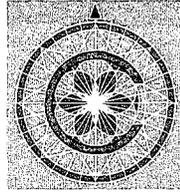


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CHEMONICS INTERNATIONAL INC.



# THE FASHION MARKET in the UNITED KINGDOM

including Apparel and Footwear

Submitted by: Suzanne Harvey

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USAID Egypt Export Enterprise Development Project  
Chemonics International Inc.

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## I. INTRODUCTION

The following report covers specific aspects of the fashion industry in the United Kingdom that could contribute to assisting the Egyptian fashion manufacturers in gaining a greater understanding of the British market and leading to increasing their presence in this marketplace.

## II. GENERAL U.K. FASHION INDUSTRY INFORMATION

Clothing and textiles are Britain's sixth largest industrial sector. The U.K. clothing market is worth close to \$14,000,000,000 (manufacturer's prices); and almost \$30,000,000,000 (retail level). The market accounts for 5% of expenditure on all consumer items.

In recent years there have been many changes in the way fashion has been sold in the U.K. The key factors are related to the economy, to demography and standards of living. The primary changes are:

- more high fashion and designer ranges
- wider and diversified ranges
- more casual clothing
- more self-selection
- more off-the-rack clothing
- decline in outerwear
- growth and diversification in childrenswear
- market shifts away from teenage clothing to an older more upmarket image
- concession (brand name in-store shop) becoming important and store design becoming a central part of selling

The trend toward market segmentation is strongest in fashion retailing because people regard buying clothing and footwear as an extension of their lifestyle, and therefore their personality. They can be more easily identified not only according to age and socio-economic grouping, but also according to their attitudes.

### III. IMPORT TRADE DATA - FACTS & FIGURES

#### **A. Clothing**

Currently, almost 50% of all of the merchandise for the total U.K. apparel market is imported. Over the last four years there has been a sizeable increase (15% per annum), in imports from non-EU sources. Low cost goods continue to dominate this segment of the import market. Although imports from key supplier countries, (Hong Kong, Indonesia, Thailand), have shown some decline, import rates from other main suppliers, (China, India, Bangladesh), continue to grow.

As is indicated by the following trade statistics for both wovens and knits, many of U.K.'s traditional EU trading partners continue to account for a significant percentage of overall imports, primarily in the "better" goods.

The first set of charts and information was compiled by the British Clothing Industry Association. The second set of import figures and rankings was compiled by TradStat, a government designated company for supplying statistical trade information.

Egypt ranks 55th ( approximately \$2,700,000) in wovens and 24th (approximately \$17,000,000) in knits.

Note that the TradeStat figures are import value quoted in Sterling, and import quantity quoted in kilograms rather than number of units.

**(2) Apparel****(c) Imports****Executive Summary****Note:**

As with exports, intra-EU data on imports in volume is included for individual products (see pages 2c/6-2c/13). However, the corresponding data covering value is still considered by BATC to be understated and, therefore, it continues to be excluded from this report. (This is no longer a problem with exports and, therefore, data on the value of exports to other EU countries is now included in this report.)

**Extra-EU Imports (value)**

Imports from non-EU sources were down by 5.5% in the third quarter of 1994. With growth occurring in the first two quarters of 1994, this meant that imports for the first nine months were up by 4.4%. Over the last four years there has been a large increase in imports into the UK from non-EU sources of around 15% per annum. The apparent slowdown in 1994 is probably due to a combination of weak internal demand and a relatively weak sterling exchange rate. An increase in domestic sourcing may also be one of the reasons behind this decline.

**Imports by Source (value)**

Import levels from a number of key supplier countries have shown a decline, including from Hong Kong, Indonesia and Thailand. Import rates from other main suppliers continue to grow albeit at a lower rate.

**Imports by Product (volume)****Outerwear (non-EU)**

Imports were down by 3.6% in terms of volume during the first nine months of 1994. This compares with growth of 5.1% in 1993. The products which contributed to this decline were women's suits (woven & knitted), dresses, men's coats and pullovers. Despite this decline, a number of product areas showed a substantial rise in imports, including men's jackets and blazers, skirts, blouses, workwear and men's knitted suits.

**Underwear**

A similar trend was evident in the imports of underwear, which were down by 2.7%, compared to growth of 13.3% in the same period a year earlier.

