



SEPTEMBER 18-22  
2023

# *India Odyssey*

Join Embark Journeys on an extraordinary adventure through India's sourcing landscape, unlocking new opportunities and propelling your supply chain to unparalleled heights.





# *Hello, Welcome*

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## A NOTE FROM YOUR EMMA & ELIZABETH

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In 2019, the idea for our Sourcing Experience Trip was sparked when Elizabeth met Emma at a Tradeshow in Melbourne.

The concept was born out of Elizabeth's desire to help her consulting clients establish immediate, credible offshore supply chains, and Emma's love of travelling the globe and doing business in India - the centre of the universe as she calls it!

After a successful trip in September 2022 where we guided eight fashion brands through India, visiting Mumbai, Jaipur and Delhi, we are pleased to invite you to join us for our second Sourcing Experience trip in September 2023.

Let's embark on this journey together and create something special between the magnificent sourcing partners in India and the Australian Fashion Industry!

## *Emma & Elizabeth*



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# *YOUR HOST*

## *On the ground in India*

Emma has built her business from the ground up, doing business in India for the past 17 years. What started as one style, made of 100% cotton, in seven colours, has now grown to an international brand that is shipped around the world. The products are her own designs and range from clothing and accessories to homeware.

Emma has travelled to India 33 times and built relationships with trustworthy people and factories and will be on the ground with you for the duration of the India Odyssey trip.

Emma lives in India and is based in Mumbai.

*naudic.com*



FASHION BUSINESS OWNER + DESIGNER

*Emma Puttick*

FASHION BUSINESS STRATEGIST + CONSULTANT

# *YOUR CONSULTANT*

## *Preparation pre-India Trip*

Fashion Equipped is a consulting agency, founded by Elizabeth Formosa, an industry professional with more than 20 years in the fashion business.

**Elizabeth Formosa Founded Fashion Equipped In 2012 With A Vision To Help Businesses Grow And Thrive Through Consulting, Mentorship & Online Learning.**

With over 20 years of wide-ranging fashion industry experience, Elizabeth cultivated her expertise in buying, product management, sales, sourcing, product development, brand building, marketing, strategic planning and team management, across the corporate sector, working with some of Australia's largest retailers, iconic wholesalers, privately-owned companies and her own successful wholesale business.

As a consultant and mentor, Elizabeth now shares her knowledge and experience with Australia's fashion businesses, guiding them to achieve scale and success.

Elizabeth will work alongside you and Emma to prepare for the trip and ensure your experience is transformational, elevating your supply chain and business to the NEXT LEVEL.

# *Elizabeth Formosa*



**Let's Take Your Business to the Next Level**



”

*A highlight was the ability to share and collaborate with like minded business women and the bonds and wealth of knowledge we shared with each other through the experience of exploring India together.*



-Catherine Hunter, Founder of Huntress The Label

# The Experience

## WHAT'S INCLUDED:

- Pre-Trip Planning Consulting Session with Elizabeth & Emma
- Emma's guidance on booking your accommodation and flights
- Trip Dates 18-22 Sept (you may choose to arrive early or extend your trip)
- Pre-trip guidance on visas and on-the-ground navigation and cultural etiquette
- Detailed itinerary planning for the 4 days in Delhi and 1 day in Jaipur, including the best places to stay, eat and visit
- Guidelines on how to become 'Source Ready' for India
- Samples can be initiated prior to your arrival in India. Emma will facilitate this on your behalf.
- On the ground, Immediate introductions to a minimum of two trustworthy reliable International production suppliers (this will be customised to your business).
- You will be taken to visit the supplier's showrooms, meet the principles, tour their facilities and work with their merchandisers
- Emma will be with you for the full 5 days as your business mentor
- Save years on what can often be a very challenging supply chain model to establish - this is your unique opportunity to commence trade immediately by tapping into an established supply chain ecosystem
- Save tens of thousands of dollars is typical startup sourcing mistakes and challenges - Emma has been sourcing exclusively from India for 18 Years. Learn from her experience and avoid typical traps.
- Help in planning additional experiences after the business part of the trip is completed
- Gain a significant ROI on your trip investment - the introduction to the supply chain partners alone is invaluable and the connections you make will be powerful
- A post-trip follow-up consulting session with Elizabeth & Emma - to ensure you optimise your experience and connections





*"This unique journey you take, the connections you make, the relationships you establish and the business you ignite will be transformational."*



# *Grow your business*

On the work front, the opportunities are rich and broad.

