



EXCELLENCE
PASSION
INTEGRITY
RELIABILITY



ABOUT US



Dalian Talent Group, established in the UK in 1997, is dedicated to uniting the finest European design aesthetics with state-of-the-art manufacturing capabilities.

From humble beginnings creating candles for local customers that provided a unique and attractive difference to what was available in the market.

Dalian Talent Group is now one of the leading companies in the field of branded scented products, home fragrance & candle related home furnishings.

Currently producing 1.8 billion products annually, Dalian Talent Group maintains its position as one of the most sought after suppliers of home products to the global market today; through its philosophy of putting you, the customer, at the heart of everything we do.

WHAT WE OFFER



China



America



UK

One of the leading companies in the field of branded scented products, home fragrance & candle related home furnishings with sales over 500 million USD in retail value.

Dalian Talent Group offers a strong and well-established global supply chain and distribution network built on long lasting cooperative partnerships.

Alongside being an influential player in the field of contract manufacture, candles, diffusers, ecological innovation in home scents and fragrances, Dalian Talent Group operates with a strong product development know-how, exercising expertise in the transcription of brand DNA to product.



Poland



Dalian Talent Group has its fully owned manufacturing facilities in China, Thailand and Poland capable of producing to the highest international quality standards.

Production facilities that are regularly audited to ISO5001, ISO9001, ISO14001, ISO45001, ISO28000, ISO37301, BSCI, SMETA, IWAY, FSC and RSPO initiatives.

This assures all our partners that items produced and supplied by Dalian Talent Group are in compliance with all International ethical, social and safety standards.

MANUFACTURING

OUR WORLDWIDE



Over 30,000 POS in 100 countries

Americas	8500
Europe	16500
Asia	6500
Middle East	450
Australasia	1500
Africa	750

We offer a strong and well-established
global supply chain and distribution network
built on long lasting cooperative partnerships.

DISTRIBUTION

OUR PRODUCT RANGE

- Candles & Candle
Related Home Furnishings
- Home Scents Including
Diffusers and Sprays
- Fragrance For Men and
Women
- Personal Care Products
- Toiletries
- Travel Air Fresheners





Our philosophy is that good design is the key to success.

We have design studios located in China, Europe and the United Kingdom, specialising in 2D/3D product design, graphic design, illustration and photography. The main design studio is based in the United Kingdom fully benefiting from European influence.

From an initial idea through to final production we articulate each brand's DNA with impeccable precision, ensuring their individual brand code is met.

DESIGN

SUSTAINABILITY



At Dalian Talent Group, we are deeply committed to sustainability in every aspect of our operations. We recognize our responsibility to the planet and future generations, and we strive to minimise our environmental footprint while maximizing positive social impact.

Together, we are dedicated to building a more sustainable future, where people, planet, and prosperity thrive in harmony. By integrating sustainability into our business practices, we aim to create lasting value for all stakeholders and leave a positive legacy for generations to come.

MARKETING

Our marketing is coordinated from the UK to ensure global consistency is maintained for all brands.



Our Sales network extends across The Far East, Europe, the Middle East, South Asia, the Americas and Australasia.

We have a reputation of which we are justifiably proud in the Marketing and Sales of branded product and Private Label Partnerships.

We pride ourselves on “Cradle-To-Grave” ownership of your brand or Private Label project, which ends with first class after-sales care.

Our distributors are all well established with many years’ experience in brand sales and activations in their territories.

Marketing disciplines are consistently applied to maintain and enhance the core values of the brands we care for.

& SALES

Dalian Talent Group Today Accounts for sales at retail exceeding \$500million.

Across a multitude of global retailers from Ikea to H&M, Dalian Talent Group is privileged to have total responsibility for their candle and home scents product offer.

Nonetheless, our business is not just about the biggest deals – we have created collections for some of the premier hotels and resorts worldwide and pride ourselves on providing a high level of specialism in our field to bespoke requirements.

Our business has grown exponentially since inception and this is due to our commitment to take full ownership of our clients' needs at every stage of the products life.

GLOBAL MARKET SHARE





OUR VISION

To market and distribute the product in areas which maintain the ethos, spirit and heritage of the brand.

To enhance and add value to the brands under our control and their perception within the market place.

To deliver to the customer a product and service which exceeds their expectations in design, quality and value.

To develop a successful and harmonious business relationship with both brand/license principals and our customers.

At all times to provide the professional management and care deserving of any brand in our portfolio.



HUMAN

At Dalian Talent Group we view our responsibilities to our colleagues as the cornerstone of our existence.

We have an ongoing programme of training and personal development where we integrate the use of the Japanese Philosophy of:

KAIZEN – Continuous and never ending improvement from us all.

We strive to make our environment as rewarding and fulfilling for our colleagues as possible.

RESOURCES

OUR BRANDS

FRENCH
CONNECTION

HELLO
KITTY

HELL'S  KITCHEN™

LOOKS
BY WOLFGANG JOOP

MR. MEN
LITTLE MISS

FRENCH CONNECTION



1972-NOW. THIS IS FRENCH CONNECTION.