**Hosiery**

Likewise, the demand for imported hosiery was down, by 13.3%. Growth in 1993 had been a modest 1.3%.

**Foundationwear**

Foundationwear proved the only growth area for imports in terms of volume, up by 24% in 1994 compared with growth of only 3% the year before. A large rise in the imports of bras was the main reason behind this increase.

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**Imports by Product (value) - *continued***

When compared to the volume data on pages 2c/6-2c/13, this analysis shows that the average price of imported garments has, in general, stabilised and has even started to rise. A weak sterling exchange rate is obviously having an affect and this, in turn, is affecting the demand in the UK for imported apparel.

**Imports of Hosiery & Foundationwear (volume)**

In previous reports, an analysis of the major suppliers of outerwear and underwear to the UK has been included. In this particular report, the focus turns to hosiery and foundationwear. It has to be said that a lower import penetration rate exists in each of these sectors, compared with outerwear and underwear, which helps to explain the volatility in the figures. However, it is important to note that imports of these products from major sources have declined substantially during 1994.

**Imports by product (volume) - EU**

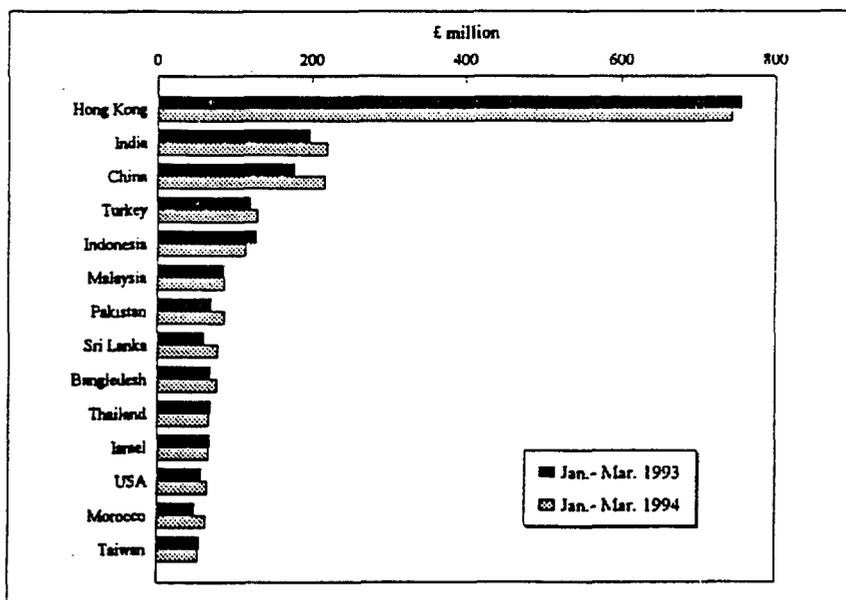
Taking a look at the volume data for 1992 and 1994 on imports from other European countries, a number of interesting trends emerge. Imports of outerwear showed a decline (-17.0%) whilst imports of underwear, hosiery and foundationwear were up by 18.9%, 34.8% and 2.7% respectively.

## (2) Apparel

## (c) Imports

## Top 15 Suppliers (excl. EU trade)

	Jan.- Sep. 1993 (£m)	Jan.- Sep. 1994 (£m)	% 1994/93
1 Hong Kong	755.1	742.6	-1.7
2 India	198.0	220.2	11.2
3 China	178.1	217.6	22.2
4 Turkey	120.5	129.7	7.7
5 Indonesia	127.8	114.7	-10.3
6 Malaysia	86.3	88.0	2.0
7 Pakistan	70.6	87.4	23.8
8 Sri Lanka	60.4	78.3	29.6
9 Bangladesh	68.6	77.5	13.0
10 Thailand	69.8	67.3	-3.6
11 Israel	68.4	66.9	-2.1
12 USA	57.6	65.0	12.7
13 Morocco	48.8	63.8	30.9
14 Taiwan	55.6	54.0	-3.0
15 Singapore	67.5	50.0	-25.9
<b>Total Imports (ex-EU)</b>	<b>2,553.7</b>	<b>2,666.2</b>	<b>4.4</b>



