

# PERU'S UNTAPPED OPPORTUNITY... THE EU MARKET EXPLORING CLOTHING EXPORTS TO EU

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Clothing Connect B.V., The Netherlands  
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# CLOTHING CONNECT

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Clothing Connect B.V. (private limited) is your specialized service provider and partner across the textiles and clothing value chain.

We work with a global network of selected consultants and advisors to implement your projects wherever you decide to go! Our clients currently operate in South, East and Central Asia, Africa, South America and Russian Federation

We have successfully provided market intelligence, sector strategies, customized project management, marketing, trade fair linkages, sourcing strategies, supplier linkages, training and capacity building.

WE look forward to hearing from you!!

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# STRUCTURE

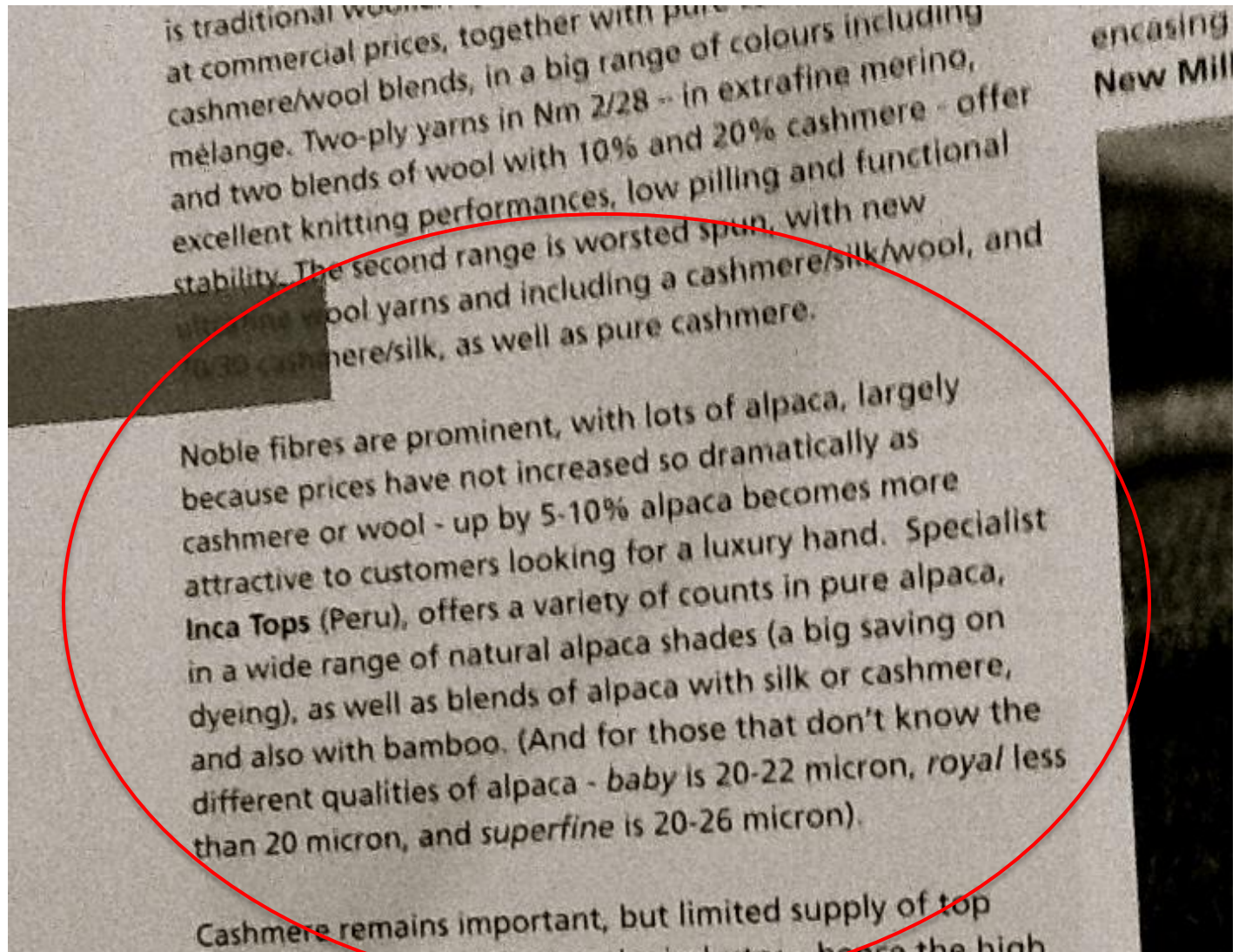
1. Market trends – highlights
  1. Categories of interest for Peru
  2. Some key countries
  3. What do buyers want ? What do they think of Peru
2. Market entry options - Brands vs manufacturers
  1. Trade fair participation
  2. Showrooms
  3. One on one meetings
  4. Inward buyer missions
  5. Web / online



# EU KEY TRENDS

1. Recessionary situation
2. The need to belong and go local
3. Have a meaning and greater interest in social and environmental issues
4. Corporations wanting to connect with people through stories and experiences
5. Focus on value
6. Recycling, organic, sustainable, ethical, saving the environment,
7. Natural fibres, innovative blends, new sources and new inspirations from the world
8. Looking at other options ... other than china

# PRODUCT CATEGORIES WITH EU POTENTIAL – PERU



Source: VIEW,  
Textile View  
Magazine  
issue 95,  
Autumn 2011

# PRODUCT CATEGORIES WITH EU POTENTIAL – PERU

## ALPACA :

Trends for 2012 – 2013 show a clear interest in woolly knits, alpaca products, hand knits, crafty influences ... all in line with the Peruvian offer for Alpaca products!

