

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

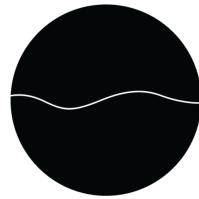


Osaka World Expo

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





Dorsu | ດົບ

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.



A woman with dark hair tied back is seen from the side, working at a sewing machine in a garment factory. In the background, a rack of various garments is visible.

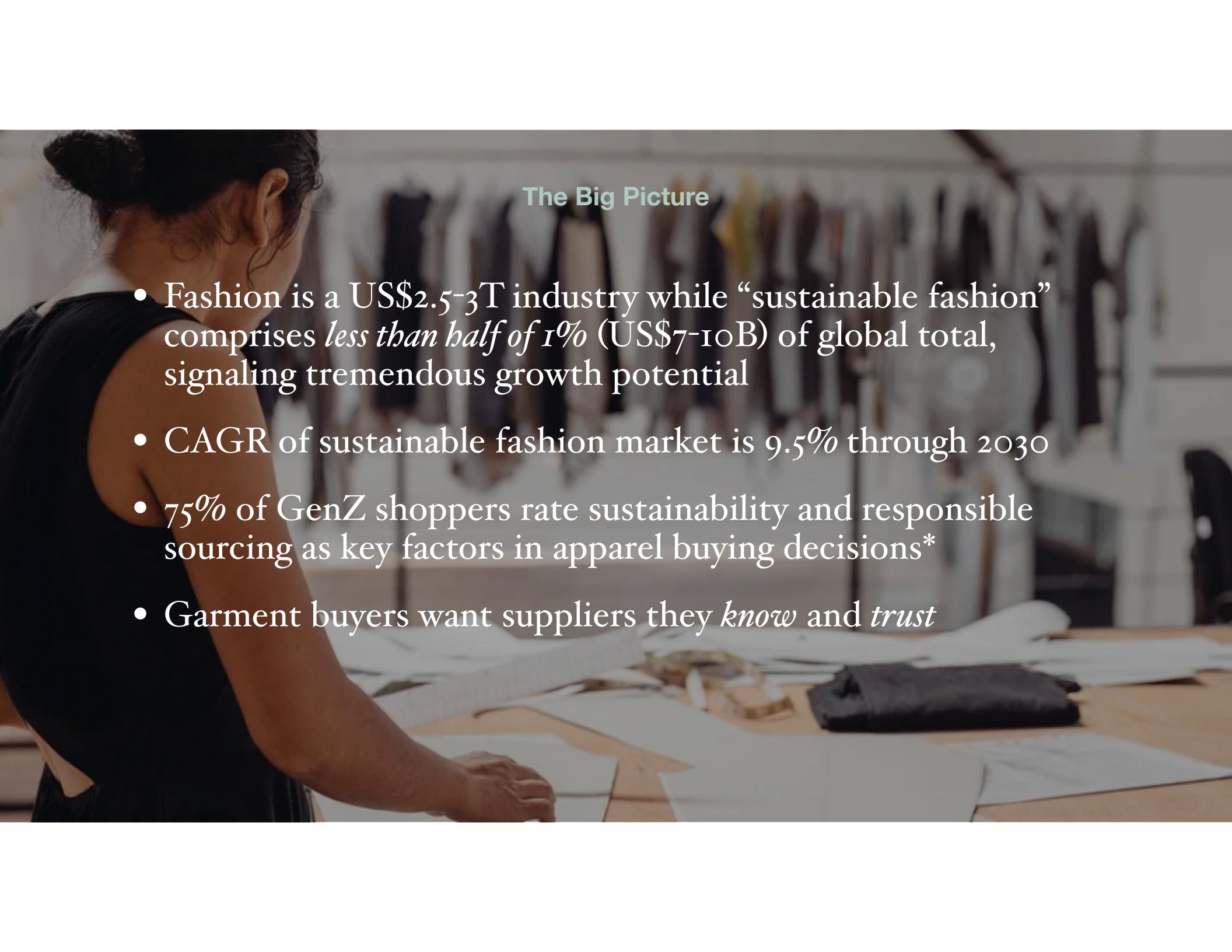
Mission & Vision

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 photograph of a woman with dark hair tied back, wearing a black top, working on a garment pattern on a light-colored wooden table. She is using chalk to mark a white fabric. In the background, there is a chalkboard with some writing on it, and a rack of clothes is visible. The overall lighting is soft and natural.