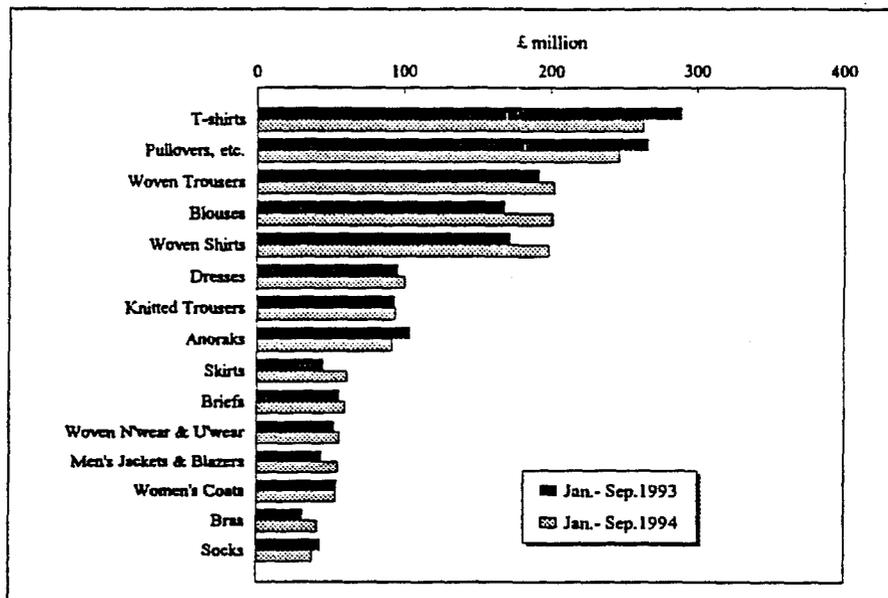
Source: Central Statistical Office: Overseas Trade Statistics, Division 84

## (2) Apparel

## (c) Imports

## Top 15 Product Imports (excl. EU trade) by Value

	Jan.- Sep. 1993 (£m)	Jan.- Sep. 1994 (£m)	% 1994/93
1 T-shirts	289.2	263.0	-9.1
2 Pullovers, etc.	266.5	246.3	-7.6
3 Woven Trousers	192.0	202.6	5.5
4 Blouses	168.7	201.3	19.3
5 Woven Shirts	172.4	198.5	15.1
6 Dresses	95.7	100.7	5.2
7 Knitted Trousers	93.4	94.1	0.7
8 Anoraks	103.9	92.0	-11.5
9 Skirts	45.5	61.2	34.5
10 Briefs	56.0	60.2	7.5
11 Woven N'wear & U'wear	52.7	56.5	7.2
12 Men's Jackets & Blazers	44.3	55.5	25.3
13 Women's Coats	54.6	54.2	-0.7
14 Bras	31.3	41.4	32.3
15 Socks	43.7	37.8	-13.5
<b>Total Imports (ex-EU)</b>	<b>2,553.7</b>	<b>2,666.2</b>	<b>4.4</b>



Source: HM Customs &amp; Excise

## (2) Apparel

## (c) Imports

## Focus on Suppliers of Hosiery &amp; Foundationwear

000 Garments/Pairs	January - September				
	1992	1993	1994	93/92	94/93
<b>Sheer Tights &amp; Stockings</b>					
Irish Republic	21.001	-	37.379	-	-
Italy	7.088	-	21.256	-	-
Turkey	8.058	11.846	3.313	47.0	-72.0
France	1.863	-	601	-	-
Thailand	403	302	302	-25.1	0.0
<b>Socks &amp; Opaque Tights &amp; Stockings</b>					
Portugal	16.744	-	18.231	-	-
Italy	12.897	-	7.758	-	-
Turkey	21.187	26.291	5.232	24.1	-80.1
Indonesia	23.541	28.471	3.330	20.9	-88.3
Irish Republic	3.621	-	2.949	-	-
<b>Bras</b>					
Germany	6.323	-	1.763	-	-
France	316	-	1.194	-	-
Irish Republic	743	-	864	-	-
China	1.362	4,001	655	193.8	-83.6
Netherlands	138	-	500	-	-
<b>Corsetry</b>					
Germany	93	-	172	-	-
China	691	512	99	-25.9	-80.7
Portugal	43	-	65	-	-
Irish Republic	7	-	55	-	-
Philippines	389	308	26	-20.8	-91.6

