



Trey
Creative

COMPANY PROFILE

TREY LINGERIE

TREY DETERGENT

'First established Cambodian's identities brand on the international market'

ABOUT

Trey lingerie and Trey detergent are belong to **Trey creative.co.ltd** based in Phnompenh and Berlin, found by Simmy chhun in mid of pandemic late 2021.

At first we was working as e-commerce services fashion brand with recent success of soft launch of Trey lingerie as we have transforms our company to creative designs to living essentials, our focuses on accesible luxury, qualities over quantities and healthy living lifestyles.

Our main brand Trey lingerie and sub brand Trey detergent well represent WOMEN&LIVING LIFESTYLE with all features female aesthetic, and premium made experiences to clients.

We bring the premium qualities whereas are accessible and exclusives for women wears and living necessity.

Trey creative co.ltd company are represnts on well handmade luxurious products and giving values to locals craftman and young talents to produces innovates efficent products.

Trey lingerie is operate as an e-commerce based, known for premium lingerie brand, featuring exclusive designs custom made lingerie with the current of our soft opening yet we are still progressing with our grand opening date due to the global pandemic.

Currently our workshop located in Phnompenh and in Berlin, we are still working our boutiques that will based in both location Phnompenh, Cambodia and Berlin,Germany.

The brand name 'Trey' derives from the Khmer word 'Srey' which mean 'Female or Women'.

Our lingeries brand is unique and comprehensive with aesthetic fusion that focuses on feminine, art and body positivity.

OUR MISSIONS

- * Our work is to bring premium products with innovative and environmental awareness.*
- * Our focus is to build exquisite innovative womenswear and lifestyles products that are convenient and directed to their need and Allow people experiences to good living with our luxurious, good*
- * We empower women through our women's wear products, our design giving it the best results of styles and essential needs*
- * We build on differences, capture ideas through livings, and transperancy to our work progress*

With TREY CREATIVE, Vibrance your creative living to the best version of yourself!

OUR VALUES

WOMEN empowering, styling, high fashion lingerie & womenswear

PRODUCTS premium quality, unique quantities

DESIGN modern femininity, aesthetic

HEALTH awareness of the product compositions, mental health

QUALITY exquisite, premium made

SOCIETY the products that are good for your soul and help your environment

OUR MILESTONES



TBH FLAGSHIP STORES

March 2023 Phnom Penh (block 47)

June 2023 Berlin (Kudamm)

Popup Selfridges 2023

June-august (e-commerce)

London 2024 flagship

featuring concept store in Newyork or LA



2022 December
L'officiel press release
Treylingerie

Featured well on european as younger brand



2022 Schön first press release with chompei classic line!
Well established on German markets (EU market) and international market



Found in 2021 August
by Simmy Chhun

Trey lingerie soft launching
08-08-21 operated as e-commerce based brand.

All links to the presses:

[Schön magazine x Trey lingerie](https://www.treylingerie.com/blogs/news/schon-magazine-x-trey-lingerie-interviews)

<https://www.treylingerie.com/blogs/news/schon-magazine-x-trey-lingerie-interviews>

[L'officiel x Trey lingerie](https://www.lofficielsingapore.com/fashion/trey-lingerie-new-collection-intimate-wear)

<https://www.lofficielsingapore.com/fashion/trey-lingerie-new-collection-intimate-wear>

[LUXUO x Trey Lingerie](https://www.luxuo.com/style/fashion/trey-lingerie-designs-intimate-wear-that-are-fit-for-the-soul.html)

<https://www.luxuo.com/style/fashion/trey-lingerie-designs-intimate-wear-that-are-fit-for-the-soul.html>

VALUES

Self expressions

Honesty Brand

Emotional benefits

Uniques lingerie experience

Privacy of client information

**Integrating social values
into operation**

What is 'Trey'?

Trey in khmer means fish (in Asian culture represent happiness and abundance)

'Trey' derives to 'Srey' in khmer translation as (female or women).

As fish symbol femininity, transformation, creativity and eternity. Fish flows through water and water animal is linked to steadfast movement and independent. fish is no different and its symbolism is deeply connected to sacred feminine.



**PRIMARY
DIFFERENCE**

'Uniques aspire for more extraordinary taste in designs'

Applies Innovations

Aesthetic,

Qualities, Moral

Arts

HEALTHY LIFESTYLE

*'We believes that good design should consist
with transparency and honesty,
also lingerie should make you feel positive
with your body it should fit you not you fit the
lingerie'.*



OUR FOUNDER & CREATIVE DIRECTOR



HER STORIES OF CREATION & FASHION DESIGNS

Head founder Creative director CHHUN LI ESIM known as Simmy chhun

She was born in Cambodia and raised from tailoring families which known as TEP CHIVNGOR Tailor for more than 30 years in business as tailoring and design expertise in Phnompenh.