We provide access to group guidance supported by two industry professionals.

Your supply chain opportunities will be immediate through the introduction to incredible manufacturers.

You will also benefit from on-ground learning opportunities and travel skills that will equip you to do business in India.



# *Grow yourself*

For personal growth, you'll travel with a group of like-minded people, creating a sense of camaraderie from the get-go.

Emma will provide the pace for the group to be immersed in creative inspiration during our time engaged in each experience and each destination.

WHAT YOU'LL GAIN ACCESS TO

## *Your door opening experience awaits*



*This trip is your launchpad into India.  
A plug and play opportunity to commence trade in India  
immediately and future-proof your supply chain.*

- Door opening experiences - sourcing & connections
- Money can't buy experiences- culture & camaraderie
- Industry professional accompanying you on this trip
- Ongoing access to manufacturers - these introductions alone are invaluable!
- On the ground mind-expanding growth opportunities
- A unique and guided way to experience India - especially if it's your first time
- Tap into the inspiration and creativity that comes with travelling
- Travel with a like-minded group and build lasting relationships
- Learn on the ground travel skills for business

# *WHO IS THIS TRIP SUITED TO?*

*You're an established business*

*You're ready to do business*

*You're open to exploration*

*You're passionate*

*You're driven*

5 DAYS 18th 22nd SEPT 2023

# *India Odyssey Itinerary*

LOCATION 01 ——— **New Delhi** ——— 3 NIGHTS

LOCATION 02 ——— **Jaipur** ——— 1 NIGHTS

LOCATION 03 ——— **Mumbai** ——— ADDITIONAL OPTION

LOCATION 01.

# *New Delhi*



## 3 NIGHTS

Delhi, the city where we make it happen, here we will spend time diving straight into sampling and production, with globally experienced manufacturers. Your ideas will now start the journey to becoming a product. The time will be spent developing a sampling plan, brainstorming with different fabrics and detailing, you'll have 1:1 time with each supplier to discover the best fit for your business. A concentrated few days to drive your business forward and build connections to an Indian supply chain. Future proof your business by building these relationships.

LOCATION 02.

# Jaipur



## 1 NIGHT

Jaipur, the pink city of India, the heritage and rich history shining through the numerous handicrafts which have been honoured and passed down through the generations. Block prints, organic vegetable dyes, indigos, terracotta reds, this is a city known for its textile richness. We will expose you to the many layers of these handicrafts, with hands-on workshops you'll make your own prints, in restored buildings showing the history through the cracks in the walls. This part is all about opening your mind to new ideas and you'll meet suppliers in all categories, fashion, homewares, jewellery and accessories.

OPTIONAL LOCATION 03.

# Mumbai



OPTIONAL

Mumbai, think a mixture of old world English charm and buzzing downtown New York, this is a city on creative fire.

Here we can introduce you to the lively art and culture essence of India through the lens of local artists and residents.

Mumbai is Emma's home base.



## *Your investment*

2 x Payments of \$7,250 + GST

50% upon booking and 50% prior to travel.

This **excludes** accommodation, flights and on-the-ground expenses.  
Fly into New Delhi Mumbai and depart from Jaipur or Mumbai.

### GRANTS

Your Business may be eligible for an Export Market Development Grant.



# *1:1 Mentoring*

You have the option to book additional 1:1 Mentoring Session with Emma during the trip which is a unique opportunity as Emma has years of first hand experience to share with you! You can focus on where your business is now, where you want it to be and Emma will guide you through some powerful strategies.

