

gfa
Aust.Pty.Ltd





Creative Retail Solutions & On Trend Product Innovations

Strong, savvy sisters, born and raised here in Australia, at the helm of a family-owned and operated business; GFA. A talented team of worldwide trend forecasters and design experts GFA source and develop essential beauty products, while keeping ahead of all the latest styles.

Early in our company's history, (and we've been around for more than 35 years!) we made the bold decision to not just follow fashion trends, but to actively help create them. This allowed us to keep ahead of the curve, in all things fashion, accessories and beauty.



Who know better than a woman what's important in fashion and beauty? Two women!

Based in Australia and connected with an international network, we are your industry experts in beauty and fashion. We prove that you don't have to pay high prices for premium cosmetics and accessories, and this translates to higher margins and turnover for you. With extensive ranges available and a history of excellence, we are your ideal partner in beauty.

We know what you need!

We understand what our customers want, however, more importantly, we understand business and retail. We offer the best of both worlds as well as good quality, value for money, on trend products. We have a very experienced sourcing and design development team who deliver on creative ideas and innovative product. With our speed to market we can deliver on our promises and continue to bring the trends.

We strive to develop products that are ethically sourced, vegan friendly, 100% cruelty free and not tested on animals. We are accredited by PETA and work to FDA and EU standards on cosmetics.

We work with GMP qualified factories who also adhere to Amfori BSCI audits, ensuring high codes of conduct throughout our supply chains.



Enormous range of products.

Sourcing is our specialty; we have been doing it for 35+ years. We have many different supply partners and a dedicated sourcing, product development and in house design team.

We have more than 15,000 SKUs and we introduce new product on a monthly basis. As well as our everyday core products, we develop private label products to suit your needs. We develop retail solutions and can help your business grow.

World-wide connection.

Our team travels the world and works from suppliers from many different countries. We also have an office, sourcing team and QA team based in China. Our highly efficient distribution ensures we can supply directly from China or from our warehouse in Melbourne.

We have distribution partners supplying more than 25 countries around the world. Within Australia we have a wide spread customer base stocking our known brands and products specifically developed for them.

GFA specialises in creative design and developing enviable new products. We provide complete retail solutions, customised retail ranges and full Account Management.

We build long term, collaborative partnerships with our customers. We can help with everything from the initial concepts through to design, implementation and Account Management process. We are here to make your business grow and adapt to the fast moving pace of retail.





Our Story

International expertise combined with Australian reliability is what has made GFA a business success! Our head office is in Melbourne. We also have an office in China and connections around the world, enabling us to lead the way in fashion trends.

GFA (Aust) Pty Ltd formerly known as Georgina Fashion Accessories Pty Ltd is a well established family owned business that has become the expert in female orientated fashion.

During our 35+ year history we have delved into many different product categories and are always looking for product line expansion. These days we are very strong in hair accessories, personal care, fashion accessories, cosmetics, novelty/impulse items, gifting and seasonal product.

Our Values

GFA is committed to conducting business both honestly and ethically. We will constantly look to improve our operations and practices, building on our reputation for fairness, respect integrity and sound business judgement. All employees must act honestly, in good faith and in the best interests of the company.

GFA fosters a culture of continuous improvement through ethical behaviour, accountability and transparency. We are invested in improving our social, environmental and ethical standards right throughout our supply chain. We are members of Amfori BSCI ensuring best practice.

Our mission is to be a high performing business that creates on-trend products, brands and retail solutions.

We are a 100% Australian owned and family run business with a head office base in Melbourne.

With an offer of 15,000+ products across all categories we supply everyone from discount department stores, fashion clothing majors, fashion and accessory chains, grocery, pharmacy and independents. We have our own brands and also develop private label ranges.

We value our people and our partners & believe that collaboration, passion, care & quality are critical in all that we do.

Our Partners

Throughout the years we have developed strong partnerships with many different importers and distributors across the world. This network shares retail concepts and solutions that are working well across different environments and works to enhance our forecasting and purchasing power. We have developed strong distribution partnerships for BYS cosmetics in more than 25 countries around the world.

We are invested in improving our social, environmental and ethical standards throughout our supply chain. We continually seek to ensure that our products are sourced ethically and responsibly. We seek out suppliers who share our high levels of conduct and our suppliers must demonstrate a commitment to implementing policies and practices consistent with our own. We work with GMP certified factories and are members of Amfori BSCI, ensuring best practice. Whilst we source from many different countries, we also have a GFA China based team who are largely responsible for the distribution of products to our global distribution partners. Our China based QA Team and Managers are on the ground to assist with sourcing, quality control measures, product development and improving lead times.

GFA continues to incorporate sustainability into our business by communicating our commitment internally among our team, and externally to business partners and suppliers. We are committed to improving the sustainability and environmental performance of our packaging. GFA became a signatory of APCO in November 2012 and has been a committed and active participant ever since. Our Action Plan incorporates the ideals and strategies of APCO and a commitment to sustainable packaging.





Our Story

Whether you prefer to stock products from our well loved ranges or offer your very own brand designed with our help, we are your one-stop-shop. As the largest fashion accessory company within Australia, we have an immense product range.

We introduce more than 100 new products monthly to keep the range exciting, so we are always offering you the latest in fashion and beauty. Designed and developed in Melbourne, Australia and exported worldwide, GFA does not just follow current trends, it creates them.