After graduate her high school she directly entered fashion and arts graduate fashion diploma at Raffle International College alumni 2013. Therefore she moved to Europe and continues to pursue her higher degree fashion and art and had

enrolled herself in Central Saint Martin after year with her preference of best practicing she has her BA programs switch to another university Esmod fashion school which based in Berlin with a while of her experiences her life in Europe.

During her studies year she also participated in New York fashion Milan fashion week, Paris fashion week, London fashion week and Berlin fashion week.

She worked from interns to assistant designer, visual merchandising, pattern making, product design and project manager with big cooperation such as LVMH, Four, KADEWE Group. With her passions of pursuing in design industrials during pandemic on her summer holiday in Cambodia she started to do lingerie as hobbies even though her specialties in designs are womenwear and that is when TREY LINGERIE was born.

Education background

- 2013 after finishing her fashion design degree Raffles at Advanced diploma degrees during Raffles she has achieved the top A list student achievement and had participated quite in fashion event in Cambodia & international
- 2014 and she has pursued her BA in UK at Central Saint Martin and Esmod during her academic year she has participated many of fashion internships & work, which included the brand TOMFORD, DIOR, MCQUEEN, ROBERTA EINER, AGENT PROVOCATUER
- 2019-2022 Master of art in strategist design at Design Akademie Berlin (SRH)
- 2023 to present PHD of art at university SRH design Akademie Berlin

BRAN



Trey lingerie

OUR WOMEN WEARS PRODUCTS INCLUDED: LINGERIE, CONCEPT WEARS, & READY TO-WEAR

NDS



TREY CREATIVE.CO.LTD

Homeware product (detergent expert)

„The art of doing laundry’

**Homeware product (LAUNDRY)
specialist silk (traditional Khmer & silk or raw silk), silk satin washes**

Launching expect 2023

TREY CREATIVE.CO.LTD

**TREY LINGERIE 'EMPOWERMENT,
FEMININITY COMBINED WITH
CREATIVITIES, A FULL PACKAGING
WITH ENVIRONMENTAL FRIENDLY
AND GOOD QUALITY DESIGNS THAT
GOOD TO YOUR SOUL.'**

OUR STORIES



Trey lingerie was found and design by Simmy Chhun Esmod and raffles alumni during global health pandemic, with long histories of experiences in fashion industrials in Germany and United kingdom.

During the time that she worked in 'Agent provocateur' UK's most desirable luxury lingerie brand.

She inspired from the couple that came to the store how they profound each other through lingerie goods. It really amazed how powerful lingerie could be. its enable all the emotion and allow partners getting really closed and feel loved.

The beauty standard are haunted game for all women, often time women struggling with insecurities, body images, misguided about diets health and mental health.

More than this she believes that it important as a designer we should come up with something not essentially beautiful but meaningful worth buying and transparency.

That is why Trey lingerie was created for the purposed in targets:

'Women that decisive and dare to play with or without the rule, independent and feel confidence with her body types'

Her stories...Her Lingeries..

Lingeries are personal, we all have different ideas, love, passion therefore, We offer the customisation service where you can explore and bring your ideas of lingeries to life.

Our Mission

We are transparent with our productions, each follows a sustainable approach, as we believe in moral design we want to features this as future lingerie that 'Aesthetically Feminine, Unique luxurious and Sustainable'.

Design for good deed

Some of the profits from our sales will help distribute in charities, specially medical department. For example Directly to rural areas in Cambodia, for those who struggling paying their medical bills .etc.

We are speaking women's language, empowering women through our products!

TREY LINGERIE IS FOR WOMEN

Our mission is to bring awareness, target women's health, and promote healthy lifestyles through our creation of goods.

Our products create awareness of women's health, including breast and cervical cancers, well-being and mental health.

We make women feel they belong without prioritizing beauty trends and embrace her self freely!
We empower women with our designs; We have carefully selected materials that are from natural fibres and beneficial to skin and hygiene.

Trey Lingerie products promote a 'Healthy lifestyle' and acknowledge people with the further benefits to society, from their production choices to product mindset; we support good acts which some of our profit will contribute to locals in Cambodia who are incapable and in need of our help.

We aim to thrive innovative products built on good acts and Design!

Our Products

We aspire and empower our clients with our women's aesthetic and embrace individual beauty with the connections our women wear.

- * Our products use refined materials. We have our fabric workshop where we produce unique materials.
- * Our suppliers are premium brands such as SOSTISS Güttermann, Sophie Hallette, Philea& etc.
- * Our focus is not only creative looks but the quality of production; hence we are working with awareness of how the product were made, from start to finish products, we are aware of the fabric wastes, water consumption & Etc.
- * Our design progress to is create better products without harming Environment and Health.
- * Our design stands on “aesthetics, art and luxurious touch.”

Feels the exclusives with TREY LINGERIE

We produce Limited ranges and quantities of products. For instance, We make 30 to 50 sets per Design, and in particular, we only create 2-3 pieces!