1:1 sessions with Emma are based on limited availability and an additional fee.

You can indicate your interest in a 1:1 session with Emma in your application.

Elizabeth is a Business Consultant and Strategist and will share her Mentorship and Consulting offer with the group pre and post-trip.



**"A mentor is a trusted guide  
who encourages you to  
see & achieve your  
optimal potential."**

# *Profound experiences from fashion brands*

In September 2022 we took eight fashion designers and brands from Australia on our first India Odyssey trip. The feedback was that their experiences were profound. This trip changed their lives and elevated their businesses.

Here's what they had to say...



## **What were your first impressions of India (versus preconceived ideas)?**

I found the people to be warm and friendly not what I was expecting. I have travelled quite a lot so the chaos and crowds did not bother me in fact I think that started the fire in my belly for India!

## **What was the absolute highlight of this trip for you?**

That's really hard. I have wanted to go to India for a very long time so as a country it delivered everything I had hoped! The people, the culture, the landmarks, business opportunities... friendships...

## **Are there any final comments you would like to leave us with?**

A HUGE thank you for creating this amazing opportunity. I totally feel I have grown as a person and with so much inspiration around and the introduction of valuable contacts (inside and outside the group) I am really looking forward to developing my business further. The timing of this could not have been better for me as a person and as a mum!

-Kate Whiting, Founder of Kate Crawford

*"This trip far exceeded my expectations, I absolutely loved the trip and soaked up so much knowledge."*

-Bek McAlister, Founder of Luckies Knickers

## *Read more...*

" For me Emma was great, she went above and beyond curating this trip and ensuring we got to see and experience as much of India as we could, offering things outside of the box such as the block printing and the printing at Nila House using natural dyes, both were amazing, her generosity in hosting the dinners was really special.

Without meeting Elizabeth I would not have known about the trip and it was because of her recently working within our business and her recommendation to the owner of Goondiwindi Cotton that I was able to come along.

*" I have absolutely loved being with such a diverse, creative and dynamic group of women, I have made life long friends!! Everyone supporting , helping each other and sharing freely their knowledge freely and openly was amazing!  
So many laughs also!! "*

-Marianne Marshall, Head Designer at Goondiwindi Cotton



Thank you for curating such an incredible experience. It is a very rare thing to find people who are willing to share their supply chains in this business, but it was just what I needed to go from local to offshore manufacturing. Lots of beautiful learnings, connections and friendships from this that have left us all so much richer than when we began. Truly grateful I was able to be a part of this Embark Journey and would like the next reunion tour soon!

-Catherine Hunter, Founder of Huntress The Label

WHAT'S NEXT?

## *Booking Process*

We have select places available for our September 2023 Trip.

Post our Zoom interview and final review of your application, if we feel this trip is well aligned with your business goals and a good fit, you will receive an invitation to travel with Emma and a crew of other like-minded business owners.

If you have any further questions in the meantime, please feel free to reach out to Emma or Elizabeth.

### **If your application is accepted, the next steps are:**

- You will receive an invoice for a 50% Deposit to secure your place - \$7,250 + GST
- The balance of the fee will be invoiced on the 15th of August 2023 - \$7,250 + GST
- You should secure your flights arriving in New Delhi and departing from Jaipur or Mumbai as soon as you can, and don't forget your travel insurance.
- You will arrive in Delhi to settle in and the trip itinerary starts on Monday 15th September.
- Our last day is Friday 22nd September and you will depart from \_\_\_ unless you plan to stay on and further explore India.
- Please note - most trip attendees do like to arrive earlier and extend their stay - please take this into consideration when budgeting. Speak to Emma about your options. You may want to coordinate with other crew members.
- You will be invited to our WhatsApp group so you can introduce yourself and meet your fellow crew!
- You will need to apply for an e-Tourist Visa at [this link](#). We suggest a one-month Tourist Visa unless you plan to return to India then choose the Visa duration that is right for you.
- We will arrange a pre-trip group briefing via Zoom on the 17th of July and a final trip prep call two weeks prior to departure.
- You will receive Terms & Conditions and a standard waiver from Emma.
- You will be guided through a briefing on any product for sampling or costing prior to travelling.
- If you are interested in Additional Experiences - see the next page.
- You will be provided with an Onboarding Pack containing everything you need to know from what to pack, how much to tip and the local etiquette.



