



Cambodia's Garment industry on a glimpse

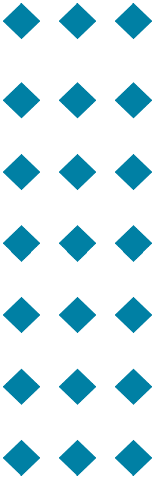
600 garment and
footwear factories

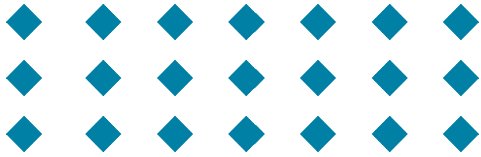
200 international
brands

One million people

153 USD per month

Inhuman working
conditions





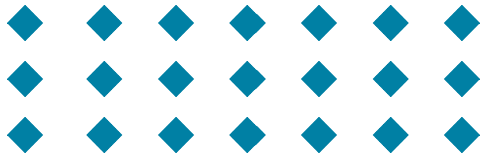
CULT was founded to provide:

Sustainable, green and conscious alternatives to regular fast fashion/mass production

A marketplace for mindful consumers

Foster local brands, local production & local talent (via vocational training)

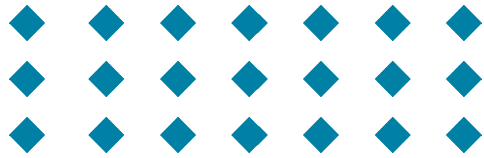




CULT is a platform for Cambodia's best ethical lifestyle brands to present their trends in front of a large, yet curated audience.

From fashion to beauty, culinary goods and home accessories, all brands are part of the CULT mission: promoting an ethical and sustainable lifestyle with products that are consciously designed and produced with love in Cambodia.





CULT Marketplace



Pop-up Events

International
Awareness days
Fashion Revolution
Int. Women's Day



Concept Store



Marketing &
networking
platform for
start-ups





Brand Selection Criteria

200+ brands in portfolio



People

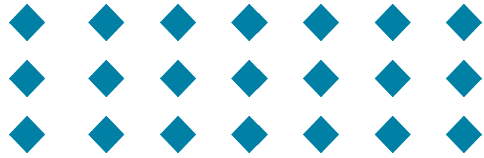
Product

Packaging

Planet

Principles





Challenges for local businesses



Lack of
transparency in
the production
process.

- HIGG Index

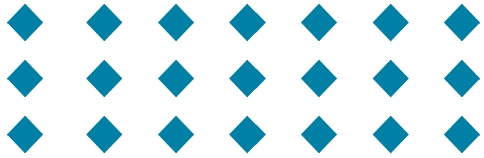


Necessary
technology or
skills not
available
locally.



Quality
standards

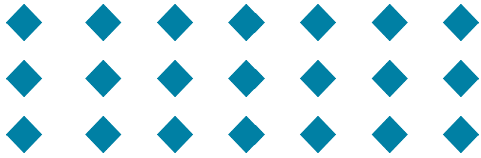




CULT aims to help brands bridge those challenges, foster pride for #MadeInCambodia products and showcase that being fashionable can be linked to ethical and mindful consumerism.

Goal: Connecting distinctive emerging brands that respect people and the planet to international markets.





Success Stories



Tonle

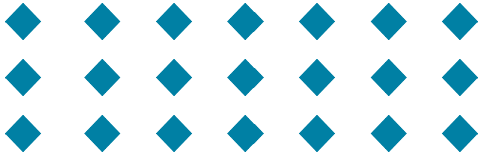
Manava



Seekers

Dorsu





hello@jointhecult.asia



www.jointhecult.asia



@cult.cambodia



Carola Krainz