Design-led, fashionable clothing. Today, French Connection design contemporary clothing, accessories and homeware – everything you need in one destination. They offer eco-conscious pieces and accessible, quality products that stand the test of time, giving everyone the confidence to look and feel their best every day.

ABOUT THE COLLECTION.

Crafted from sustainably sourced shea butter, harvested from the 'tree of life' in the West African savannah, our candles offer more than just a flicker of elegance. With rich fragrances and a smooth, nourishing burn, they bring both warmth and wellness into your space. Designed for those who appreciate tranquility, these candles create a natural ambiance that sets the mood—one flame at a time.



**DISCOVER HOME SCENTS
THAT IGNITE THE SENSES AND
ELEVATE YOUR SPACE. FROM
EARTHY, GROUNDED TONES
TO BRIGHT, UPLIFTING NOTES,
EACH FRAGRANCE IS CRAFTED
TO TRANSFORM ANY ROOM
INTO A HAVEN OF COMFORT
AND CONTEMPORARY STYLE.**



In 1974, a Japanese illustrator, Yuko Shimizu, started working for a company called Sanrio, which specialised in rubber sandals decorated with strawberry prints.

Eager to create another best-selling product, Yuko and her fellow illustrators had a simple brief centered around the word 'kawaii', meaning cute.

From here Hello Kitty was born, a design that quickly translated to becoming Sanrio's fastest selling product.

Hello Kitty has turned into a globally recognized brand, generating more than \$80 billion for Sanrio to date!



HELL'S KITCHEN

**TAKING THE WORLD BY STORM,
A GLOBALLY RECOGNISED BRAND
AIRING IN 50+ COUNTRIES**

HELL'S KITCHEN FEATURES EIGHTEEN DIVERSE CONTESTANTS WHO COME TO FOLLOW THEIR DREAMS OF WORKING FOR GORDON RAMSEY AS HIS NEXT HEAD CHEF AT CHEF RAMSAY'S HELL'S KITCHEN LAS VEGAS, ONE OF THE TOP GROSSING RESTAURANTS IN THE USA.



NUMBER 1 COOKING SHOW IN THE U.S.

A SOCIAL PHENOMENON WITH #HELLSKITCHEN
GENERATING A **1.2 BILLION** SOCIAL REACH.

BRAND DNA

ENTERTAINING
SKILLFULL
ASPIRATIONAL
PASSIONATE
COMPETITIVE

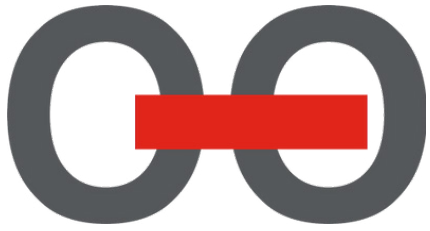
LOOKS

BY WOLFGANG JOOP



LOOKS BY WOLFGANG JOOP

Wolfgang Joop is one of the most famous and renowned designers of our time. In his designs he unites approaches from Applied Art, Zeitgeist-Phenomena and his own personal sense of style.



With JOOP! and Wunderkind, he built two unparalleled German fashion houses and established himself nationally and internationally with fashion shows in New York, Paris and Milan, among others. The goal is to create collections that celebrate individuality and the respectful use of resource.



BRAND DNA

REUSE · REDUCE · RECYCLE AUTHENTIC · SEXY · DYNAMIC CONCENTRATED
CLEARLY · SPORTIVE DECIDED · URBAN · SOPHISTICATED

MR. MEN LITTLE MISS



**250 million+ books sold in
over 28 countries worldwide**

Born in 1971 when a young Adam Hargreaves asked his father Roger what a tickle looks like. Roger took this challenge and created Mr. Tickle, a round orange character with long arms to tickle anything in sight. This playful character was turned into a book with the unique ethos of 'small books for small hands' and from its success.

**Loved by generations of
families for over 50 years**

Roger created many more Mr. Men characters. In the 1980's the Little Misses were born, joining the cast, and since then the brand has continued to grow.



**A CHARACTER
FOR EVERYONE**



**MULTI
GENDER**



BRAND DNA

**Over 90 Iconic characters
each with their own
unique personality!**

There is a Mr. Men or Little Miss (or two!) inside us all.



GLOBAL CUSTOMERS

We have developed strong partnerships with several retailers across our candles & home division over the last 27 years. Today, we are proud to be the preferred supplier to many of the world's top retailers.

H&M

ZARA

Douglas

IKEA[®]

Walgreens

amazon

dm

NORDSTROM

Walmart 

SELFRIDGES & CO

Flipkart 

El Corte Inglés

 zalando

 Myntra

ASOS


DUFRY

RÖSSMANN

BIPA

Carrefour

A V O N

T.J. maxx

COSTCO
WHOLESALE

METRO

ebay[™]

M&S
EST. 1884


Reliance

OTTO

TESCO

 **Müller**



SUMMARY

Dalian Talent Group can offer:

- Outstanding Design and Distribution
- Strong Professional Brand Management
- Total Commitment
- Financial Security





daliantalent.com