Source: HM Customs &amp; Excise

## (2) Apparel

## (c) Imports

## Value of UK Apparel Imports (incl. knitwear)

Year	Total (£m)	European Union (£m)	Non-European Union (£m)
1984	2,012	654	1,358
1985	2,090	759	1,331
1986	2,386	1,032	1,354
1987	2,778	1,116	1,662
1988	3,111	1,199	1,912
1989	3,542	1,593	1,949
1990	3,904	1,595	2,309
1991	4,129	1,536	2,593
1992	4,478	1,628	2,850
1993	n/a	n/a	3,461
1991			
-Qtr1	1,100	452	648
-Qtr2	854	286	568
-Qtr3	1,169	426	743
-Qtr4	1,006	372	634
1992			
-Qtr1	1,105	449	656
-Qtr2	910	303	607
-Qtr3	1,276	480	796
-Qtr4	1,187	396	791
1993			
-Qtr1	n/a	n/a	815
-Qtr2	n/a	n/a	735
-Qtr3	n/a	n/a	1,004
-Qtr4	n/a	n/a	907
1994			
-Qtr1	n/a	n/a	965
-Qtr2	n/a	n/a	753
-Qtr3	n/a	n/a	949

n/a = not available

Source: Central Statistical Office: Overseas Trade Statistics, Division 84

Copyright : TradStat

TradStat Imports/Exports report

User : RXAAEA  
Run date : 02/08/95 Time 16:15:55  
Search Form : NOT\_KNITTED  
Report : UK\_IMP\_EXP

Reporting country : U.K.

Currency : As supplied Sterling  
Quantity 1 : As supplied Kilograms  
Date : YEARLY

Product description :

HS 6201 MEN'S/BOYS' OVERCOATS, NOT KNITTED/CROCHETED  
HS 6202 WOMEN'S/GIRLS' OVERCOATS, NOT KNIT/CROCH.  
HS 6203 MEN'S/BOYS' SUITS/ENSEMBLES, NOT KNIT/CROCH.  
HS 6204 WOMEN'S/GIRLS' SUITS/DRESSES, NOT KNIT/CROCH.  
HS 6205 MEN'S/BOYS' SHIRTS, NOT KNITTED OR CROCHETED  
HS 6206 WOMEN'S/GIRLS' BLOUSES, NOT KNITTED OR CROCH.  
HS 6207 MEN'S/BOYS' UNDERWEAR+NIGHTWEAR, NOT KNIT/CROCH  
HS 6208 WOMEN'S/GIRLS' UNDERWEAR+NIGHTWEAR, NOT KNI/CRO  
HS 6211 TRACK SUITS/SKI SUITS/SWIMWEAR, NOT KNIT/CROCH

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TRADING COUNTRY	IMPORT VALUE YEAR TO DATE	IMPORT QUANTITY 1 YEAR TO DATE	EXPORT VALUE YEAR TO DATE	EXPORT QUANTITY 1 YEAR TO DATE
Hong Kong	366663953	29316014	17978979	481308
China	204956527	17871631	700448	77531
India	186005409	15877533	132561	9949
France	52241042	12360046	118810622	5344648
Italy	114252933	10387553	33779511	1079131
Bangladesh	60163376	9593064	37717	3672
Turkey	66879406	7023631	491865	19516
Indonesia	74392345	6287677	440048	11377
Morocco	69188011	5798469	399412	19662
Pakistan	32218020	5615045	30370	17792
Germany	173322427	5598973	152374625	7109910
Romania	50731704	5500249	390531	65567
Ireland	71904306	4713588	176060475	9190405
Sri Lanka	60225551	4249189	13265	536
Portugal	81787000	3908315	15946245	1093413
Cyprus	42229302	2794793	1816578	98031
Mauritius	26324630	2307668	75139	5710
Malaysia	38216533	2240012	685906	26720
Thailand	22891627	2085147	765984	69918
Netherlands	38816795	1563596	58222477	2717664
Macao	20487692	1511074	1832	36
United Arab Emi	13473204	1475199	4448475	198142
Belgium-Luxembourg	38997660	1328619	53410159	3214391
South Africa	18777461	1255059	2323329	150705
U.S.A.	25250643	1194727	41151989	978418