Source: VIEW, Textile View Magazine issue 95, Autumn 2011



### 098 Womenswear inspirations

There are a myriad of references that are important for this season, they range from rich eastern ornamentation to a love of traditional crafts and forgotten hobbies. A modern tone is also detectable and, here, simplicity is the key.



### 114 Womenswear colours

Texture always impacts on colour and never more so than this winter. Our inspiration is taken from the food around us as it is gathered together to compile some winter dishes: rich nourishment to feed all of our senses.



### 126 Womenswear key shapes

To be on trend for Winter 12/13 will depend upon paying closer and closer attention to the subtleties of proportion. No longer can we talk in terms sweeping statements such as big or small, long or short!



### 140 Womenswear fabrics

What a season of contrasts! From the richest of wools in the cleanest of shapes, Scandinavian influences next to 3D cubes and the soft and delicate contrasted by sharp, strong shapes with powerful detailing.



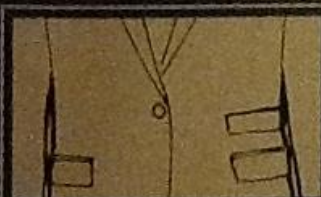
### 158 Accessories and trims

This season is a long road decorated with the view on various landscapes. From clean and sharp silhouettes, almost without detail, to overwhelming decorative ornaments, in an outburst of colours.



### 174 Casualwear

Looking at the big picture and what will influence us, lifestyle choices are top of the agenda. In a world where every dollar spent must be considered and every move is recorded in minute detail, meaningful experiences and deeper happiness become paramount.



### 194 Menswear colours

Colours for Winter 12/13 are simply beautiful. They are also challenging since palettes have been quietly progressing each season into stories that are more directional than they might appear at first glance.



### 204 Menswear styling

The spirit of 'heritage' is strong for 2012 and there are many reasons for this, one being that 'heritage' means reliable, being the best of what the past can offer, but, now, it also means it's the best of what the



### 222 Menswear fabrics

This is a season when country comes to town – either in monochromatic browns or rich autumn russets and claret reds. Play it up-market or down-market.

# PRODUCT CATEGORIES WITH EU POTENTIAL – PERU



BABY AND CHILDRENSWEAR :  
A Growing market segment with great interest in sustainable, ethical, organic, fair trade and ethical standards to include ALPACA and COTTON

Source: Clothing Connect  
Trend Book, Autumn 2011

# PRODUCT CATEGORIES WITH EU POTENTIAL – PERU



Babywear and childrenswear



Alpaca high end clothing and accessories

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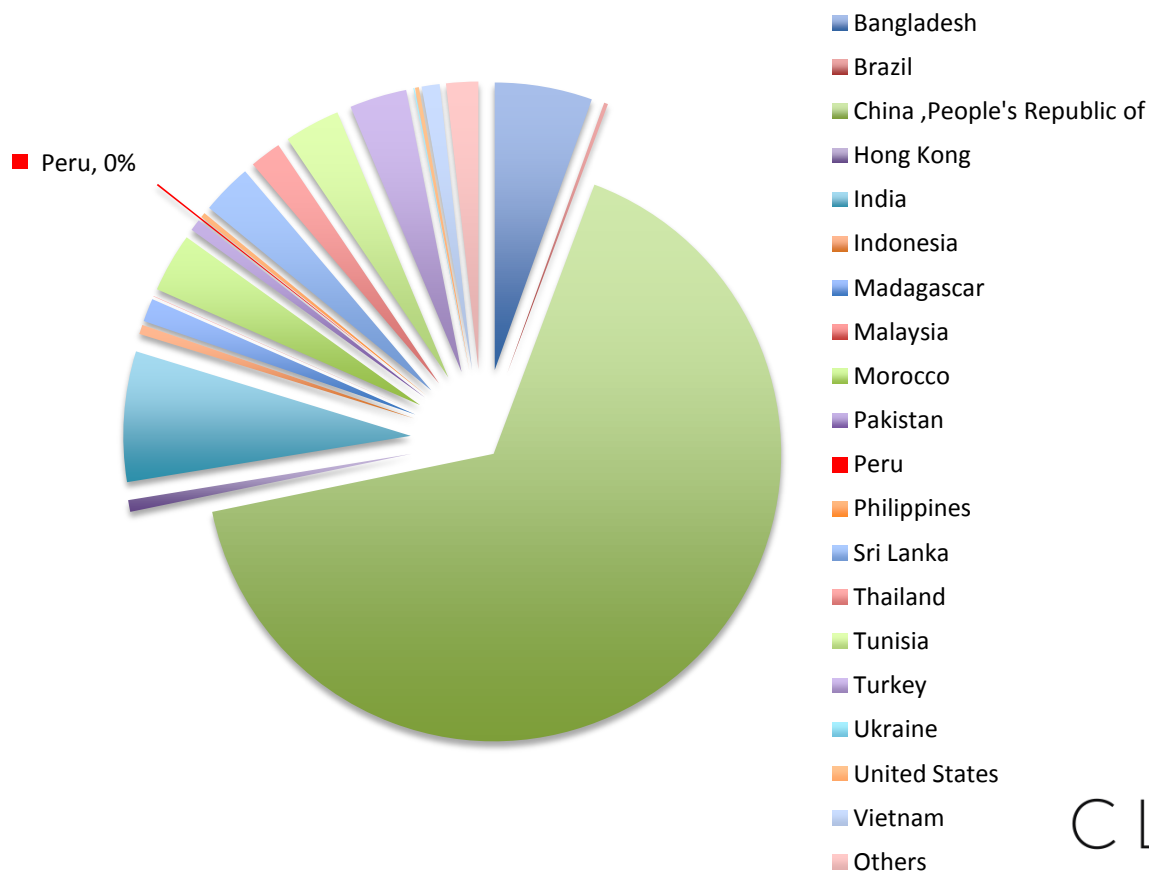
# EU – A VARIED MARKET

