អឲ្យបានល្អបំផុត។

COLLABORATION សហការ

យើងមានទំនុកចិត្តលើចំណេះដឹង ជំនាញ និងអ្វីដែលយើងកំពុងតែធ្វើ តែយើងមិនក្រអឺតក្រមើទេ ហើយ

យើងស្តាប់ពីតម្រូវការ និងធ្វើឲ្យប្រាកដថាអតិថិជនរបស់យើងទទួលបាននូវបទពិសោធន៍ល្អបំផុតតាមដែលអាចធ្វើបាន។

INTEGRITY សុចរិតភាព

យើងប្រាប់ការពិតដល់គ្នាទៅវិញទៅមក យើងនឹងធ្វើអ្វីដែលល្អបំផុតតាមដែលអាចធ្វើទៅបាន សម្រាប់ក្រុមហ៊ុន ក្រុមការងារ និងអតិថិជនរបស់យើង។

CURIOSITY ការចង់ដឹង ចង់ឃើញ

យើងមិនព្រឆើយកន្ត្រៃចំពោះ បញ្ហាផ្សេងៗឡើយ យើងសួរនាំ ស្វែងរកដំណោះស្រាយពីក្រុមការងារ ក្នុងករណីមិនច្បាស់ ត្រង់ចំណុចណាមួយ ព្រមទាំងផ្តល់មតិយោបល់តាមដែលអាចធ្វើបាន។

COMPANY VALUES COMPANY VALUES



RESILIENCE

We will find solutions to problems and try new things without fear of failure. We continue to develop our knowledge and skills to improve the quality of our work.

OPEN TO CHANGE Open your heart

We are open to criticism in a constructive way and we do not feel ashamed of our mistakes, we will take responsibility and make the best of it.

Collaborative COLLABORATION

We are confident in the knowledge, skills and what we are doing, but we are not arrogant and we listen to the needs and make sure our customers have the best experience possible.

INTEGRITY Integrity

We tell the truth to each other, we will do the best we can for our company, our team and our customers.

CURIOSITY Curiosity

We are not indifferent to any issues, we ask for help from the team in case of any uncertainty and give feedback as much as possible.

What We Make

Affordable, Sustainable

- Everyday, **ethical** clothing
- Made in-house using leftover “deadstock” fabric from larger factories (waste from the major global brands)
- Focused on **high-quality** products, for **local and global** market
- **Transparency** in the supply chain



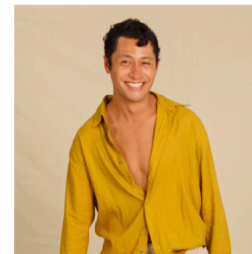
LOUNGE PANTS
\$62.00 USD



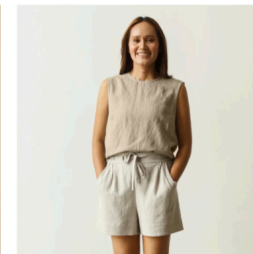
RIBBED STAPLE TANK
\$20.00 USD



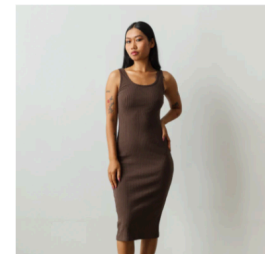
LINEN MIDI SKIRT
\$62.00 USD



RELAXED LINEN BUTTON
DOWN SHIRT
\$71.00 USD



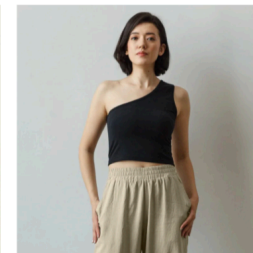
LINEN CROPPED TANK TOP
\$49.00 USD



RIBBED TANK MIDI DRESS
\$52.00 USD



LINEN DRAWSTRING SHORTS



ONE SHOULDER TANK



BOAT NECK LONG SLEEVE TOP

What We Make (80 SKU's)



WIDE LEG LINEN PANTS
★★★★★ 1 review
\$97.00 USD



COTTON BRIEFS WOMEN'S
\$17.00 USD



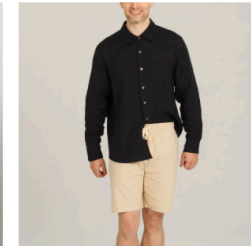
LONG SLEEVE MIDI DRESS
★★★★★ 2 reviews
\$46.00 USD ~~\$52.00 USD~~