Israel	43814564	1037205	6106380	271546
Poland	14121019	971338	2931605	335854
Bulgaria	7674943	824135	216614	16419
Philippines	12026488	796272	182115	7183
South Korea	10711733	785544	3377658	54251
Zimbabwe	5765978	648141	24714	1133
Belorussia	3434272	564721	98952	4354
Lithuania	4321349	556630	489316	45166
Denmark	10909577	551318	30814771	1544811
Taiwan	9122457	506454	1243161	17323
Slovakia	6740279	506281	272312	37792
Vietnam	5466460	471729	1221	68
Tunisia	5480051	464324	35129	2306
Myanmar (Burma)	3749838	405643	241970	9073
Syria	6088040	352219	50866	1518
Canada	7903757	333301	8605606	215293
Greece	4724323	308557	16177035	858405
Croatia	8748371	297236	885594	35170
Jordan	2350521	277776	142243	5862
Singapore	3222087	276682	7084250	188404
Russia	2147753	257400	21911451	2541826
Czech republic	4312047	244222	3245070	254645
Fiji	1064977	214067	10180	373
Lesotho	1356731	206086	0	0
Macedonia	1785230	200509	187044	22950
Switzerland	7531260	197446	32258406	1124396
Oman	1673129	185872	494043	12923
Egypt	1656793	174917	1379653	80249
Kenya	1458811	169633	349615	22325
Brazil	1268890	139625	192605	13533
Ukraine	1154442	139046	891820	107473
Ivory Coast	287860	131745	75912	6369
Sweden	5333581	129897	67310577	3666935
Nepal	884920	123872	7620	173
Latvia	722686	101738	430193	30089
Spain	3340021	97980	69915019	3551291
Belize	656133	92045	21484	331
Norway	1688826	85697	27057378	1082778
Australia	1570209	70090	1696281	53618
Estonia	444124	69447	74255	2158
Laos	570882	60086	2154	46
New Zealand	1584579	59401	349849	10630
Slovenia	2330770	58489	491806	16895
Colombia	1871787	57930	136100	1453
Austria	2286642	57485	26438024	1520074
Lebanon	305851	52237	604035	35765
Mexico	365618	44004	739107	20191
Saudi Arabia	658088	42974	8058357	367195
Finland	2894896	42460	15216693	663221
Dem. Kampuchea	297694	39554	51945	1530
Japan	1813992	26844	19467365	352841
Guatemala	395389	26363	133781	3638
Bahamas	401025	23942	191751	6377
Kuwait	192872	21593	4600214	151685
Iran	322477	20066	49724	1967
Honduras	367277	20045	0	0
Ecuador	183172	19915	31822	2263
Georgia	127113	18300	93801	4285
Jamaica	130453	18269	99936	2996
Mauritania	173139	16690	33213	4533
Panama and Canal z	206742	11903	274419	8083
Madagascar	99873	10689	1750	86
Bosnia&Herzegovina	65983	9098	3000	50
Barbados	48700	8404	120500	2200

Peru	162131	8437	1404	10
Botswana	84437	7116	220489	2939
Zambia	79936	6380	369773	52379
Mayotte	52767	5622	0	0
Costa Rica	138630	5104	50635	394
Bahrain	44206	4220	1241209	62167
Mongolia	41714	4205	3532	1001
Rwanda	33421	4135	86352	7892
Sierra Leone	162947	3980	241164	19971
Swaziland	70040	3767	0	0
Iceland	60860	2618	2575629	106629
Dominican rep.	72565	2475	17460	96
El Salvador	39492	2429	0	0
St.Helena	13061	1975	122397	7848
Maldives	9154	1326	0	0
Nicaragua	13672	1219	3484	2
Pitcairn & Kiribati	34682	965	73872	2441
St.Lucia	12750	577	21712	906
Nigeria	9655	577	3399849	307545
Malawi	2896	510	33101	2212
Gibraltar	14957	423	2374731	100465
Bolivia	4735	421	14593	1528
Albania	6972	350	4834	119
Aruba	2716	316	30420	649
Guyana	889	315	12031	241
Qatar	10313	205	937189	27562
Trinidad & Tobago	3601	200	27767	1198
Seychelles	3655	184	112160	8377
Burkina Fasso	646	156	45651	3036
Canary islands	10601	101	2618732	114230
San Marino	2088	94	1044470	25404
Argentina	3525	68	386990	13733
Brunei	7074	50	224125	5218
Zaire	1408	40	30777	626
Greenland	3718	37	4146	60
Benin	716	23	0	0
Newz. Oceania	3040	21	8811	164
Chile	6792	20	262972	13387
Tanzania	649	6	122082	17772

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TradStat Imports/Exports report

User : RXAAEA  
Run date : 02/08/95 Time 16:14:37  
Search Form : KNITTED CLOTH  
Report : UK\_IMP\_EXP

Reporting country : U.K.

