



JULIANA LAM

Biography

Ms. Juliana Lam, the Founder and Chairlady of Julius Group Holdings Ltd. and INNOTIER, was influenced by the heritage roots in gloves & accessories manufacturing from her father since 1963. She has over 20 years of manufacturing experience in gloves & accessories industries, with over 20 factories in China and South East Asia countries under her management. As the OEM manufacturer of gloves & accessories, Julius Group is a forward-thinking company with strong beliefs in transforming the conventional manufacturing business with ESG (Environment, Social and Governance) as their core values.

With her strong manufacturing background and global mind set, Juliana founded INNOTIER in 2020, an innovation-driven technology company backed up by two 100% owned factories, with a mission to develop lifestyle products that help people live in a sustainable way. Under her leadership, INNOTIER has accomplished remarkable achievements in only 2 years since its start up, whereas Juliana also won different brilliant awards for herself including "The Lifetime Achievement Award" winner of GGEF Women Eco Game Changer Awards in 2017, "GBA Outstanding Women Entrepreneur Awards" in 2018, "Outstanding Business Women Award 2019" and "Most Successful Women 2021" etc., thanks to her persistent leadership, innovative thinking and strong commitments to sustainability.



INNOTIER, a brand with unique vertical setup with 100% own factories

About INNOTIER

When sustainable lifestyle meets technology, that's what INNOTIER will show.

INNOTIER is an innovation-driven technology brand with a mission to develop lifestyle products that help people live in a more sustainable way. By embracing a new human-centric approach, INNOTIER offers solutions for new necessities combining: "Hygiene technology x Sustainability x Fashion Lifestyle" to help people tackle the unavoidable new normal during and after the pandemic.

With the unique "Business with Purpose" vertical setup, INNOTIER provides the best quality and speedy products carrying ESG and sustainability. Within the short span of 2 years, INNOTIER has been certified with over 100 lab reports from all over the world and with 4 registered patents.

In 2021, INNOTIER launched Champion Series fabrics which were patented and proven for self-eliminating 99% of viruses (including SARS-CoV-2) instantly ON CONTACT through the patented way woven-in pure silver yarn into materials. Substituting one-off disposable masks, INNOTIER's INNOSHIELD self anti-viral reusable masks can function and last for its lifetime as a proactive protection for humans, and can reduce carbon emissions by more than 91% (as per lab test results calculated by reputable lab CMA).

In the same year, INNOTIER was awarded as Certified Sustainable Development Corporation (CSDC) by UNESCO. With other awards such as Hong Kong Star Brand Award and The 26th Innovative Entrepreneur Award, INNOTIER has won outstanding recognitions for its innovative technology-driven approach into lifestyle solutions, bringing impacts to the world.

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OUR SHOP

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Jacket: Champion series Series Apex Trench
Top: Champion Series Vertex Polo Premium - Summer (Men) Dark Slate Blue
Bottom: Vertex Gentle Dress Pants - Black
Accessories: InnoShield + InnoSpace + InnoTouch

Timeless Traveller

Our Champion Series Apex Trench paired with Vertex Polo Premium and Gentle Dress Pants are antiviral, with UPG 50+, anti-odour and thermodynamic features which can regulate body heat. Capturing Ionic+™ technology, this series is proven effective against 99% Human Coronavirus 229E in 30 seconds.

The Apex Trench includes a detachable hood and an integrated extendable visor for your eyes protection to protect your eyes, designed to keep you safe when travelling.

The outfit is also paired with InnoSpace -- the world's first international patent portable UVC disinfection garment bag, certified the highest safety standard Performance Tested Mark by reputable International Laboratory SGS. This stylish, functional and handy garment bag is proven can to remove over 99% of the viruses and bacteria on the surfaces of your garment in just 5 minutes. It's also made of the highest quality, durable and water repellent GRS recycled fabric, guaranteeing you a functional, stylish, and luxurious experience while travelling or at home.



Jacket: Vertex Shirt Jacket - Milk
Top: Vertex Jacket with detachable hood - Classic Leopard
Pants: - Vertex Denim Flare Jeans - Dark Denim
Accessories: InnoShield + InnoTouch + AgDESMO Shoulder Bag - Dark Denim

From head to toe, this whole outfit is covered with our Vertex fabric, a soft weight fabric that is antimicrobial, with anti-odor and thermodynamic features, eliminating 99% of human corona virus 229E in only 30 seconds. Our inspiration of combining the classic leopard, dark denim and milk pattern is to demonstrate how juxtaposing colors can actually create a simple but chic look. Diving deeper, you can see that our mask, the InnoShield, and our gloves, the InnoTouch, compliments the milk vertex shirt jacket and the dark denim flare jeans very nicely.

Lastly, the dark denim shoulder bag, made from our patented AgDesmo fabric, is just a bonus piece of an accessory, complimenting the whole outfit. Not only does the AgDesmo fabric have the ability to eliminate Human Corona Virus 229E in 30 seconds, it also has BFE and VFE >99%, giving our products function AND fashion.



Jacket: Vertex Parker Voyage - Black Watch Doll
Pants: Vertex Flare Suitpants - Milk

INNOTIER's newly released Vertex Parker Voyage is one of our key items this season. With a versatile silhouette, it allows us to transform it with various different patterns. The Voyage Parker includes a hidden pocket on the collar for storing the integrated hood for your head-to-toe protection; designed to keep you safe everywhere.

Here, paired with our Flare Suitpants made from Vertex, with an antiviral feature, they are cosy, super-chic and can go with everything. Matched with our classic milk colour suitpants, it instantly lifts up the outfit, making it a statement look.



Jacket: Vertex ML Chic Blaz
Pants: Vertex Flare Suitpants - pastel violet
Accessories: InnoShield + InnoTouch + InnoCapsule

Our Vertex ML Chic Blazer in pastel violet reigns supreme as a wardrobe essential of with no limits. With its antiviral, UPF50+, anti-odour and thermodynamic features, it is perfect for any weather and can be perfectly matched with all sorts of clothing styles and occasions.

And when paired with our light Air jacket in our new INNOVINTAGE M7 print and pastel violet Flared Suitpants, this sophisticated combination instantly makes a statement of a perfect balance between practicality and style.

For a touch of elegance, InnoCapsule, our UVC disinfection pouch is the perfect companion piece. This stylish and functional UVC disinfection pouch removes up to 99.9% of bacteria and 96% of viruses on the surfaces of personal items in just 3 minutes. Constructed with 6 certified UVC LEDs placed inside the front and back of a reflective interior design, it maximizes the sterilising effect. The outer shell is also made with our own antiviral fabrics; ensured with a Water Resistant Zipper and a Magnetic Safety Lock to avoid any irritation or harm to the eyes caused by exposure to UVC light. Moreover, it is certified the highest safety standard Performance Tested Mark by reputable International Laboratory SGS, guarantee safety to use.