- PEST analysis of the country – key elements, GDP
- Languages
- Seasons – climate
- Population & demographic break up
- Market regulations
- Key market trends
- Import statistics
- Top 5 exporters to the market
- Consumer lifestyle trends
- Fashion calendar of buying and selling (manufacturers and brands)
- Consumer spending patterns
- Market size – (by HS codes)
- Retail prices for key products IN TARGET product categories
- Certifications of importance in the country
- Key brands and retailers
- Distribution channels/ Logistics
- Key trade fairs
- Sales figures for specific product categories\*

# THE EU MARKET – A SECTOR STRATEGY PROCESS IN PERU

1. A process together with key stakeholders – PROMPERU, LCC, ADEX, SNI and enterprises
2. Developing a Sector Export Marketing Plan (SEMP) facilitated by the CBI (Dutch govt agency)
3. Based on EU market demand and Peruvian supply offer
4. Pilot project – BABY and CHILDRENSWEAR
5. Identifying markets in the EU : UK, Scandinavia, Germany and Benelux
6. Strategies for Brands and Manufacturers

# KEY EXPORTERS TO EU FOR BABY & KIDSWEAR (EXPORTERS OF 6209 & 6111)



Source: EUROPA

# MARKET POTENTIAL: UK

1. Childrenswear market recently passed through a difficult period.
2. In 2009, sales of childrenswear bounceback to £5 billion after falling in 2007 and 2008.
3. The falls in recent - low-cost imports, growth of low-price supermarkets and discounters, combined with recent recession.
4. Sales expected to return to growth in 2010 thanks to improved consumer confidence,
5. Market is forecast to grow by just 3% to a value approaching £5.2 billion in 2014.

# MARKET POTENTIAL: SCANDINAVIA – EG. DENMARK

1. The Danish childrenswear market generated total revenues of \$1.1 billion in 2009,
2. A compound annual [growthrate](#) (CAGR) of 3.2% for the period spanning 2005-2009.
3. Sales by clothing, footwear, sportswear and accessories retailers proved the most lucrative for the Danish childrenswear market in 2009,
4. Total revenues of \$711.1 million,
5. 65.2% of the market's overall value.

# MARKET POTENTIAL: GERMANY

1. Childrenswear market generated total revenues of \$10.5 billion in 2009,
2. Compound annual growthrate (CAGR) of 1.5% for the period spanning 2005-2009.
3. Total revenues of \$6.3 billion, equivalent to 59.7% of the market's overall value.
4. The performance of the market is forecast to decelerate, with an anticipated CAGR of 0.9% for the five-year period 2009-2014,
5. Expected to drive the market to a value of \$11 billion by the end of 2014.

# MARKET POTENTIAL: NETHERLANDS & BELGIUM

Holland and Belgium (Jan 2011):

1. Children's fashion sales levels appear to be on the up in the Netherlands and Belgium.
2. The market is recovering. Many CHEAP (low cost) shops disappeared in Belgium. These tried to compete with major chains like H&M, Zara.
3. Now left with mainly specialised higher price segment.”
4. Characteristics and strategy:
  - location of the two small countries, shared language, but they actually differ greatly. eg, Belgians will generally spend more on an item of clothing than Dutch people would.
  - Dutch customers who like and value the brand will continue to buy it. They didn't notice the crisis much. Most retailer turnovers stable during the last few years

