

Why is Hula Global, an apparel manufacturer, transforming itself into an ecosystem in the creator economy?



Noida, Uttar Pradesh Mar 15, 2022 ([Issuewire.com](https://www.issuewire.com)) - Hula Global is an apparel supply chain management company that operates apparel manufacturing factories servicing D2C fashion brands. Hula Global was an apparel manufacturer which is slowly moving towards an ecosystem for the creator economy.

Hula Global is introducing a creator studio for fashion businesses under its brand, Glam work Studio. A

one-stop studio where small businesses can create and manage all their content.

Hula Global is transforming itself into an ecosystem in a creator economy by shifting its focus from just managing the fashion supply chain to creating an ecosystem for fashion brands through its brand - GlamWork.org. With this shift, they are also focusing on the customer experience and making sure that their customers get great value from Glam work services.

Hula Global was an apparel manufacturer and currently, the supply chain management company that is slowly transforming itself into an ecosystem in the creator economy.

Hula Global is an apparel supplier that takes care of sourcing production and logistics for fashion brands. They operate in India, Bangladesh, and China for sourcing and provide its services globally. Tulip Digital, founded in 2017, focuses on e-commerce and particularly Amazon & Shopify.

Managing director, Karan Bose, has been always focused on providing better services and coming up with new trends in the market so that he can come developing products and services to help eCommerce sellers focus on their business.

Karan Bose said that “the creator economy is a new economy where creators create and consumers consume, which leads to better marketing.”

Creator economy is an economic model where people can make money by creating content. It uses a different approach to business models, like advertising or subscriptions.

He believes that the digital marketing industry should be focused on creating content and services for consumers rather than just selling their products.

Hula Global is shifting its focus from just producing clothes to developing and distributing them through its brand - GlamWork.org. This way, the company can produce high-quality items that not only sell well but are also sustainable.

GlamWork brings together our internal brands and subsidiaries, along with outside partners, to create a cohesive ecosystem for fashion entrepreneurs.

The company sees for the future of manufacturing, which is to become an ecosystem where people can connect and produce their ideas and products. There are three major ways that Hula Global is transforming itself into this ecosystem:

- 1) Providing access to design tools to its workforce and members of the ecosystem,
- 2) Making its factories more flexible, and
- 3) Building new facilities with a focus on sustainability.

With a trend towards digital marketing and these new methods, customers are also getting more value for their money, as Hula Global focuses more on customer experience and making sure that clients get great value from these services.

The company is focusing on developing a new way of manufacturing that will help them create more products and deliver them faster.

Glamwork.org provides its customers with digital ecosystem tools through which they can do better marketing and avail various b2b services for their business.

It helps aspiring entrepreneurs and new fashion entrepreneurs to establish themselves in the market and increase their market reach. They help them in expanding their business on various platforms and ultimately in more sales.

The current digital marketing trends are closely associated with the creator economy in today's world. And Glam brands understand this trend and know how to make use of it to expand the customer base and increase the sale of new fashion businesses associated with them.



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