TRACK SHORTS
\$29.00 USD



MENS SPORTS TANK
\$23.00 USD



LINEN SHORTS
\$58.00 USD



SWING DRESS
\$39.00 USD ~~\$52.00 USD~~



SINGLET DRESS
★★★★★ 6 reviews
\$52.00 USD



TANK DRESS
★★★★★ 15 reviews
from \$33.00 USD



BOX T-SHIRT
\$39.00 USD



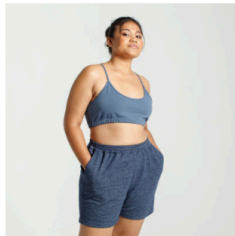
COTTON BOXERS
\$17.00 USD



MEN'S JOGGERS
\$46.00 USD



CULOTTE PANTS
★★★★★ 23 reviews
\$52.00 USD



LOUNGE SHORTS WOMEN
★★★★★ 1 review
\$29.00 USD



WIDE LEG JUMPSUITS
★★★★★ 1 review
\$65.00 USD



MEN'S LOUNGE SHORTS
★★★★★ 2 reviews
\$29.00 USD



MENS SWEATSHIRTS
★★★★★ 1 review
\$42.00 USD



HOODED SWEATSHIRT MENS
★★★★★ 1 review
\$36.00 USD ~~\$46.00 USD~~

What We Use

Turning waste into treasure

- Start with **waste fabric** already available in Cambodia
- Focus on **natural** fibers like cotton, linen, rayon, hemp and more to make basic clothes like tshirts, dresses and sweatshirts for men & women
- We use materials **already available**, so no need new production of fabric and raw materials



Handmade

Cambodian Craftsmanship

- Each garment is handmade with love in Kampot to **ensure highest possible quality**
- We focus on skilled labor such as **pattern making, technical design and industrial engineering** with our female staff
- **100% quality assurance** guarantee, customer satisfaction is main focus



Impact Snapshot

Dorsu vs normal garments

- Each unit by Dorsu helps save precious eco-resources like:
 - **2,700 liters of water**
 - **7kg of CO2 equivalent**
 - **150g pesticides**
- Social impact:
 - **35% higher salary for entry-level**
 - **5 day work week instead of 6 days**



Local Impact

Supporting education

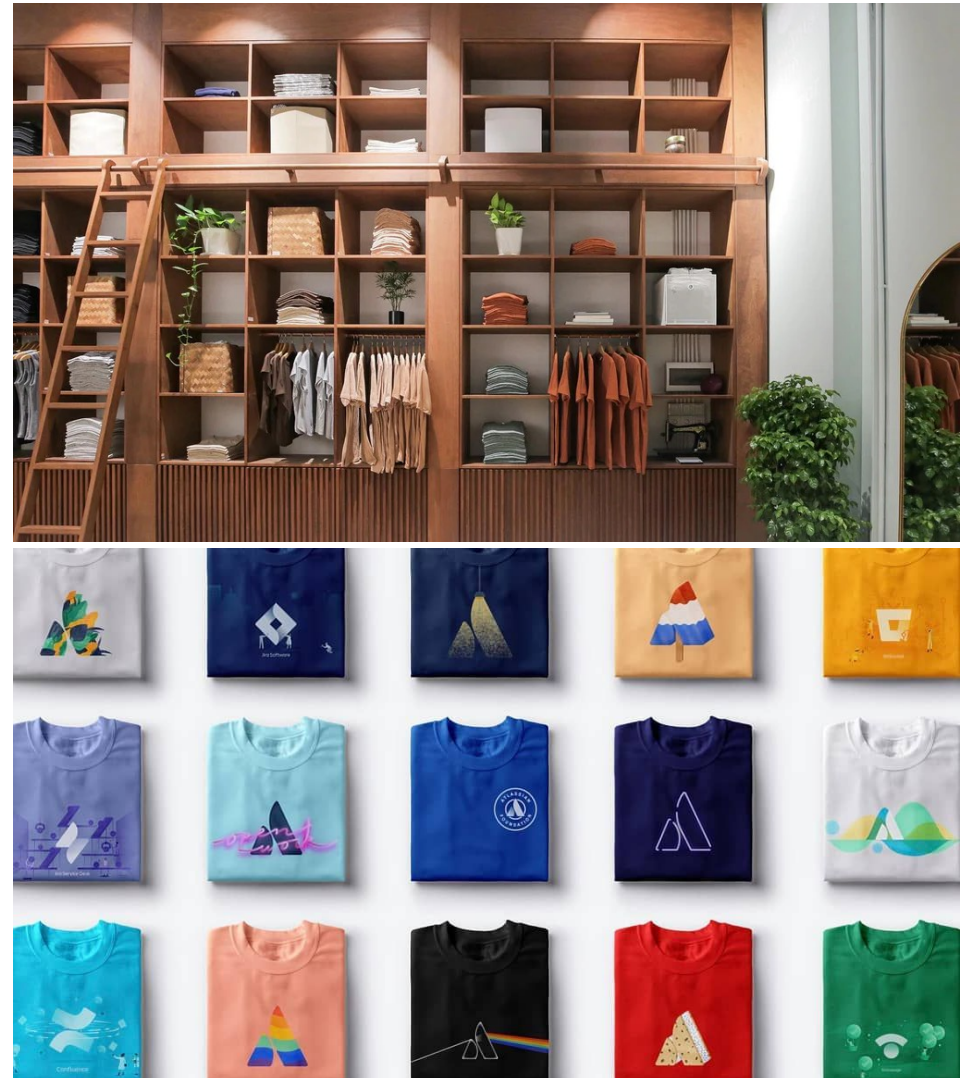
- Partnerships with schools like:
 - Liger Leadership Academy (KH)
 - Woodleigh School (Australia)
 - Canadian International School
 - Chumkriel Language School
- **1,000 uniforms** donated each year



