

US. Textile market forecast and market entry strategies

Presented by
Global Purchasing Companies

Three horizontal bars in white, red, and blue are stacked at the bottom right of the slide.

What went so wrong

Reactive to sales

Takes 6 to 8 months
from concept to floor

Takes 6 months for research

High Inventory



Lessons learn after the crisis.

Have the ability to react in real time

More Frequent & Smaller Deliveries

Better Value

Low Inventory

Know the retailers

Popular or Opening Price Point

Wal-Mart

Moderate & Moderate - Better

JC Penneys-Sears

Better & Better - Bridge

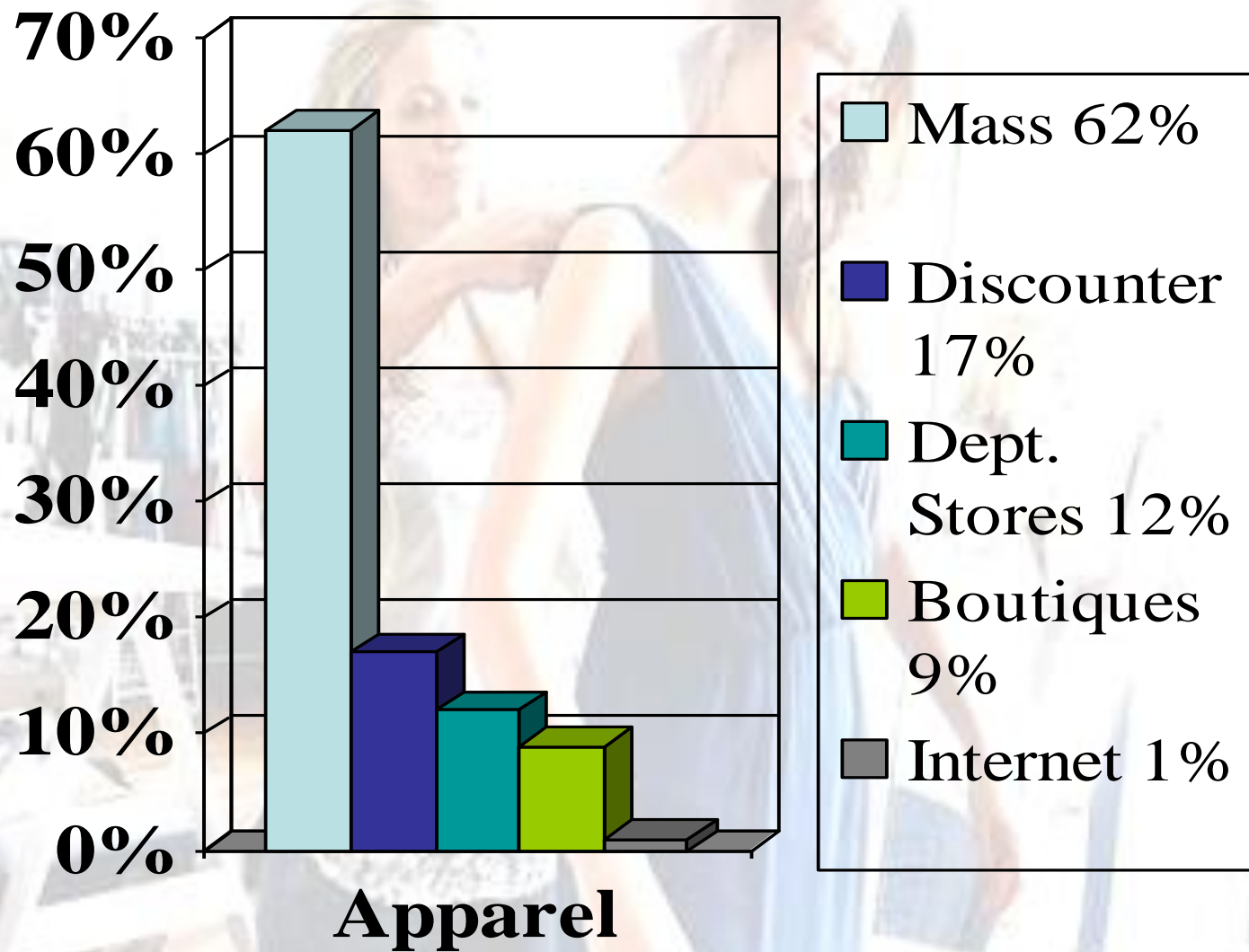
Macy's- Dillard's

Bridge

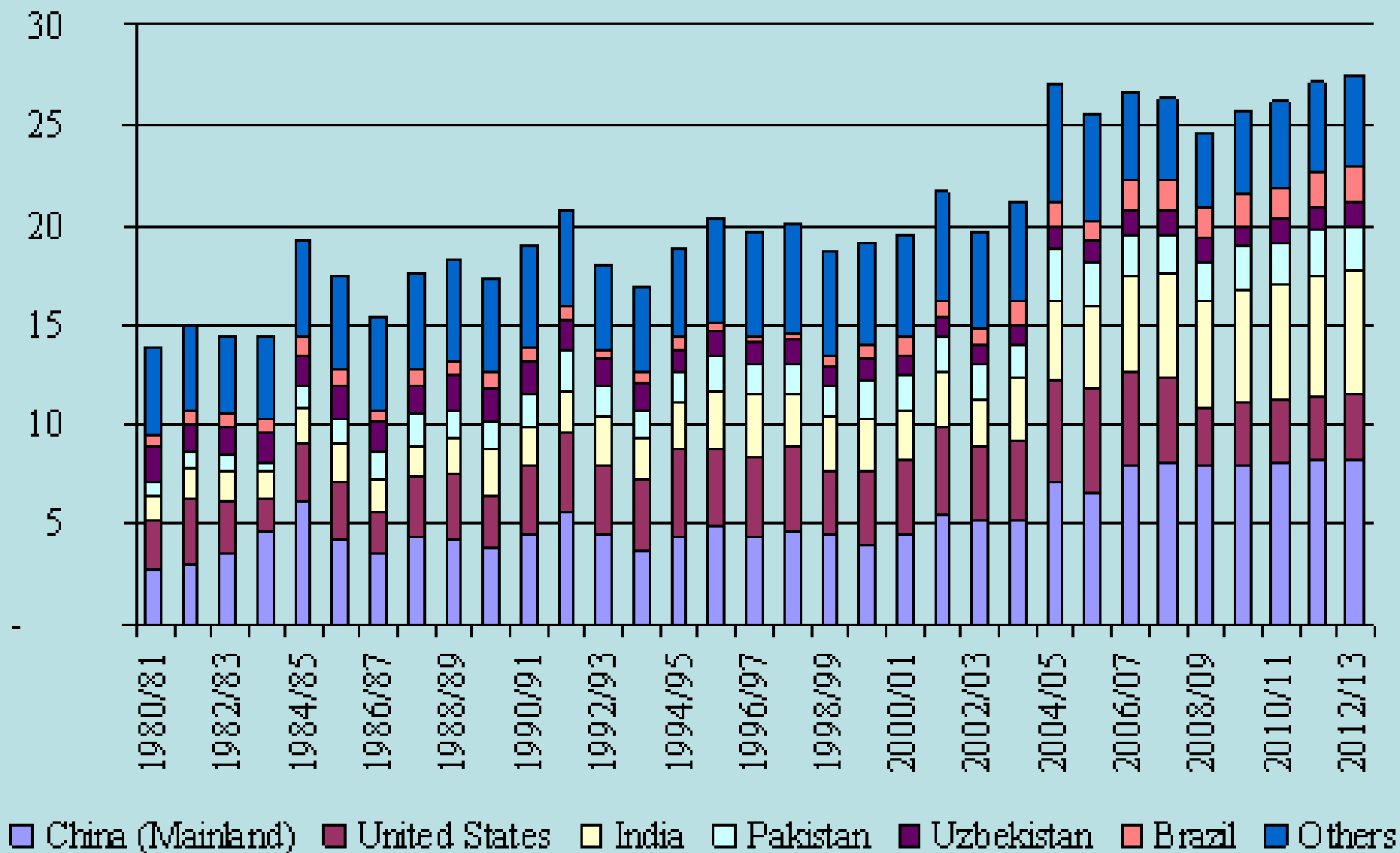
Saks

Designer

Neiman Marcus-
Bergdorf Goodman



Cotton



Super Synthetics

super synthetics are better for the environment

all fabrics will be able to repel stains, dry quickly,
resist wrinkles and be sun protective

with NANO technology it will be part of the
molecular structure and not just a coating

most won't be petrochemical based

Stretch-TeX, Kevlar, Dri-Fit, Teflon

Application- Weave – Finish - Composition

