

COMPANY PROFILE

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WE ARE PROUD

LIVARDAS SA is Apostolos Livardas' greatest business achievement and incorporates his vision for a dynamic company with an upward orientation, timeless values and principles throughout its course from the late 60s until today.

The company imports goods from all over the world and operates in the field of advertising and professional clothing and accessories, while developing partnerships with the leading brands of the European supply chain, distributing their products as a wholesaler in the Greek and foreign market.



LIVARDAS
FASHION & VALUES

UAL & FASHION WEAR
PORATE & PROWEAR
TIONAL ITEMS
ORIES





GO AHEAD

Livardas' mission is the fulfillment of any corporate or advertising need in clothing and accessories by providing high quality, excellent customer care, innovative services, and long-term partnerships. As the leader of the market, holds a strong position maintaining a huge range of products like a contemporary house of brands.

OUR DREAM

Livardas' vision is the vast contribution to its partners' business development, boosting their efficiency to help them distinguish. True to its values and the fair trade culture, ensures partners' satisfaction anticipating the establishment of its leading role in the industry.



THE DISTRIBUTOR



Livardas SA headquarters are located in Thessaloniki hosted in privately owned premises including the administration offices, a showroom and two warehouses equipped with innovative technology. Modern spaces of 4,000sqm with 5,000 storage shelves annually serve over 90,000 orders from a permanent stock of 1,500,000pcs. At the same time, the company maintains a branch in Athens with an elegant showroom where all the brands are fully presented.

Its organizational structure of 10 departments has a solid foundation, ready to meet the entire needs of its customers both domestic and foreign.



The wide sales network covers Greece, Cyprus, and the Balkan countries. It is served conventionally and digitally through well-organized procedures, extending geographically in a range of 2.000 km., developing, and innovating with the guarantee of LIVARDAS.

KEY SUCCESS FACTORS



The five success factors are closely monitored by the Company's Management having as a main goal a constant evolution. One of this effort's result is the collaboration with the following brands: **SOL'S**, **ATLANTIS**, **ABOUT BASICS**, **NEOBLU**, **PREMIER WORKWEAR**, **RTP APPAREL**, **GAMAX**, **JAMES ROSS COLLECTION**, **PF CONCEPT** and **UBAG**. A fact that proves the reliability and confidence that LIVARDAS inspires to the well-known European brands who choose it as their strategic partner in the Greek market.