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CONNECT

2011 ©Clothing Connect B.V

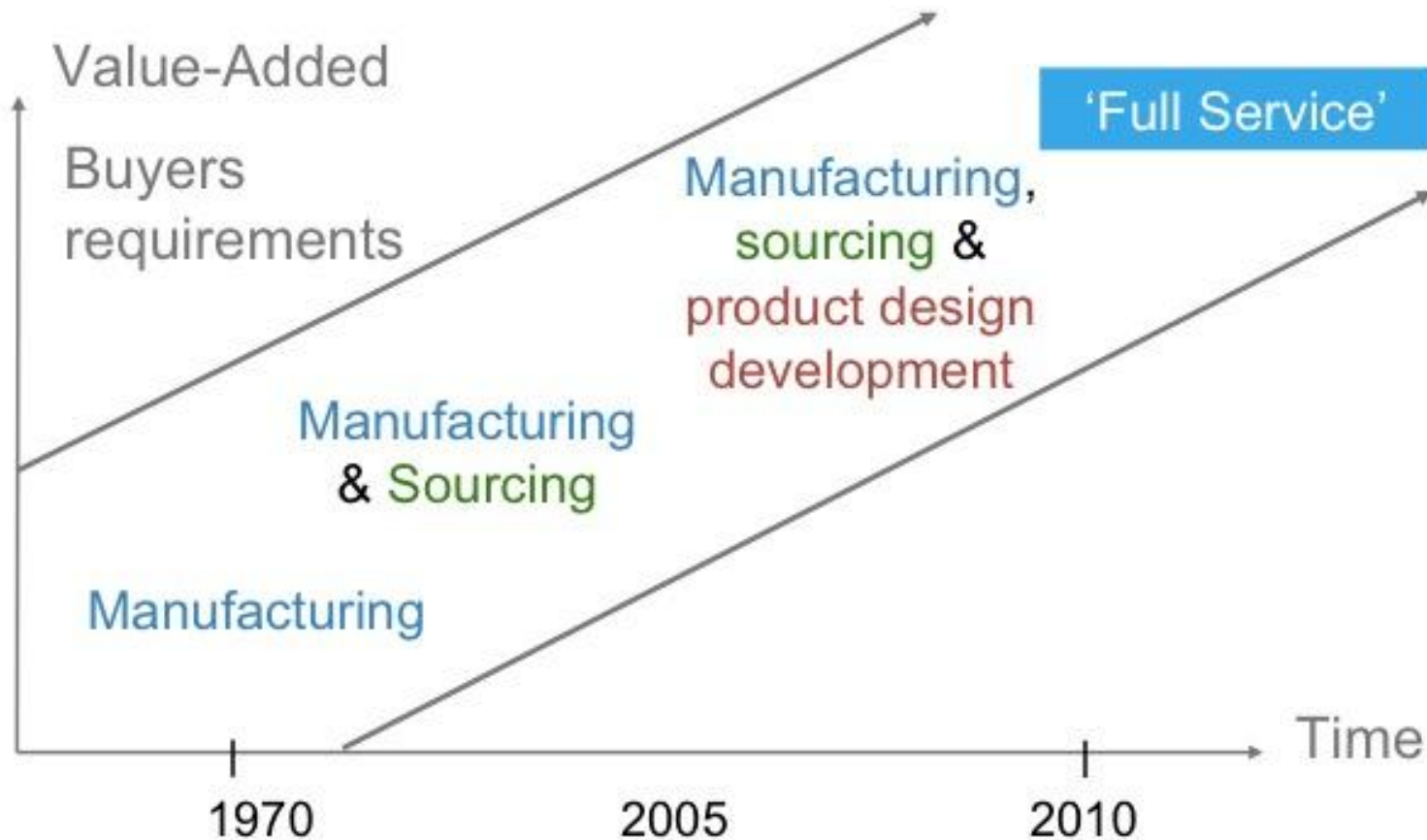
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# WHAT DO YOU NEED TO DO

WHAT DO BUYERS WANT??



Source: ITC textile and clothing presentation

# BUYER REQUIREMENTS – EU

WHAT ALL WOULD MOST BUYERS LIKE TO SEE ?

SPEED TO MARKET

CONSISTANT QUALITY

PRICE

COMPLIANCE & CODES  
OF CONDUCT!!

DESIGN CAPABILITIES !!!

# BUYERS SAY.... LEAD TIMES

Respecting lead times is key to work with with European buyers.

Fashion is a sector following a specific agenda to which all players need to stick to in order to get the system going.

All buyers have stressed the fact that respecting the agreed lead times means meeting a basic condition of the market because a late delivery means lost sales in stores

# BUYERS SAY.... RELIABILITY

- *“Reliability means respecting agreements and deliver on time”* – Mr Jack Theuns, owner, AnitaR Groothandel.
- *“Reliability is the starting point to building long-term relationship wit our suppliers”* – Mr Michel Kamphuijs, Sourcing Manager, N-JOY
- *“Our suppliers needs to perform well and deliver a good quality products constantly”*- Mr Kees Stronk, Sourcing Manager, A-Brands.

# BUYERS SAY.... QUALITY

- *“For us, quality means that our suppliers should be aware of our brand’s identity and be able to provide a relevant of outlook”* - Mr Kees Stronk, Sourcing Manager, A-Brands.
- *“Quality for us refers to the quality of fabrics, stitching, labeling, details inside the garment but it means also what is its final look”* - Joanneke Raadsen, owner, Lofff



### Supplier profile – social and environmental circumstances

# SOME KEY CERTIFICATIONS

Please note, these are not mandatory (by EU law... but it is required by the buyers)...

Please note there are EU legislations which have to be met as the first point!

See: EUROPA website

Type	<input type="checkbox"/> Manufacturer
	<input type="checkbox"/> Trader

Note: in case multiple factory locations are used, please fill in this form multiple times accordingly.

Company name	
Address	
City	
Country	
Telephone	
Fax	
Email	
Contact	

Factory location	
<input type="checkbox"/> Own factory	
<input type="checkbox"/> Joint venture	
<input type="checkbox"/> Subcontractor	
Name	
Address	
Telephone	
Fax	
Email	
Organic cotton	<input type="checkbox"/> Yes: OE 100 / OE Blend scope certificate, please provide copy
	<input type="checkbox"/> Yes: GOTS scope certificate, please provide copy
Social circumstances	<input type="checkbox"/> Yes: SA8000, please provide copy of certificate
	<input type="checkbox"/> Yes: ETI, please provide copy of report
	<input type="checkbox"/> Yes: Fair Wear Foundation, please provide copy of report
	<input type="checkbox"/> Yes: BSCI, please provide copy of report
	<input type="checkbox"/> Yes: FLA, please provide copy of report
	<input type="checkbox"/> Yes: WRAP, please provide copy of certificate
	<input type="checkbox"/> Yes: other, please provide copy of report / certificate
Environmental circumstances	<input type="checkbox"/> Yes: GOTS, please provide copy of certificate
	<input type="checkbox"/> Yes: Bluesign, please provide copy of certificate
	<input type="checkbox"/> Yes: EU Ecolabel, please provide copy of certificate
	<input type="checkbox"/> Yes: Oekotex 1000, please provide copy of certificate
	<input type="checkbox"/> Yes: ISO 14001, please provide copy of certificate
	<input type="checkbox"/> Yes: other, please provide copy of report / certificate

