



Dear Sir,

JOY – Sculpted for You is a premium luxury clothing brand established in 2025, dedicated to designing and manufacturing high-quality apparel that blends exceptional craftsmanship, contemporary design, and superior comfort. The brand serves individuals from all walks of life by creating timeless fashion that reflects elegance, confidence, and sophistication.

Founded under the leadership of Mr. Vetrivel V.T., JOY was built by a passionate team of professionals committed to excellence in garment manufacturing and fashion innovation. Today, the company serves both domestic and international markets while continuously expanding its global presence through premium apparel and export operations.

Our History

Founded in 2025, JOY – Sculpted for You began with a clear objective: to deliver premium-quality garments that combine precision craftsmanship with modern design. Starting with a dedicated team of professionals, the company established strong manufacturing processes and built trusted relationships with educational institutions and corporate organizations.

Through consistent quality, timely delivery, and customer-focused service, JOY expanded from institutional uniforms into premium apparel and export opportunities. Today, the company continues to strengthen its presence in both domestic and international markets while investing in innovation, sustainable growth, and long-term partnerships.

Today, JOY serves both domestic and international markets, with a clear strategy to expand its export operations and establish "JOY – Sculpted for You" as a globally recognized luxury fashion brand. With a strong foundation built on integrity, innovation, and customer trust, the company continues to pursue sustainable growth while creating premium garments that inspire confidence and celebrate individuality.

Founder & Managing Director

Mr. Vetrivel V.T.

Mr. Vetrivel V.T. is the Founder, Chief Executive Officer, and Managing Director of JOY – Sculpted for You. His entrepreneurial journey is defined by perseverance, determination, and an unwavering commitment to excellence. Every challenge he faced became an opportunity to grow, shaping a company built on integrity, innovation, and uncompromising quality.

Under his leadership, JOY has evolved into a premium apparel brand recognized for its refined craftsmanship, modern design, and customer-focused approach. His vision is to establish JOY as a globally respected luxury fashion brand while maintaining the highest standards of quality and innovation.

Leadership Team

Production Manager

Mr. Pradap

With over 10 years of experience in garment manufacturing and pattern development, Mr. Pradap oversees production planning, quality control, workflow management, and manufacturing excellence. His technical expertise ensures every garment meets JOY's premium quality standards.

Sourcing Head

Mr. Aravinth

With more than 8 years of experience in textile sourcing, Mr. Aravinth manages supplier relationships and premium fabric procurement. His expertise ensures the use of world-class materials that align with JOY's commitment to luxury and product excellence.

Mission

To design, manufacture, and deliver premium-quality apparel that combines refined craftsmanship, contemporary design, and exceptional comfort while exceeding customer expectations through innovation, quality, integrity, and dependable service.

Vision

To establish JOY – Sculpted for You as a globally admired luxury clothing brand known for timeless elegance, exceptional quality, and continuous innovation while expanding its international presence and creating a lasting legacy in the global fashion industry.

Core Mission Objectives

- Create luxury apparel with timeless elegance.
- Maintain exceptional standards in design and garment construction.
- Deliver consistent quality and customer satisfaction.
- Build long-term relationships based on trust and professionalism.
- Expand globally through exports and sustainable business growth.

Business Achievements

Educational Institutions

JOY has successfully delivered premium school uniforms to several educational institutions, including:

- Siva Skandha Gurukulam
- Kongu Vellalar School
- Vasuki Vidhyashram
- Adaikala Matha Primary School

Corporate Projects

JOY is currently executing a corporate uniform project for KIRLOSKAR, demonstrating the company's growing presence in the corporate apparel sector.

Upcoming Projects

JOY aims to expand internationally by:

- Exporting premium school uniforms to overseas educational institutions.
- Launching the JOY – Sculpted for You luxury apparel brand in:
 - United Kingdom
 - Switzerland
 - Canada

with further expansion planned into additional global markets.

Leadership Philosophy

"True luxury is not defined by price; it is defined by purpose and the confidence every garment inspires."