Who Can Buy?

Retail customers & B2B

- B2C | DTC (Direct to consumer)
 - 1 store in Phnom Penh (hope to expand more)
 - 1 online store dorsu.org (will expand in future)
 - Customized shirts for: **Artisans Angkor, Treeline Hotel, Say Sabok, Tribe Hotel, Bai Sor, etc**
- B2B
 - Bulk orders by **tech companies, NGO's, F&B, Hotels**, and other businesses who need “sustainable merchandise”
 - Wholesale partners like retail stores who focus on **sustainable fashion, slow fashion, and ethical fashion**



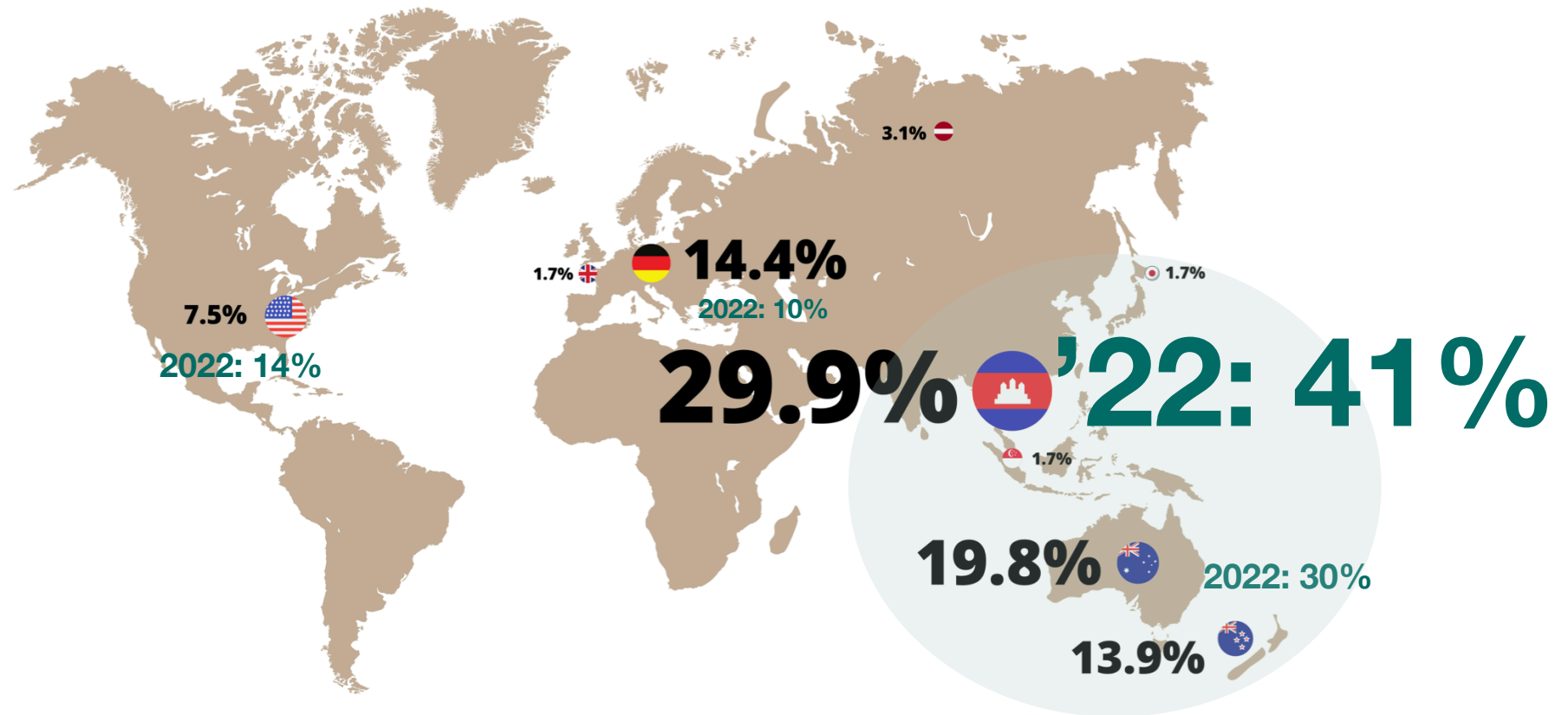
Key Customers

Retail customers & B2B

- Our core shoppers care about:
 - Sustainable Fashion and Slow Fashion for the environment (made from waste)
 - Social Impact for local communities in Cambodia
 - High-quality clothing that is made to last for a long time
- 70/30 female/male
- 50/50 Cambodian/foreigner
- Age 25-65; employed and educated



Revenue by Country



Key Messages

How to sell Dorsu

- Dorsu is:
 - **Ethical & Sustainable**
 - **Use “deadstock” to reduce waste**
 - **Make everyday clothing for individuals and businesses**
- Dorsu is aligned with:
 - UN SDG's
 - World Fair Trade Organization
 - Slow Fashion



Common Questions

Guide to help build your response to customer feedback

- Question 1: What is Dorsu?
 - Answer: "Dorsu is a **Cambodian clothing brand making ethical, high-quality everyday clothes**. Dorsu uses **deadstock fabric**—leftover material from big factories—to reduce waste and create sustainable fashion. Everything is designed, cut, and sewn in their own production space in Cambodia, ensuring **fair wages and safe working conditions**."