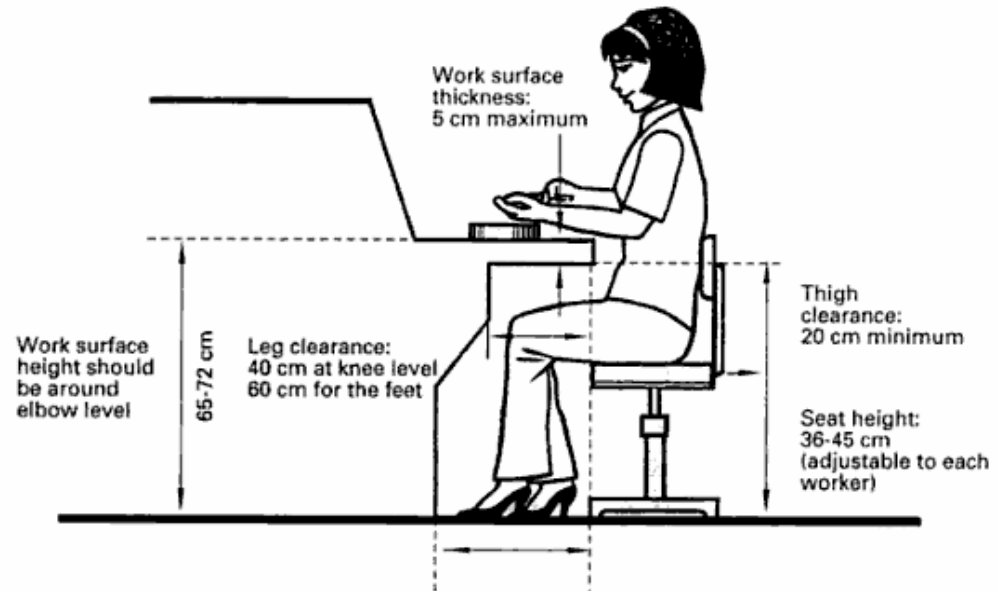
# BUYER REQUIREMENTS – EU

WHAT DO MOST BUYERS NEED TO SEE.. COMPLIANCE!!

In factory audits will require compliance!!

The next set of slides provide you with some images of **DOs** and **DON'Ts**

Figure 51. Recommended dimensions for seated tasks



Source: Rajesh Bheda Consulting

# BUYER REQUIREMENTS – EU

## WHAT DO MOST BUYERS NEED TO SEE?

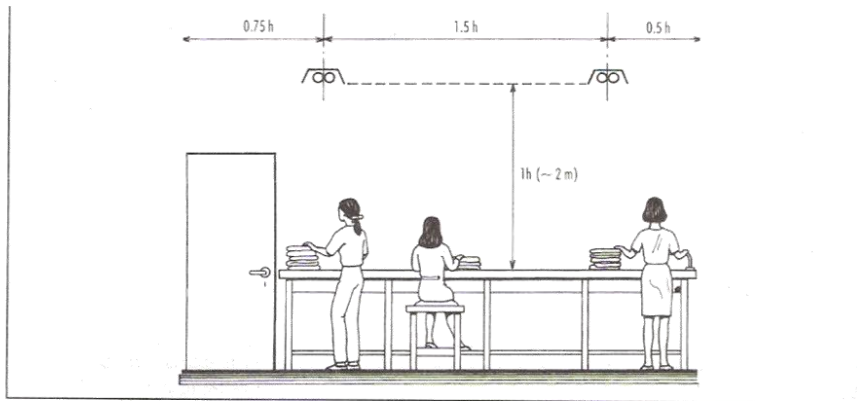


Figure 13: Recommended spacing for industrial-type lighting units. The distance from the work surface to the light fixture is  $h$ . Where there is a passageway near to the wall, the fixture should be at  $0.75 h$  from the wall. When working close to walls, the fixture should also be closer ( $0.5 h$ ) to it