Currency : As supplied Sterling  
Quantity 1 : As supplied Kilograms

Date : YEARLY

Product description :

HS 6101 MEN'S / BOYS' OVERCOATS;KNITTED OR CROCHETED  
HS 6102 WOMEN'S/GIRLS' OVERCOATS; KNIT.OR CROCHETED  
HS 6103 MEN'S/BOYS'SUITS/JACKETS/TROUSERS;KNIT/CROCH.  
HS 6104 WOMEN'S/GIRLS'SUITS/JACKETS/SKIRTS;KNIT/CROC.  
HS 6105 MEN'S/BOYS' SHIRTS: KNITTED OR CROCHETED  
HS 6106 WOMEN'S/GIRLS' BLOUSES+SHIRTS, KNITT./CROCH.  
HS 6107 MEN'S/BOYS' UNDERWEAR+NIGHTWEAR,KNITT./CROCH.  
HS 6108 WOMEN'S/GIRLS' UNDERWEAR+NIGHTWEAR,KNIT/CROCH  
HS 6109 T-SHIRTS AND VESTS, KNITTED OR CROCHETED  
HS 6110 JERSEYS/PULLOVERS/CARDIGANS,KNITTED/CROCHETED  
HS 6112 TRACK SUITS/SWIMWEAR/SKI SUITS, KNITTED/CROCH

-----12/94----->

TRADING COUNTRY	IMPORT VALUE YEAR TO DATE	IMPORT QUANTITY 1 YEAR TO DATE	EXPORT VALUE YEAR TO DATE	EXPORT QUANTITY 1 YEAR TO DATE
China	221862518	24832262	362192	18025
Hong Kong	198849374	12553960	18304181	551838
Ireland	95298691	12310401	111769031	7815597
Bangladesh	49060700	9046247	40061	600
Turkey	86960145	8020840	1092472	72973
Malaysia	67077222	7807406	438609	13510
Indonesia	60633145	7724015	174436	8046
Portugal	101477640	7385294	20056059	1102382
India	39413637	5225165	96010	19908
Pakistan	28521975	5213787	33871	10297
Sri Lanka	39010895	4661497	129314	28364
United Arab Emi	25376997	4195164	7275295	333277
Thailand	37246699	4094140	151612	14045
Mauritius	42835342	3692271	115637	8565
Italy	72992131	3614450	42348939	2567918
Taiwan	40563660	3582446	2979227	43738
France	29848431	3456259	115931030	6114345
Philippines	20139429	3140543	106041	5037
Denmark	14207431	3104933	17041230	950160
Greece	44171844	3027739	12680496	855761
South Korea	26574112	2784086	3681909	75579
Macao	33084105	2008903	65955	2901
Germany	39610850	1868966	135726405	6640521