GFA is the company behind many recognisable and popular brands, found in retailers everywhere. Our brands are the perfect combination of high-quality, high-fashion and highly-desirable, without the high-end price tag. This has won us long-term relationships with our customers and rave reviews from their clients. We have consistently overturned the idea that you have to pay extravagant prices for high-quality cosmetics and accessories.

Some of our well-known brands include:





Our Products

GFA is the Australian leader in women's cosmetics, hair accessories, jewellery, accessories and personal care. Designed in Australian and sold all around the world, we produce beautiful ranges you can rely on.

With over 30 years of industry experience, GFA is still a family owned and run company. We have built on our success over the years and deliver excellent results to our clients worldwide. Using high-quality ingredients and a dazzling array of colour, we create stunning makeup options to suit all ages. Professionally packaged, these deliver outstanding quality for reasonable prices and keep up with changing demands. Our hair accessories are the crowning glory of women and girls, keeping them stylish and providing playful touches to their look. Fashion jewellery is always on point, with the latest craze already available before your customers begin to ask. Our personal care gives all the essential beauty and grooming tools your customers need, in ideal sizes and perfectly packaged.



Hair Accessories



Fashion Jewellery



Fashion Accessories



Cosmetics



Gifting



Personal Care



Kids Accessories



Impulse Lines



Pet Accessories

A photograph of two young women with long brown hair, smiling warmly. The woman on the left has her eyes closed and a joyful expression, while the woman on the right is looking towards the camera with a bright smile. They are wearing light-colored, possibly white, tops. The background is a soft, light blue gradient.

Our Capabilities

Whether you want the assurance of our proven product lines or prefer a special solution tailor-made for you, at GFA we are your industry experts. Our decades of experience coupled with a superior international network and a huge range, mean you are in capable hands.

Customised Retail Solutions

We have a range of capabilities which can be tailored to your needs:

- Supply chain management
- Personal account management
- Product sourcing and innovation
- Private label brand and range development
- Customised retail concepts
- Professional packaging; current and customised options
- In house trend forecasting
- In house graphics and design team
- Quality assurance and control teams

QC Team & Quality Assurance

- Efficient supply chain management
- Product sourcing and factory visits
- Quality assurance teams based in China and Australia
- Products inspected during production and before dispatch
- Products which meet stringent EU and FDA standards
- Accredited by the Business Social Compliance Initiative
- Good Manufacturing Practices qualified staff

Trend Forecasting

- Experienced in-house team
- Global network keeps us ahead of new products & trends
- Product sourcing and original innovation
- Expertise in the international field
- Skilful interpretation of the newest colours and essentials

Personalised Account Management

- Regular updates and clear communication
- New product innovations to keep your offerings fresh
- Ongoing advice on future trends
- Carefully managed sales forecasting to keep you in stock
- Industry expert advice and supportive partnership

In-House Graphic Design Team

- Experienced in-house graphics team
- Talented presentation of ideal branding
- Understanding of popular marketing trends
- Flexibility to tailor the latest styles to your needs
- Private label brand and unique range development
- Good Manufacturing Practices qualified staff



Private Label

You've seen our products in stores everywhere and you know we have decades of experience, both in Australia and internationally. What you may not know is that many other brands out there were also created by us, as private labels. This is the ideal way to launch your own brand of cosmetics, to be known and trusted by your customers, with the confidence of being supported by industry experts.

Customised Retail Solutions

While it's exciting to produce your very own label, it's also vital to meet strict EU and FDA standards. Our local knowledge and global network give you a vital edge in making your private label a success and staying ahead of your competitors. GFA's proven track record means a confident partnership which can deliver on all your needs, while tailoring a brand custom-made just for you.

All our products are made in approved factories, which we have personally visited, where we work closely with our on-site dedicated cosmetic managers to ensure the highest production standards are met. With quality control teams overseas and here in Australia, processes inspected during production and products before dispatch, we are able to deliver outstanding quality and value, every time.

What Does This Mean For You?

- Exceptional quality
- High margins
- Fast stock turnover
- Low cost stock investment
- Customer loyalty
- Stringent quality control
- Increased market share
- Innovative range
- Unique packaging
- Privately designed branding
- New updates and additional products
- Confidence in your label

What Can You Expect From GFA?

- Award-winning product formulas
- Australian compliant labelling
- Meticulous product testing
- Support from local and international QC teams
- Packaging and branding designed just for you
- Regular updates and clear communication
- New innovations to add to your brand
- Ongoing advice on future trends
- Careful forecasting to keep you in stock
- Industry expert advice and partnership

What Does This Mean For You?

Why reinvent the wheel? It makes sense to partner with an industry expert who has years of proven experience of producing cosmetics of excellent quality, professionally presented, while keeping to budget. We understand all the industry requirements and meticulously ensure your range meets high standards of quality control. GFA can produce cosmetics which are certified cruelty-free, vegan-friendly and not tested on animals. We are accredited by PETA, plus FDA and EU approved, meeting the highest standards in the world. We can help you cut out the middleman, and help increase your market share in the fastest growing health and beauty sector.

How can we make your business more beautiful?

Contact us to discuss this exciting opportunity further.



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Showroom hours:
Mon-Thurs 9am-5pm
Fri 9am-3pm



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