62 Improving Working Conditions And Productivity in The Garment Industry

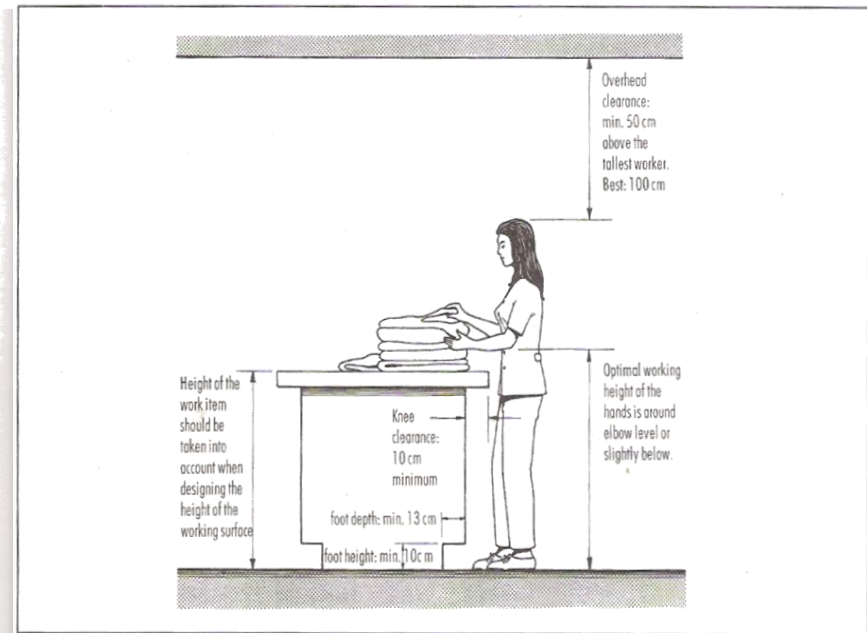


Figure 7: Recommended dimensions for most standing tasks

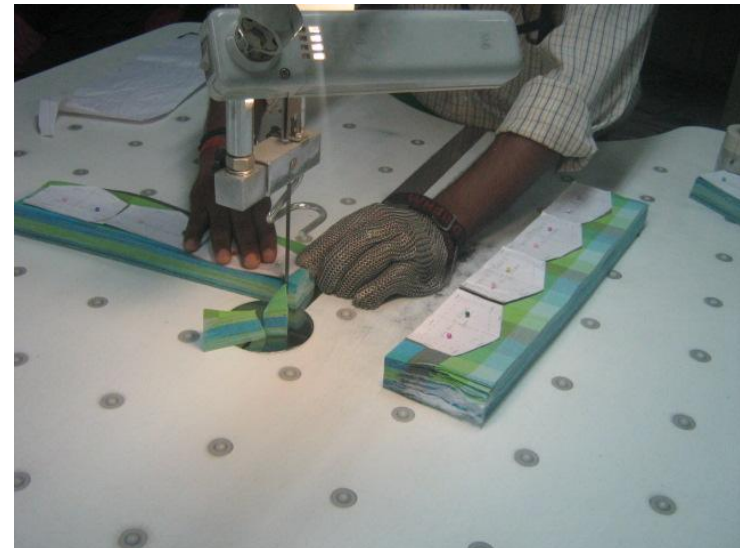
Source: Rajesh Bheda Consulting

# BUYER REQUIREMENTS – EU

WHAT DO MOST BUYERS NEED TO SEE?



Operator Not using wire mesh glove while hand knife cutting



Wire Mesh Glove Being used while cutting

Source: Rajesh Bheda Consulting

# BUYER REQUIREMENTS – EU

WHAT DO MOST BUYERS NEED TO SEE?



Operator wearing mask to avoid lint and dust from machine



Table Light Being Used for High Precision work

Source: Rajesh Bheda Consulting

# BUYERS SAY....

## UNDERSTANDING THE FASHION CALENDAR IN EUROPE

January 2011	February 2011	March 2011	April 2011	May 2011	June 2011	July 2011	August 2011	September 2011	October 2011	November 2011	December 2011
SS 2011- collection delivered in stores .....  SS 2012- initial stage for new collection	SS 2012 – design and sampling	SS 2012- sampling and finalization of collection	SS2012 Prototype finalization	SS2012 Prototype finalization and delivery of salesman samples for sales	SS2012 Sales season	SS 2012 Sales season	SS 2012 Sales season + First production orders are placed	SS 2012 Orders are placed	Production	Production	Production – delivery of orders from suppliers
AW 2012/13 Sales season	AW 2012/13 Sales season	AW 2012/13 First production orders placed	AW 2012/13 Production	AW 2012/13 Production	AW 2012/13 Production	AW 2012/13 Production – delivery of orders from suppliers	AW 2012/13 delivered in stores	AW 2012/13 design	AW 2012/13 design and sampling	AW 2012/13 Finalization of collections	AW 2012/13 Salesman samples
January 2012	February 2012	March 2012	April 2012	May 2012	June 2012	July 2012	August 2012	September 2012	October 2012	November 2012	December 2012

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# PRIVATE LABEL MANUFACTURER VS BRAND BUILDING

With increase in value,  
there is a greater complexity  
Of operations & hence a need  
for increased level of skill sets  
and competencies required to  
be successful

To do this, one must look  
at internal core competencies  
and look at the skill sets  
available

COMPANY STRATEGY	KEY FACTORS	VALUE
DEVELOPING A BRAND	Strategy + Marketing and communication + all (design collections)	
DESIGN COLLECTIONS	Retail trends + knowledge of sales channels such as sales reps and agents/showrooms/marketing agents/company presence in target market(s) + participation in marketing events (all DDP)	
<b>CONTRACT MANUFACTURING / PRIVATE LABEL</b>		
DDP + partnership	Price + productivity capacity + raw material knowledge + raw material supplier access + design understanding of trends	
FOB + product design and development	Price + productivity capacity + raw material knowledge + raw material supplier access + design understanding of trends	
FOB + product design and development	Price + productivity capacity + raw material knowledge + raw material supplier access + design understanding	
FOB (manufacturer + sourcing)	Price + productivity capacity + raw material knowledge + raw material supplier access	
Only CMT (manufacturer)	Price + Productivity + capacity + trim machines	
CM (only cut and sew)	Price + productivity	

# BRANDS VS MANUFACTURERS: CHANNEL

Suppliers with own brands for high end:

- Longer channel
- Producer > importer/wholesaler > agent > retailer

Suppliers wishing to work as manufacturers:

