



# CROSSING

A P P A R E L M A N U F A C T U R I N G





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# WHO WE ARE



BEST IN CLASS RELIABLE  
DENIM & SPORTWEAR  
MANUFACTURER



600 EMPLOYEES &  
3000 WORKFORCE



100% EXPORT

ETHICAL, SAFE &  
SUSTAINABLE  
BUSINESS RELATIONS



# WHAT MAKES US DIFFERENT



20 YEARS  
INTERNATIONAL DENIM  
EXPERIENCE & KNOW  
HOW



VALUES BASED  
CULTURE & STRONG  
CORE COMPETENCIES



4 MILLION  
GARMENTS / YEAR



IN HOUSE R&D  
TEAM



30 MILLION  
EUROS TURNOVER



ETHICAL, SAFE &  
SUSTAINABLE





# OUR MISSION

Offer a unique customer experience through best in class service, products & innovation as a first choice denim supplier.



# OUR VISION

Be the first choice fast fashion denim partner of top of mind customers via excellence, creativity, perfect match, design and love for fashion.





# OUR GOALS

Be top of mind green fast fashion company by ensuring high quality service through voice of customer, continuous improvement and sustainability

Be & act as a role model fast fashion denim leader

Ensure high level organic profitability through responsible management.

# OUR CORE VALUES

## RESPONSABILITY

COMMITMENT TO TAKE ACCOUNTABILITY AND DELIVER BUSINESS VALUE IN A WIN WIN MINDSET.

## SINCERITY

COMMITMENT TO BE OPEN, GIVE AND RECEIVE FEEDBACK, ACCEPT DIFFERENCE AND REMAIN FREE OF PREJUDICE.

## VITALITY

COMMITMENT TO EXCELL AS A TEAM , BE IN ACTION, BALANCE AND POSITIVE ENERGY.

## GENEROSITY

COMMITMENT TO BE GENEROUS , SHARE KNOWLEDGE AND EXPERIENCE AND HELP EVERYONE ARROUND ACHIEVE HIS BEST.