We produce in Limited quantities for every latest collection. We have 50 sets per Design!

*Our creative director professionally grades the design pattern sizes based on European sizes and constructed according to ready-to-wear measurements.

* We release two collections for lingerie per year, Spring Summer& Fall/Winter, two groups with concept collections and collaboration artists.

* Our products and primarily premium handmade, local, dyed, and cuttings follow the sustainable approach.

We give detailed information about how materials can affect your health since lingeries are close to our skin.

For us, it is crucial to provide the most premium quality products close to your intimate areas. For that reason, we avoid synthetic fibres. We mainly used silk cotton for underwear and pure organic cotton 100% for the lining.

Personalise experience x TREY LINGERIE

We all are individual and has different tastes and needs; lingerie is intimate and personal with “Customization designs” allows clients to choose style references from our classic design. We want them to feel free to embrace themselves and comfortable with their appearance! We support well-being through our design; self-embracing is an essential part of our services; therefore offer our clients the option of “Personalise.” in which clients order their exclusive lingerie wears.

* Clients can make a direct appointment online selected styles, designs, and materials according to their wishes

Production origin:

We work as duo, apparently our most active workshop is located in Phnompenh city antoher workshop is located in Berlin.

Materials & Suppliers:

Our raw materials are supplies from France, Germany, Swiss.

Cambodia & Germany

(phnompenh, Cambodia & Berlin, Germany)

PRICE RANGE

From 35\$USD +++ (varies upon materials and design condition)

Silk bra 55\$USD

(Please kindly request our look book for price references with each release collection the prices might change accord to the design)

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All products design and manufacturing from our Trey atelier



SALE OPERATION

Our origins was based on online/ e-commerces which we delivers the goods from our workshop to clients via shipment & local delivery

All Trey lingerie collection can be purchases

- Online (our official websites and social medais)
- CHIPMONG mall (TBH)
- Flagship store (phnompenh TBH March 2023), (berlin TBH June 2023)
- Concepts store (TBH)

PROCESS

For Retails:

Please kindly in touch with us on info@treylingerie.com, we will acknowledge our brand to you and send you some samples proofing.

1. We will need study your vendor to our brand background
2. selected our best styles to fit your geographic styles (interm of prices and styles)
3. sending you the sample & marketing tools from us

For personal uses

shop us on our official website: www.treylingerie.com
and our social medias IG, FACEBOOK

Personalisation:

Booking your for appointment in person or online at info@treylingerie.com

1. Select styles, define materials and sizes
2. two to five working day upon dispatch

**All international dispatch are with DHL and FEDEX (express) 1-2 workdays delivery expect 2-5 working day

***Local dispatch immediate of date purchased or 2 workdays with local delivery



Your favoured homeware, your silk products will love you for it!

Coming soon summer 2023!!!

ABOUT

Over the year, while progressing with Trey lingerie, we thought through the aftercare of our product, specifically delicate products. We have been testing the right formula for raw silk (Khmer traditional silk) and delicate wash! The inspiration for home 'dry cleaning' & our silk lingerie collection led us to create this TREY DETERGENT.

We expand our research further on the quality of detergents; intimates wash, and practical silk wash, which save time and are environmentally friendly. Trey detergent concentrates quality of Laundry and specific agents for SILK and delicates product such as intimate wear, a part that we inspired by dry cleaning at home.

The product creates for home uses consists of sustainable packaging and formula designs. The product has been used and tested for two years before its release for our famous mother brand Tep chivngor tailor, which they used on the wash. Traditional Khmer silks or raw silk for clients. We may have also been using it for the finishing process of TREY LINGERIE Since each TREY LINGERIE product's items need to go through the laundry process before delivery!

PREVIEW VERSION ONLY

***** noted: the bottle design may slightly change due to the finalization of the design packages****

FREE FROM

មិនមាន

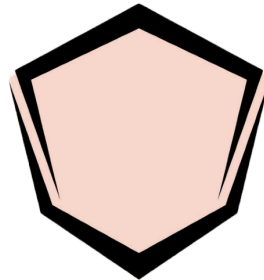


VISUAL

FABRIC

PROTECTION

ការពារក្រណាត់



ការពារ សភាព
ដើមរបស់ ក្រណាត់
ពេលចាក់ហើយ

PROTECT TO ALL DELICATE FABRICS
SILK & RAW SILK & WOOL



PRODUCTS

Type of products: Liquid Detergent
(silk, delicates fabric & intimate wear washes)

Product properties: silk, delicates fabric & intimate wear washes

Price estimated: 22,22 \$ included tax (may varies upon releasing)

Product origins: CAMBODIA

Merchant: Any of TREY LINGERIE walk in store and online pages

** For whole sale and retails please contact us on info@treylingerie or WA +85588355512!

***TREY DETERGENTS, YOUR SPECIALIST AGENT ON
LAUNDRY!***

Stay Tuned for premium products
TREY DETERGENT

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