- Shorter channel
- Producer > retailer

OR

- Producer > agent > retailer

# EU BABY / CHILDRENSWEAR – TRENDS IN RETAIL

1. Mass mkt dominated by large retailers and branded chains (eg, Mothercare, Prenatal)
2. In UK, supermarkets offering more and more childrenswear (eg, Tesco, M&S)
3. Large chains growing presence in international markets – opp for suppliers to be present in diff markets in same time
4. Retail structure – more concentrated in Northern EU (eg. Scandinavia, UK, Netherlands, Belgium) vs Southern EU
5. Large retailers – source directly from suppliers (through agents in ss countries / or directly with factories)
6. High end sold mostly in indep boutiques / multibrand stores – source from wholesalers and sales agents (visit fairs)
7. High end brands (eg Petit Bateau) direct sourcing
8. Fashion luxury brands (eg, Polo) with licenses

# RETAIL AND BUYER FORMATS – EU

## SOME INFORMATION ON BUYING METHODS

- Importing agents
- Wholesalers
- Department stores
- Chain stores
- Catalogue / web
- Specific mid – high brands
- Designer labels
- Haute Couture
- Developing your own brand and selling!

Each format of buying requires different levels of skills and capabilities at the manufacturer's end..

This could range from simple operational skill, to actual product design partnership!

But one thing in common amongst all EU buyers:

**BUILDING A SUSTAINABLE RELATIONSHIP**

# MARKET ENTRY OPTIONS

## – TRADE FAIR PARTICIPATION

1. Key trade fairs for babywear and childrenswear in EU: Kleine Fabriek, CIFF kids, CPH kids, Playtime, Bubble, Pitti Bimbo, Bread & Butter, EFS, EFF (Source Expo)
2. Great visibility – but mostly for brands in EU
3. Must have a concept and theme
4. Must prepare with organisers and strike special conversation to have success
5. Marketing materials must be prepared and communicated in advance
6. Trade fair participation – strategic approach ONLY

# SHOWS IN EU – PREPARING AND DECIDING

1. Knowing and identifying which fair is for this sector
2. Go to the website and check the earlier editions and see what happens
3. Contact fair organisers to understand more!
4. Contact potential buyers/existing buyers to come and visit you at the fair...make appointments
5. Contact the fair organisers to see if you can be a exhibitor
6. Prepare your communication material to suit the type of buyers who will visit this type of fair
7. Prepare enough business cards in ENGLISH..
8. Prepare a small profile book for potential buyers to fill out their details and leave information

# SOME MAJOR BABY & CHILDRENSWEAR FAIRS

## 1. Playtime

Where? Paris, FRANCE

When? January / July

Website: [www.playtimeparis.com](http://www.playtimeparis.com)

## 2. Kleine Fabriek

Where? Amsterdam, NETHERLANDS

When? January / July

Website: [www.kleinefabriek.nl](http://www.kleinefabriek.nl)

## 3. Pitti Immagine Bimbo

Where? Florence, ITALY

When? January / June

Website: [www.pittimmagine.it](http://www.pittimmagine.it)

## 4. Bubble

Where? London, UK

When? January / June

Website: [www.bubblelondon.com](http://www.bubblelondon.com)

## 5. Premier Kids

Where? Birmingham - UK

When? February / September

Website: [www.premierkids.co.uk](http://www.premierkids.co.uk)

## 6. Ciff & CPH

Where? Copenhagen, DENMARK

When? February/ August

Website: [www.ciff.dk](http://www.ciff.dk)

## 7. Kind + Jugend

Where? Koln, GERMANY

When? September

Website: [www.kindundjugend.de](http://www.kindundjugend.de)



# MARKET ENTRY OPTIONS

## – SHOWROOM

1. A customised approach specially focussed
2. Select buyers only
3. Location very critical
4. Timing very critical
5. Marketing material very important
6. Preparation – very intense
7. Less competition, more focussed
8. Good impact for manufacturers especially
9. Brand showrooms different from manufacturers
10. MUST have product based on market requirements and proper costing

# MARKET ENTRY OPTIONS

## – ONE ON ONE MEETINGS

1. Focussed meeting with buyers in their location
2. Difficult to get appointments during busy seasons
3. Buyers do not want to meet too many suppliers at one time in their offices,
4. Logistically more complicated to organise for 5 – 7 suppliers who need to go to different places
5. Works well for very structured buying offices – centralised systems
6. By itself only, this approach may not have a great impact, unless combined with strong strategy

# MARKET ENTRY OPTIONS

## – INWARD BUYER MISSIONS

1. Focussed attention of buyer in country
2. Expensive option if paying buyers to come
3. Must have a good agenda in place for buyers if they come for 2 - 3 days
4. In combination with Peru Moda or other event
5. Must make the agenda interesting to include site visits, tourism, culture, but sufficient good suppliers matched well for the buyers
6. Can have a negative impact if not planned properly
7. Must start informing buyers well in advance for them to plan their agenda

# MARKET ENTRY OPTIONS

## – ONLINE & VIRTUAL MARKETS

1. Most often used as first point of reference
2. Not enough by itself
3. Can have a good impact if done together with other options as pre participation or post participation in market activities.
4. Software and website must be developed with great care to speak the right language in terms of visuals, layout etc
5. Must be easy to access, load and understand,
6. Can have special access codes for target buyers

# FINDING SOLUTIONS FOR THE PERUVIAN OFFER

WHICH OPTIONS? WHY ?

Q1) Which options in which country ?

Q2) Types of buyers to target ?

Q3) Brands which options?

Q4) Manufacturers which options?

Q5) Understanding the different distribution options (Agents, wholesalers, private label retailers, department stores)

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# .. SOURCING FROM PERU ?

## SOME QUESTIONS (30 BUYERS)

1. Which company/ies did you find interesting
2. Can you please state the main points you liked about the companies
3. Which products did you find most interesting for your business?
4. Would you consider to source from Peru?