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 តំសុំ

- 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 គុណភាព ផែនរបស់ក្រុមហ៊ុន

RESILIENCE กារលស្ស

ເយ້ນສືບໃສ່ງສາກຕີແມະງາຍັງດີເກະບ້າງ ສີນສາກບ່າງສູ່ເລີ້ມຕົ້ງ ແກ້ວຍັງສືບຕົ້ນ
ຄວາມສົ່ງສົ່ງເສົ່າເຫຼື້ອຍໆ

OPEN TO CHANGE เป้ากติกา

ଦେଖେନ୍ତକିଛି ତଥା କାରିଗରିକିଛି କିନ୍ତୁ କିମ୍ବା କିମ୍ବା କିମ୍ବା କିମ୍ବା କିମ୍ବା କିମ୍ବା

COLLABORATION ສហກາວ

INTEGRITY សុចរើនភាព

CURIOSITY ការចង់ដឹង ចង់យើតា

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.

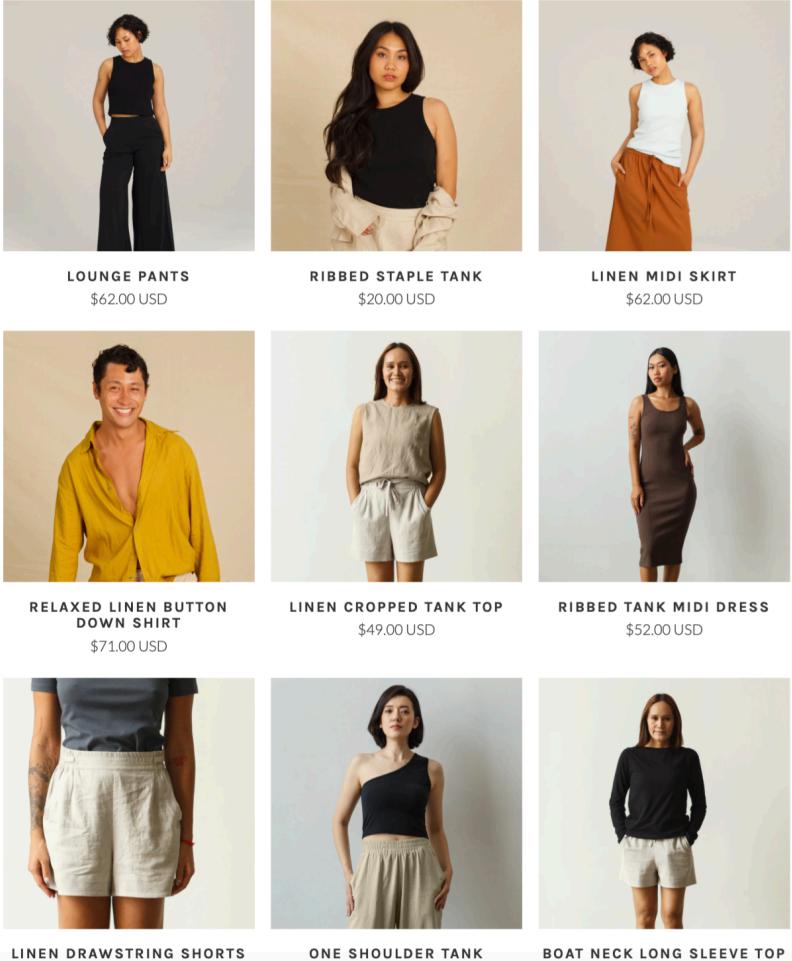
CURIOSITY Curiosity

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



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



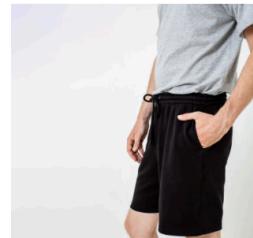
CULOTTE PANTS
★ ★ ★ ★ 23 reviews
\$52.00 USD