# OUR CORE COMPETENCIES



CUSTOMER FOCUSED & RESULTS ORIENTED



SOUND DECISION MAKING



OWNERSHIP



COMMUNICATION



AGILITY & FLEXIBILITY



COLLABORATION & TEAM WORK



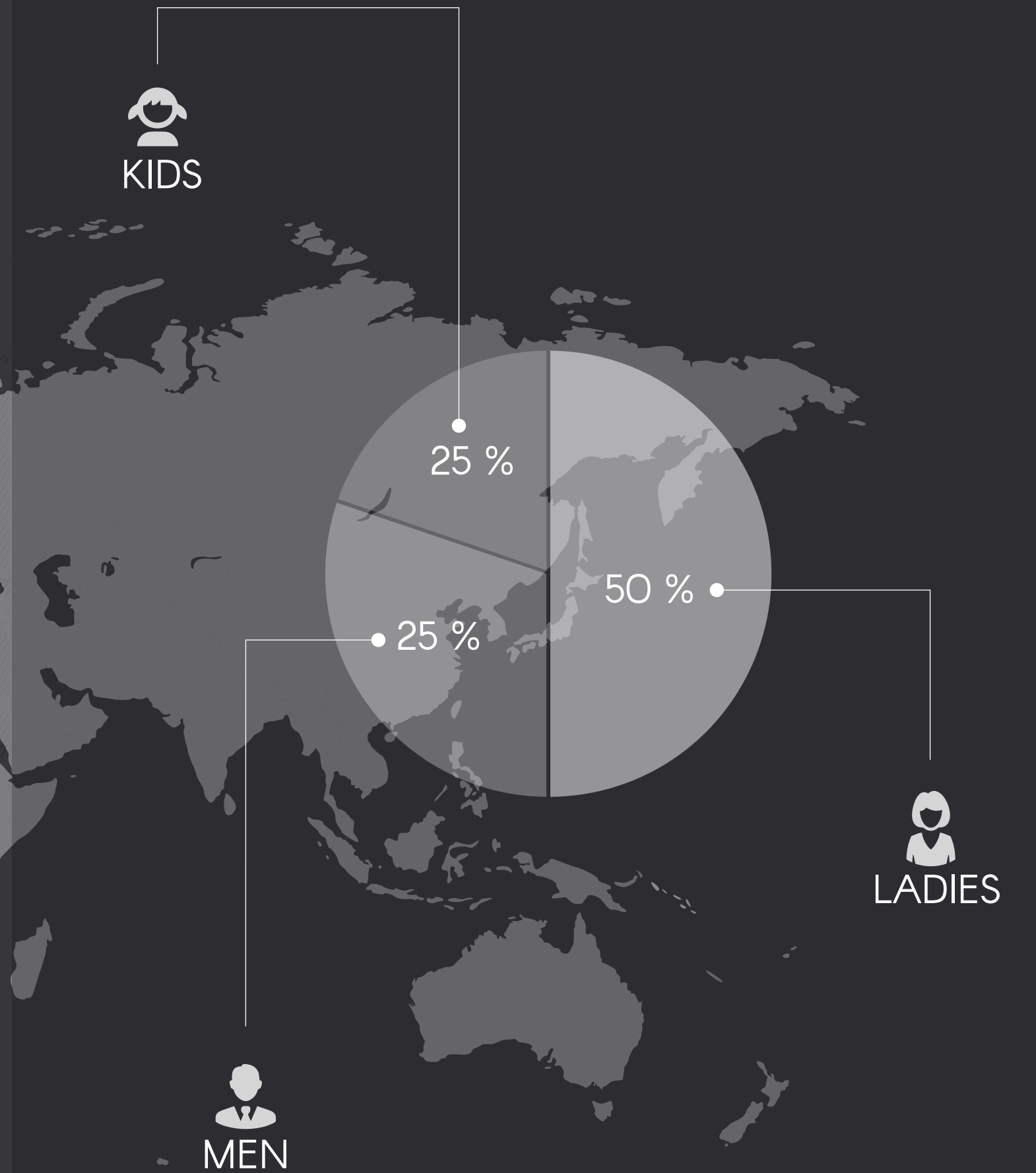
INNOVATIVE THINKING



CONTINUOUS DEVELOPPEMENT OF SELF & OTHERS



# WHERE WE BUILD BUSINESS





# CROSSING TIMELINE

## EVOLUTION NOT REVOLUTION



1998  
CROSSING INCEPTION  
AS A CMT SUPPLIER



2005  
FIRST ORDERS  
AS A FOB SUPPLIER



2009/2010  
▶ NEW MARKET  
DEVELOPPEMENT  
▶ IN HOUSE R&D  
ENGLISH MARKET  
▶ CONQUEST



2007/2008  
FOR MORE  
INDUSTRIALISATION  
▶ QTY MANAGEMENT  
SYSTEM  
▶ ERP



2014  
▶ SER MINDSET  
▶ PARTNERS  
▶ 3RD PARTIES...  
▶ SUPPLIERS

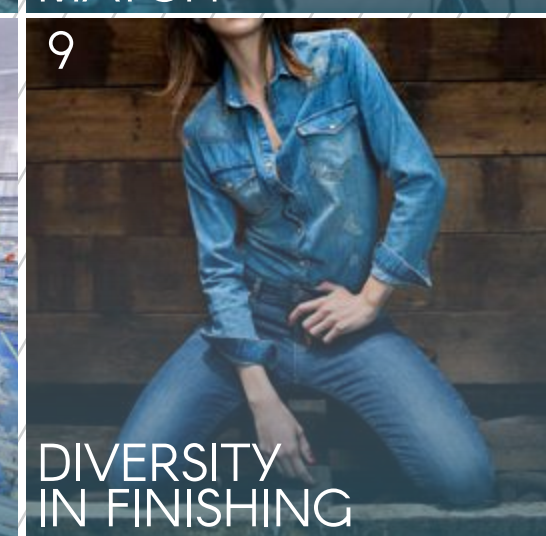
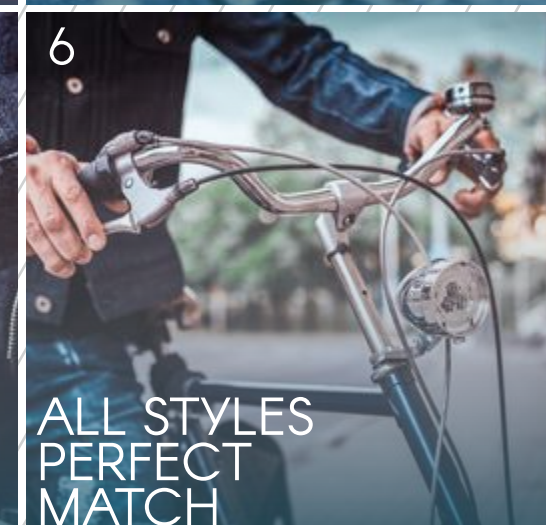
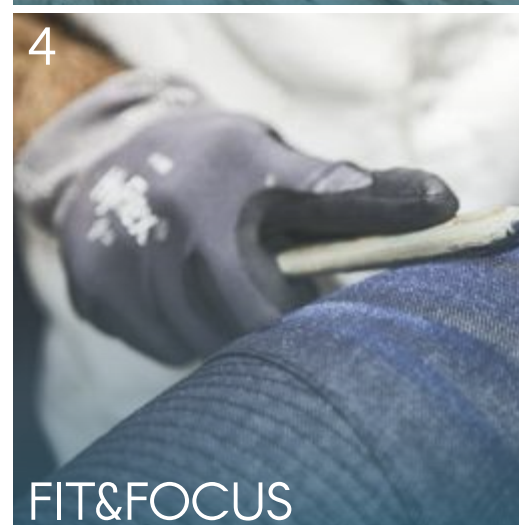
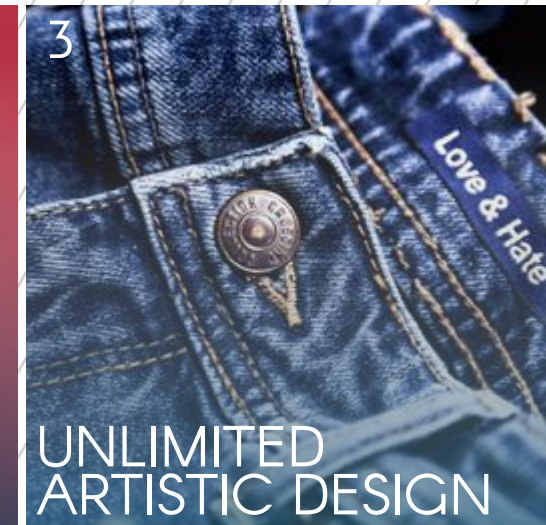