What the consumer wants

Fashion - Updated design

Fit - Comfort

Product - Placement - Price

Price 18%

Brand 15%

Scarcity - Limited 5%

Great Value 4%

Finding your niche

- **Who is your target retailer?**
 - **Self brand: Abercrombie & Fitch**
 - **Multi Brand Stores: Macy's**
 - **Multi Brand stores with private label**
 - **Young designers looking for innovation**
- **What is the retailers target market?**
- **What are the retail price points?**
 - **Good Better Best**
- **What fabrication is the retailer using**
- **Can you supply the need during season**



It's not always about being cheaper

Speed of Production

Favorable Trade Terms

Logistics (supply chain)

Technology

Communications

Working Conditions

Perception of country of origin

Production Minimums

Understanding Costing/Pricing

Work it backwards

Know the retail price

Know the retail mark-up

Know the whole sale price

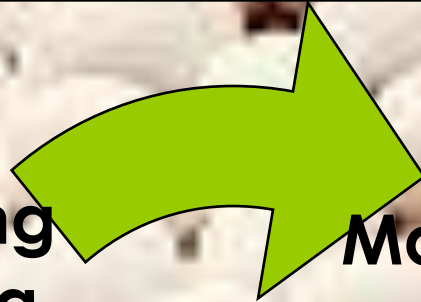
Match the production cost

Taking the First Step

**Branding
Building
Placement**

**Market Study
Pricing
Timing
Placement**

**Exposure
Markets
Tradeshows
Sale Reps
Follow up**



How Buyers Buy



Brands they know & work with
Brands that they have heard of
New brands that hang with the
vendors they carry
The new guy

Finding the Key Brands

Infomat.com, Fashionindex, Salesman Guide
offer resource books

When making your first contact
Ask for the asst. fabric buyer

Do not leave phone messages everyday

Follow up with email & address the person
by name

Follow up with letter, catalog
or simple postcard

A background image of a fashion show runway. A model is walking away from the camera on the right side of the frame. On the left, a group of people, mostly women, are seated and watching the show. Some are holding up phones to take pictures. The runway is a light-colored, reflective surface. The background is dark with some stage lighting.

Making the sale

Contact buyers via, email & post

Attend Tradeshows

Have an interactive website

Send samples

Contact local Sales Rep

Follow up and then Follow up more

A person is holding up a light-colored shirt with a green and blue patterned design. The background is a blurred trade show environment with other people and displays.

Be tradeshow ready!