SOL'S
the fair spirit

ATLANTIS

**about
basics**

**NEO
BLU**
PEOPLE IN MOTION

PREMIER

RTP
APPAREL

GAMAX

JRC

PF

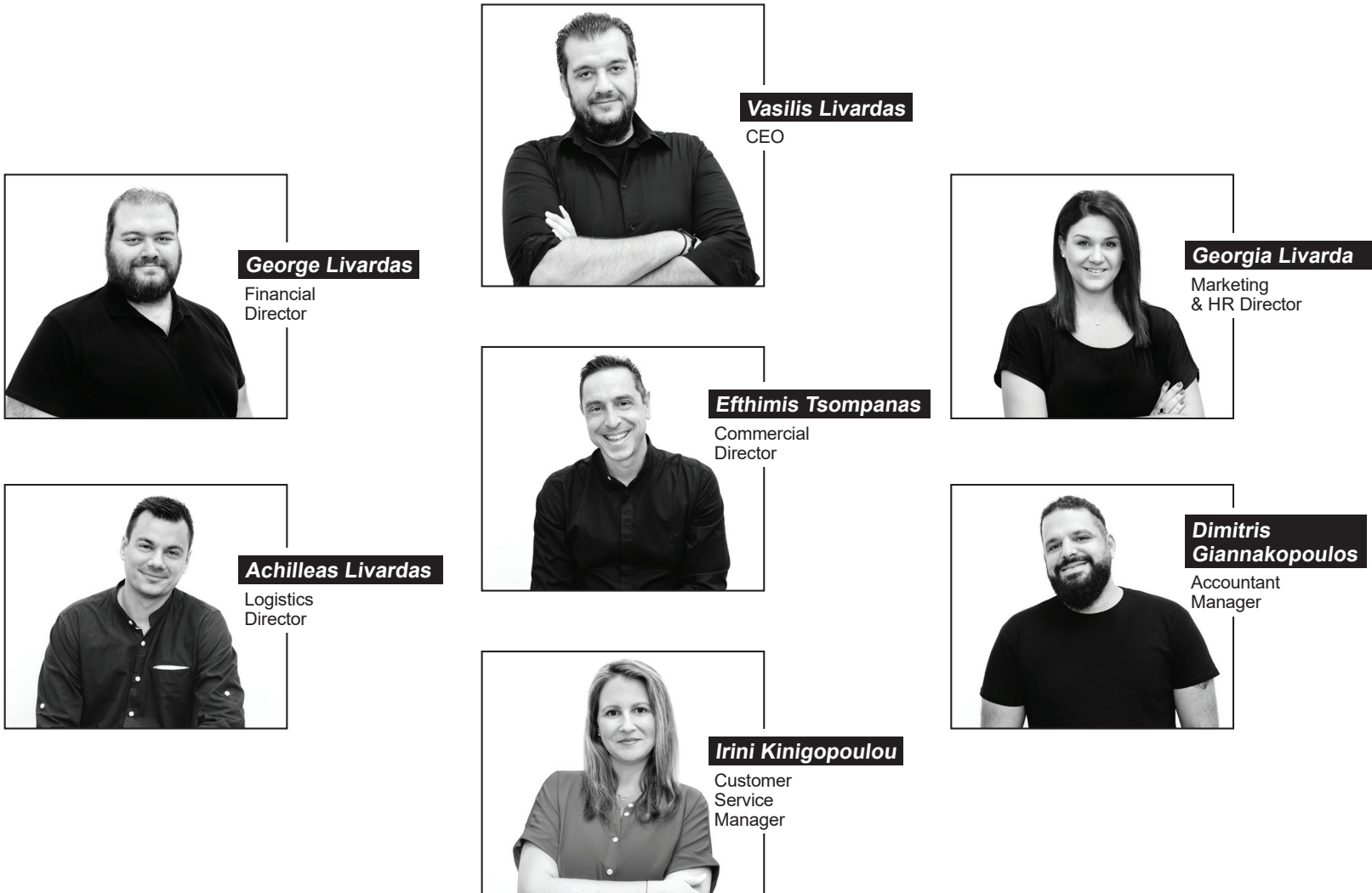
UB
UBAG



PEOPLE ARE THE POWER

The most important value of LIVARDAS SA is its people. Investments in human resources over times, especially the improvement of their skills for a holistic higher-level approach to customers and partners, constitute priority but also essential reason for the company's existence.

A human-oriented company



REAL RESPONSIBILITY (CSR)

CSR is the essential expression of the social responsibility of LIVARDAS. Implementing concerned practices, a beneficial relationship for all participants, like shareholders, suppliers, employees, but also the wider community, in which we live and operate, is achieved. The environment protection, contribution to humanity, education, and culture through sponsorships and volunteering, are key company's investments.

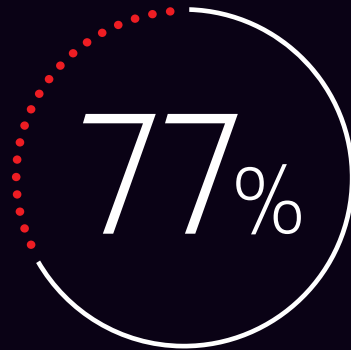




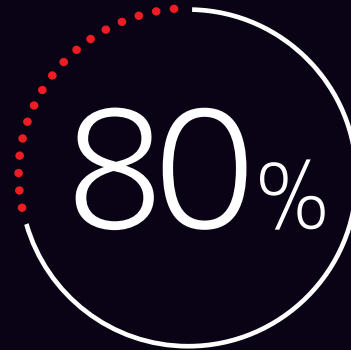
QUALITY *INNOVATION*
E - SHOP
FAST DELIVERY
EXPERIENCE
INTEGRITY
EXPERTISE
CULTURE
RELIABILITY *STOCK*
EVOLUTION SERVICE

WHY US

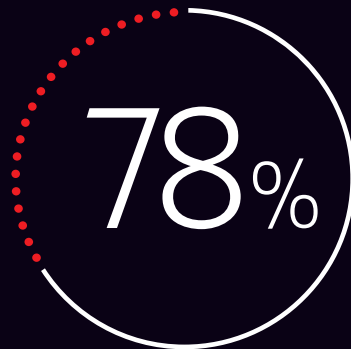
Service



Availability



Quality



Delivery



* Livardas SA customer evaluation (satisfaction rate %)

*“We support customers
we serve values”*

Vasilis Livardas
CEO

LIVARDAS

FASHION & VALUES



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