Could you please, explain why:

5. What would you advice these companies? Could you please provide some recommendations?
6. What was your impression of the event and organisation?

# BUYERS SAY...

1. Director of Annaki, NL : “interested in buying alpaca and wool, must have simple design, we have sourced from Lima. Please simplify designs and colour palettes!”
2. Director of Broer & Zus, NL : “very happy with the high quality of products. Knitted alpaca products is interesting for us. We may have found some interesting business providers here... the companies must learn to send good emails and communication. It is very important to have proper and clearly written emails (if in English .. ,must be professionally translated) Flexibility is important... to get fast responses and have companies who are open to proposing different options to solve problems together”

# BUYERS SAY...

- Design director, **Kidscase**, NL: “Peru is good for the quality, it matches our quality standards but the suppliers we see are very far away from the design and look and feel that we are looking for. Also the fact that prices in China are rising so fast makes it interesting to look for alternatives. The knitwear is beautiful, but the price levels are really too high. We only saw brands here, but we work only with private label manufacturers. First, review prices, as they are really too high for market. suggest Peruvian suppliers to propose more basic products with less details and this could also help reduce prices. As certificates, mainly SA 8000 and Gots”
- Owner of Badjo, NL: “ we are interested in cotton garments. Interested in Peru, but they must adapt their sizing charts to European ones. The sizing is very confusing”

# BUYERS SAY...

- Director, Le Big, NL: “ these suppliers may be able to produce the type of products we want, nice quality. We would consider peru, we like the handmade products. Make sure that the prices are competitive, make sure that sample requests are done quickly and delivery is on time!... We think people are kind and would like to work with Peru..!”
- Sales rep of Littlelabel, NL: “mainly interested in cotton but alpaca could also be interesting, we are seeking alternatives from Europe and Asia. The Peruvian suppliers need to re look at their styles and fits which are very different from what we need”
- Loff, NL: “ we are looking at adding a babywear line to our offer, cotton is interesting for us. We are looking for alternatives to Asia, looks like quality is acceptable in Peru. Peru is worth researching more..”

# BUYERS SAY...

- Design & production manager, Koeka, NL: “It’s important they are fair and reliable, this is the most important thing. We want to build relationship with our suppliers and this can only be done if suppliers communicate with us and have an open attitude.”
- Sourcing manager, Prenatal, NL: “thanks very much for the opportunity, we cannot make it this time, but the presentation you made is interesting and we would consider sourcing from peru ...”
- Owner, Rachel Comey, design brand, NY: “I normally do not attend trade shows or show-room events to find new suppliers as I normally do it through word-of-mouth. This is very important to us. We liked the products and meeting these women. I especially liked to see their specialities and, in case we work together, I will want to respect their own traditions and expertise”.

# BUYERS SAY...

Owner, Ulla Johnson Inc, NY: “ I am very interested to know more about the social responsibility angle”

Le Garconne Knit Development, NY: “These products are really great and we feel we will be able to work with some of them. I can see these products also for some other US brands, they are really ready from a design perspective. When we look for new suppliers, the key elements for us are quality and easy communication. it’s not easy to work when communication is not easy. Minimum orders are also a key information for us”.

Theory, NY: “We are very interested in this project and products are very nice. Even though we normally work with big suppliers, it’s extremely interesting to get in touch with smaller suppliers which have artisanal products...they look different and special.”

# BUYERS SAY...

Ouef: “From the beginning, Oeuf has believed in designing products that offer real value to consumers without ever compromising on quality, of the highest order. From making a conscious choice to manufacture in Europe versus China; from offering our clients furniture that is not only high quality but also multifunctional: a crib turns into a toddler bed, prolonging its usefulness far beyond the infant years; to always being mindful of its impact on the environment and the communities it serves”

Oak, NY: “This is great! All products are incredibly beautiful and they are truly ready for the market. Both materials and design are perfect.”

**Opening Ceremony, NY:** “We had already thought we wanted to start sourcing knitwear from Peru. We have been producing in China and Italy but now we feel we need to find alternatives to China, we want to move away.”

# PREPARING FOR 2012 - RECOMMENDATIONS

- Markets : UK, Scandinavia, Benelux, Germany
- Product categories : nightwear, onesies, dresses, sweaters, accessories, knits, alpaca, pima cotton
- Certifications : focus on sustainability, high end and high value + fair trade, organic,
- Showroom + fair combination

# STRUCTURE

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  1. Categories of interest
  2. Some key countries
  3. What do buyers want ? What do they think of Peru
2. Market entry options - Brands vs manufacturers
  1. Trade fair participation
  2. Showrooms
  3. One on one meetings
  4. Inward buyer missions
  5. Web / online



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# CONCLUSIONS

## THE EU MARKET

1. A market with opportunities
2. There are several different markets within the EU... each with a different set of cultural and operational norms
3. There are market regulations (must take into account)
4. Peru still a very small player in the EU market
5. Buyers are interested in Peru! But some have had less than good experiences... this needs to be strongly reviewed to ensure the image of Peru
6. Market entry : Brands vs pvt label... or mix?

# THANK YOU!

Questions ?

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CBI sector expert



# CLOTHING CONNECT

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We have successfully provided market intelligence, sector strategies, customized project management, marketing, trade fair linkages, sourcing strategies, supplier linkages, training and capacity building.

WE look forward to hearing from you!!

# THANKS

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Para copia o extracción de esta información, por favor  
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