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



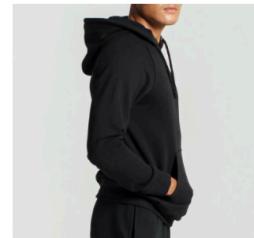
WIDE LEG JUMPSUITS
★ ★ ★ ★ 1 review
\$65.00 USD



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

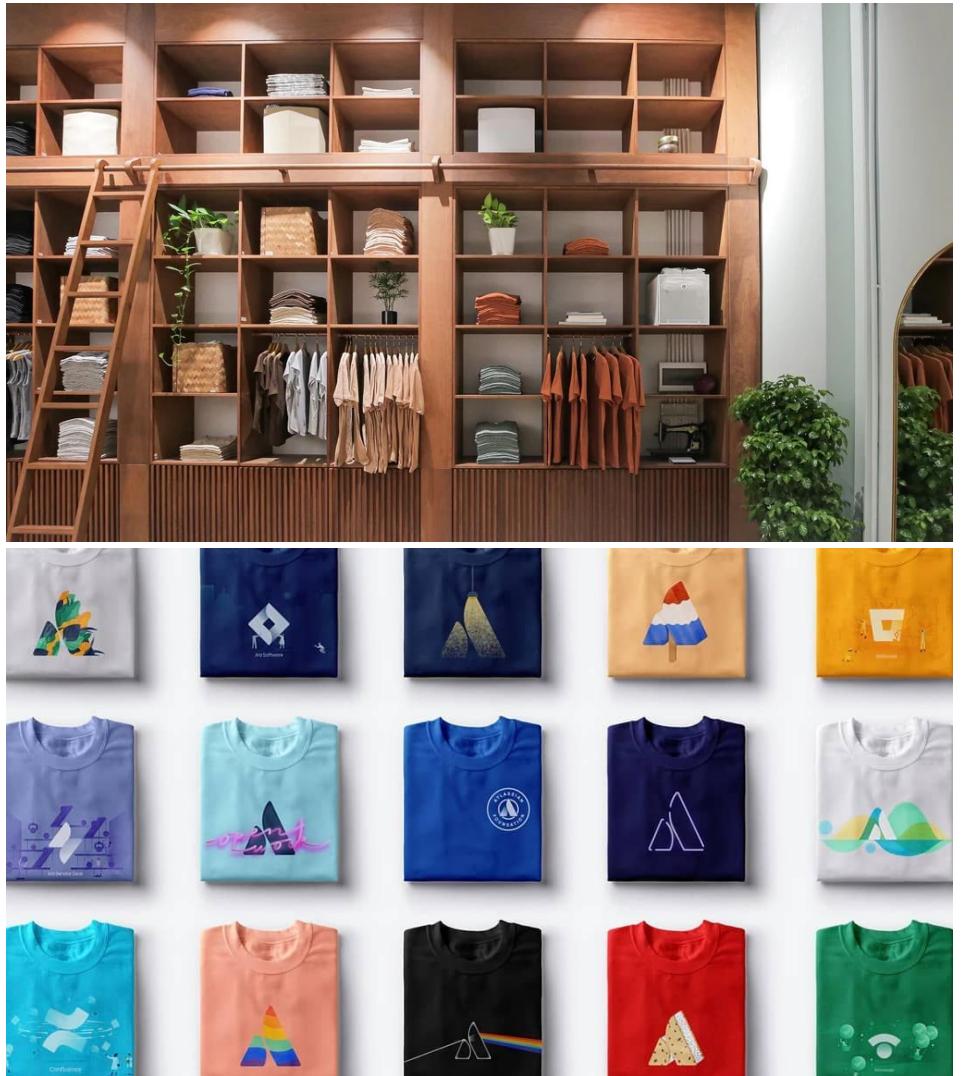
- Partnerships with schools like:
 - Liger Leadership Academy (KH)
 - Woodleigh School (Australia)
 - Canadian International School
 - Chumkriel Language School
- **1,000 uniforms** donated each year