- Question 2: What makes Dorsu different?
 - Answer: "Unlike most fashion brands, Dorsu owns and operates their own production, ensuring full transparency and ethical practices. They focus on **quality, sustainability, and fair labor**. While many brands rely on outsourced factories, Dorsu controls its entire process—from sourcing deadstock fabric to producing in small, responsible batches."

Common Questions

Guide to help build your response to customer feedback

- Question 3: Does Dorsu offer wholesale or custom orders?
 - Answer: "Yes! Dorsu can create custom apparel for businesses, NGOs, and ethical brands. Whether it's wholesale orders of our core collection or custom-printed t-shirts, we work with organizations that align with our values. Interested buyers can contact hello@dorsu.org directly for B2B orders."
- Question 4: Where can I buy Dorsu?
 - Answer: "You can shop Dorsu online at www.dorsu.org, where they ship internationally. Dorsu also have a flagship store in Phnom Penh, Cambodia, and is partnering with select retailers."

Common Questions

Guide to help build your response to customer feedback

- Question 5: Why is Cambodian-made clothing from Dorsu special?
 - Answer: “Cambodia is a major garment producer, but most factories are foreign-owned. Dorsu is part of the 5% that are locally owned. This means they invest in our community, pay fair wages, and prioritize ethical craftsmanship over mass production. **By choosing Dorsu, you're supporting a business that empowers Cambodian workers.**”

Any questions?

