

🏆 FTCC Entrepreneur of the Year — Application



Section 1. Introduction & Vision

1.1 Company's full registered name and founding year

The Claire Tendo Brand started with women's wear in Africa over 15 years ago. The Brand moved to Thailand and became an officially Thai registered company as Worldwide Corporate Garments co., Ltd, in 2023

1.2 My personal journey as a designer, and what inspired me to launch the CLAIRE TENDO brand

I started sewing at the age of 8 (clothes for my toys) and started designing clothes as a teenager. I participated in my first fashion week when I was 16 and I never stopped creating.

My inspiration was my mother. Her grace, resilience and encouragement gave me the vision I needed to keep doing what I love and to nurture my passion even when it didn't feel like I was winning. When she died in 2015 I decided to leave my country and my business. My grief for both my parents pushed me away from my home but my mother's courage brought me to Thailand with the confidence that I can start over even without any security.

Moving to Thailand changed my vision for my brand and it evolved to focus on hospitality uniforms where I saw a need and a niche.

1.3 Our mission as a company

Our mission today is

1. highlight the importance of uniforms in Branding especially in luxury hospitality through exceptional designs and thoughtful craftsmanship
2. To foster lasting and impactful collaborations and relationships in the hospitality industry as well as in the fashion community. This includes our clients and our suppliers.

1.4 My values

My greatest core value is integrity, followed by craftsmanship, sustainability and collaboration.

I believe that with integrity, we can foster trust and with trust, lasting relationships. Our promises to deliver are perfectly backed by our craftsmanship and presentation that we hold ourselves to very high standards.

1.5 My personal leadership style or philosophy

My leadership style is passionate and nurturing. I believe that if I do everything that I commit to with unwavering passion, it gives my employees and collaborators the energy to trust me and to apply themselves with the same excitement. This is where I step in with encouragement and nurturing to bring out the best in everyone. If you're not excited about what you're doing, you cannot do it well in the long term.

Section 2. Growth & Performance

2.1 How the company has grown since it was founded

The company has achieved consistent year-on-year growth, tripling revenue and doubling team capacity in just three years. This momentum is driven by expanding partnerships with Thailand's leading hotel groups and a growing reputation for quality and design excellence.

In 2.5 years, we have grown from serving just one hotel to having 20 clients from all major hospitality brands such as ACCOR, IHG, MARRIOTT, HILTON. A special tribute to our very first client VIE hotel who is still a returning customer.

2.2 Some major milestones to date

1. In June 2023: We became a registered company under Thai law
 2. From 2023 to 2025: we grew our client base to major hospitality groups, from ACCOR to IHG, Marriott, Hilton, Chatrium and a few independent brands
 3. July 2025 we moved to a more business driven office building from a less inspiring location
 4. July 2025: we hired new staff
 5. May 2025 - October 2025 we signed 5 new clients. Hilton curio collection Chiangrai, Chatium hotel Group, W hotels, Pullman phuket, while maintaining our returning customers SO/ Sofitel Bangkok and Sofitel Sukhumvit.
 6. June 2025: We partnered with renowned Japanese Drycleaner KIKUYA to offer laundry services to restaurants and smaller hotels who don't have in-house housekeeping. This gives smaller businesses a chance to choose custom, on-brand uniforms without the worry of taking care of them.
 7. August 2025 we reached our annual revenue goals
 8. The launch of FTCC Hospitality and lifestyle committee and my continued commitment to collaboration
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Section 3. Innovation

3.1 Some innovative approaches that have set our company apart

1. We're design driven. If we can imagine it, we can produce it. From the use of notebooks and pencils to design Ai software, our goal is to interpret our client's vision into reality.

The staff uniforms we designed and produced for Sofitel Krabi were quite an interesting project where we used images and elements from the hotel to tell a story that was printed on the fabrics that we used to create the uniforms. Our innovative approach has helped hotels elevate staff pride and guest perception.

2. We have partnered with the renowned Japanese drycleaner, Kikuya, to introduce a full service for hospitality uniforms. From design, to production and now cleaning and maintenance. This was to give an opportunity to small hotels and restaurants a chance at beautiful custom uniforms without worrying about housekeeping.

3.2 How we integrate creativity and sustainability into the process

Durability has been our greatest method for sustainability as well as upcycling. We build garments that last. We encourage hotels to turn their soon-to-be discarded linens into elements that can be incorporated into the uniforms such as accessories or hotel amenities

Section 4. Resilience & Impact

4.1 Major challenges as an entrepreneur, and how I overcome them

1. Cultural differences after moving to a new country. I had to learn how to keep an open mind and respect the different and unique ways that people get things done.
2. Getting divorced and becoming a single mother of 2 little kids in the same month that I registered my company. It was overwhelming to be everywhere all the time at the same time. This is a challenge that am still learning to overcome by discipline and maintaining a strict schedule for work-life balance.
3. The recent earthquake destroyed our office floor and we had to move our offices abruptly

Other challenges: Financial uncertainty, Covid19, competition and gaining client trust as a new business, finding the right people to join our team.

I have overcome all by staying true to my cause which is improving people's confidence through garments, and working with integrity.

4.2 CSR, sustainability, or contributions to Franco-Thai ecosystem

- As the chair-person of the FTCC hospitality and lifestyle committee, I am committed to bringing individuals and companies together to tackle issues like social justice, business integrity and climate impact in our industry.
 - We advocate for upcycling and sustainable production and we source all the fabrics for our clients to ensure compliance. 80% of the fabrics we use in our projects are sourced from Thai textile manufacturers.
 - I have personally trained some pioneers who now lead their own successful careers. I have a passion for bringing people together and to nurture talent.
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Section 5. Engagement & Future

5.1 Long-term vision for our company over the next 3–5 years?

- To be the leading brand in hospitality uniforms in Thailand and South East Asia. Within the next five years, we aim to position *CLAIRE TENDO* as the region's reference for luxury hospitality uniforms, expanding from Thailand to key Asian destinations such as Singapore, Vietnam, and Bali.
- To provide full service in uniforms and branding including full wardrobe care workshops and laundry. To be able to work hand in hand with hotels and other hospitality institutions on branding that puts uniforms at the forefront of brand identity. Our slogan question is **“do your company uniforms say ‘this is our brand’ or do they just say ‘staff?’”**
- We plan to open a design and production studio that also serves as a “Hospitality Lab,” where hoteliers can experience materials, customization, and garment-care innovations firsthand.
- I plan to continue bringing people and companies together for meaningful Franco-Thai collaborations that blend design, culture, and business integrity.

5.2 How I hope to inspire others in entrepreneurship

As a girl who moved to a foreign country because of grief and started a business with no money at all and that has now grown to the point of recognition, I strongly believe and hope that my journey demonstrates that creativity, faith, and persistence can turn a small design dream into a respected business. I want other entrepreneurs, especially women, to believe that their craft can open doors across cultures and continents. Even when it looks like the odds are against them.