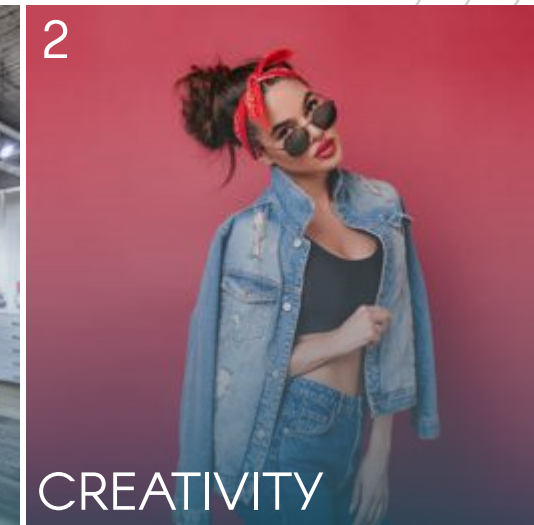


2016  
▶ STARTING THE  
TRANSFORMATION  
▶ VISION & STRATEGY  
▶ LEAN & IMPROVEMENT  
▶ MIX IT, HR, PROCESS



2022  
GLOBAL APPROACH  
BEST IN EVERYTHING

# HOW WE MAKE IT HAPPEN





MAKE IT RAW      **MAKE IT TRENDY**  
**MAKE IT FASHIONABLE**      MAKE IT FUN  
MAKE IT SHINE      **MAKE IT PRO**  
**MAKE IT MEANINFULL**      MAKE IT DEEP  
MAKE IT RIGHT      **MAKE IT COUNT**  
**MAKE IT FAST**      MAKE IT WORTH  
MAKE IT INFINITE      **MAKE IT THE BEST**  
**MAKE IT SAFE**      MAKE IT AUTHENTIC  
MAKE IT HAPPEN      **MAKE IT POSSIBLE**  
**MAKE IT WONDERFULL**      MAKE IT BIG  
MAKE IT WORK      **MAKE IT BOLD**  
**MAKE IT FIT**      MAKE IT LAST  
MAKE IT YOURS      **MAKE IT CROSSING**







# CROSSING

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W W W . C R O S S I N G . M A