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**



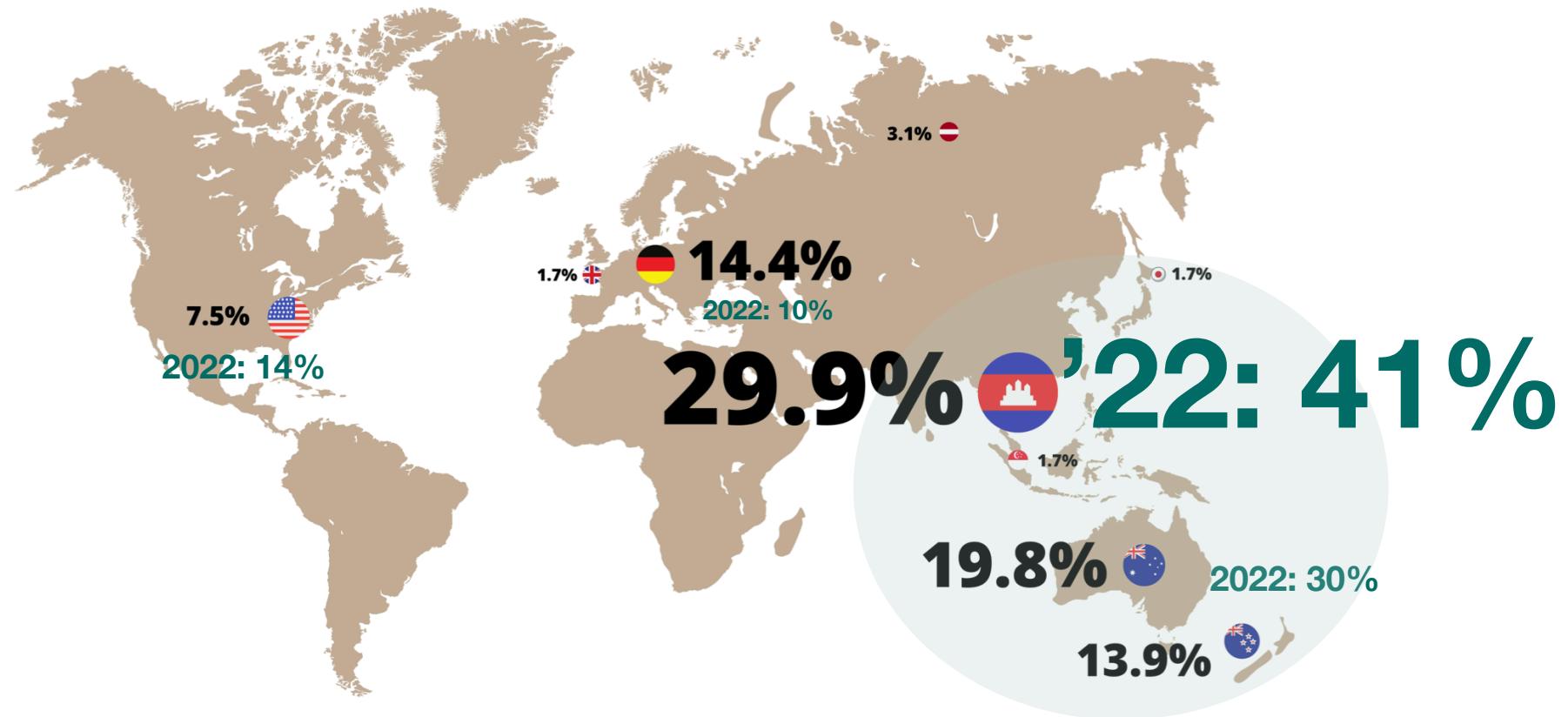
Key Customers

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 you 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 you 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 you 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?