## *Additional Experiences*

We can curate additional experiences for you if you would like to explore incredible India further beyond our trip 15-22nd September.

**You may like to:**

- Visit Agra and the Taj Mahal
- Enjoy a Wellness Retreat
- Engage a Guide to see additional sites and/or shopping

The options are endless.!

Emma can discuss this with you directly if your application is accepted.

# *Applications are NOW UNDER REVIEW*

Thank you for expressing interest in our Fashion Equipped x Embark Journeys 2023 India Fashion Sourcing Experience Trip. This trip is via Application Only.

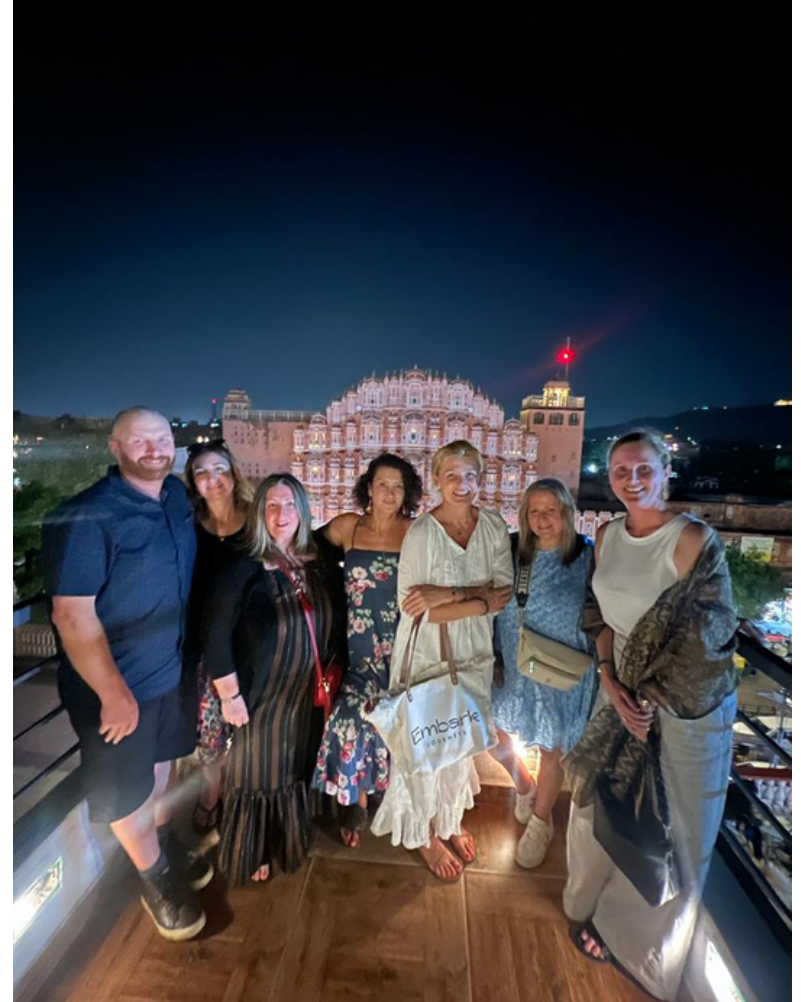
Successful applicants will be offered a place based on the review of their application. Our goal is to ensure the ultimate experience and synergetic trip dynamic.

The trip dates are planned for 15-22nd September 2023.

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*Contact Elizabeth*

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*India*

*Odyssey*



FASHION  
**EQUIPPED**  
THE BUSINESS SIDE OF FASHION

**EMBARK**  
JOURNEYS