Product Codes

Color way Samples

Landed US Prices

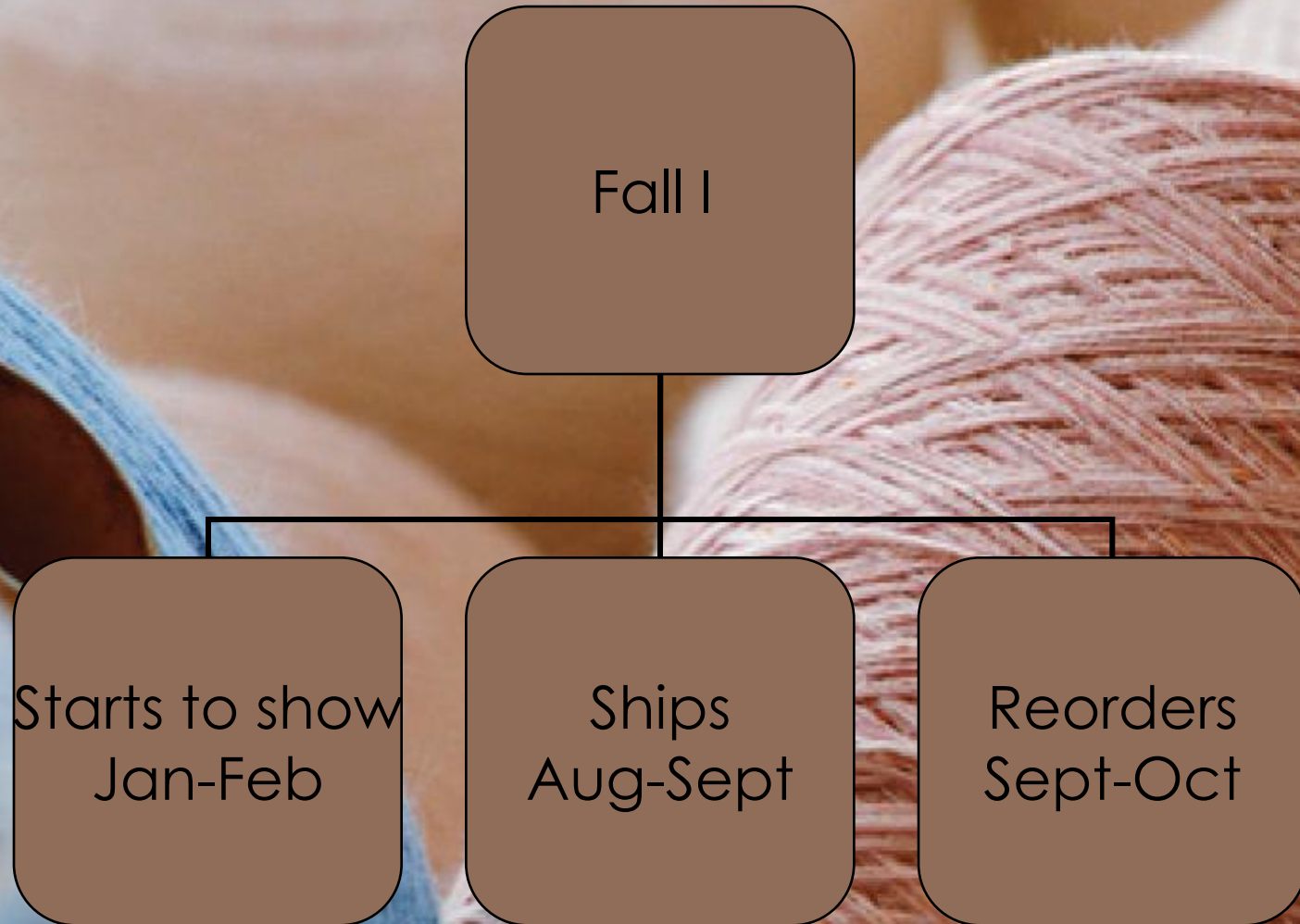
Production turn around times

Sample Swatches

Order Forms

New Client Forms

When and What



When and What



When and What



When and What

Spring II

Starts to show
Oct-Nov

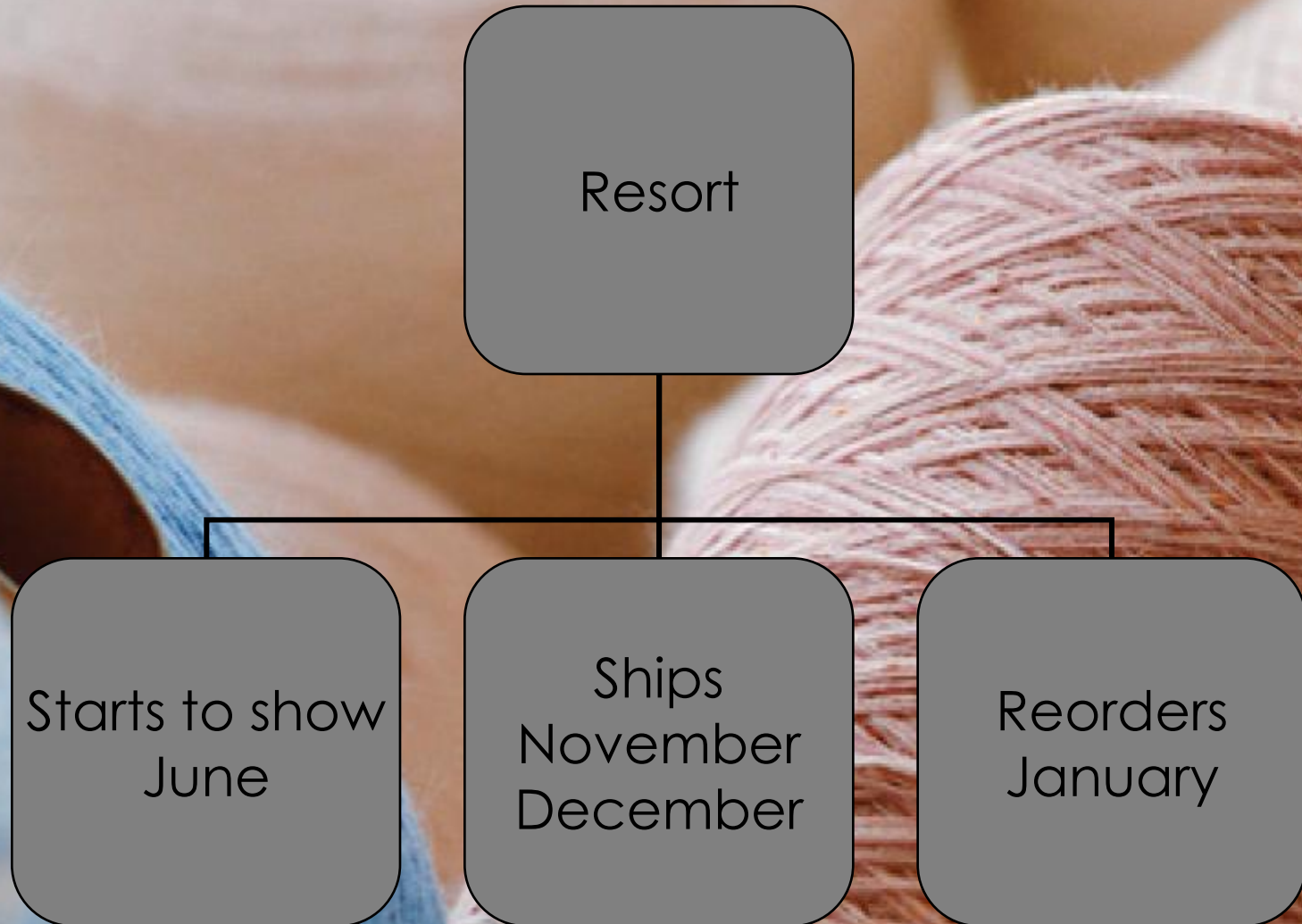
Ships
March
April

Reorders
May

When and What



When and What





“The best way to predict the
future is to invent it.”

-Alan Kay

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