Egypt	10651218	1628690	346994	11545
Netherlands	20207220	1622102	47475928	2829801
Singapore	18251465	1611820	6044152	163434
U.S.A.	25045360	1529894	40372874	905279
Israel	30973410	1459232	4333090	276991
Austria	37921925	1360861	12647400	550537
Romania	10387857	1283083	26798	6507
Tanzania	5384443	1229281	206848	8570
Belgium-Luxembourg	7771858	746202	33710636	1898173
Vietnam	3776080	403481	0	0
Morocco	4589848	392109	289382	24374
Cyprus	4984339	353757	2780862	188475
South Africa	2959913	327961	863347	81151
Slovenia	1169062	319602	829506	59862
Madagascar	2705732	241580	0	0
Zimbabwe	2115674	222368	88393	9680
Spain	2609578	221035	56912354	3689285
Poland	3101651	219329	877056	102611
Dem.Kampuchea	1440115	219092	17512	174
Dominican rep.	1715701	216007	16849	293
Colombia	1903752	192996	167930	3131
Syria	1032650	174162	11379	52
Brazil	1876340	171895	270905	20260
Peru	2769755	170587	0	0
Nepal	1054017	167975	1153	45
Hungary	1874078	167188	2864692	191115
Kenya	1103473	148015	1049464	64576
Bulgaria	1219696	139391	117623	10564
Lesotho	1069060	139309	41721	3400
Malta	1328637	137603	3697585	259186
Lebanon	687860	112700	744416	43668
Jordan	566258	109340	254919	20809
Canada	2105069	100167	7932575	240748
Macedonia	345993	88342	108429	5326
Jamaica	1044026	76303	85506	1694
Finland	4080333	64868	7975742	587090
Tunisia	1036790	62571	491685	100594
Ecuador	654304	62456	21606	1115
Croatia	590885	62344	549009	42334
Switzerland	3024892	56226	15593224	454437
Fiji	628452	54260	0	0
Norway	730993	54059	14280411	709457
Botswana	109009	49863	10732	432
Laos	474812	47981	0	0
Russia	106673	40797	7722715	776390
Sweden	1454120	40525	19651192	1037494
Honduras	339206	30276	0	0
Bolivia	332651	30090	7347	730
Saudi Arabia	307792	29778	5557905	225333
Australia	995724	29473	2350968	61235
Latvia	379089	27904	193585	14533
Brunei	267850	27219	195258	2320
Maldives	239097	26123	10900	593
Bahrain	102693	20296	998139	34067
Japan	1050098	19126	50940574	964669
Pitcairn & Kiribati	357725	17333	169262	2886
Guatemala	108462	16608	63428	4118
Oman	79153	16247	1123424	28397
El Salvador	117980	14961	0	0
Costa Rica	169754	14671	68169	1376
Czech republic	132471	13749	1679130	147753
New Zealand	519062	13491	446134	12044
Libya	134600	12631	218207	16025
St. Lucia	49187	11298	18239	1131

Nicaragua	75817	7425	1484	34
Lithuania	22094	7389	86167	3315
Slovakia	64410	7156	176425	15579
Mexico	109965	6396	992855	19898
Sierra Leone	142390	6375	94002	7151
Mauritania	60697	4578	45959	2340
Liberia	30494	4237	21875	285
Estonia	20379	3942	40474	885
Albania	6013	3889	0	0
Ukraine	14577	3050	322646	15734
Myanmar (Burma)	30094	2785	112301	5505
Namibia	12633	2200	0	0
Bahamas	30729	1221	240104	8562
Uruguay	30229	1071	883581	27625
Zambia	17509	958	32771	2373
Chile	7773	480	570484	14817
Gibraltar	23434	392	1671166	77613
Afghanistan	14120	369	70450	4878
Kirgisia	2570	297	3717	278
Barbados	3664	228	8591	368
North Korea	6682	226	78438	683
Uganda	7450	210	292985	23523
Trinidad & Tobago	1321	164	150662	1846
Belorussia	778	94	88698	2705
Canary islands	4870	88	3666630	174802
Iceland	3275	70	2151738	102321
Kuwait	87819	55	4333728	137909
Ivory Coast	2569	36	62530	3666
Bermuda	2250	4	484610	12013

## **Footwear**

Imports account for 70% value and 77% volume of all footwear sold in the U.K. Although well known traditional British brand names are still important factors in the market, very little actual production is being done in Britain.

The first set of import statistics - Tables 36, 37, 38, 39, 40, compiled by the British Footwear Manufacturers Federation - clearly indicates the ever growing import trend from 1984 - 1991. The year end, 1994, TradStat chart shows that this trend has continued.

Egypt ranks 62nd (approximately \$97,000).

Table 30. CR Imports of Footwear by Country of Origin, Pairage

thousand pairs

Country	1984	1985	1986	1987	1988	1989	1990	1991
Belgium	334	220	485	648	430	716	363	1,052
Denmark	201	296	389	519	309	280	179	180
France	6,042	5,938	4,932	4,340	3,750	3,231	3,786	3,828
Germany	1,626	1,784	1,806	1,654	1,609	1,606	1,809	2,372
Greece	234	384	563	402	240	177	198	155
Irish Republic	1,561	874	741	744	1,104	1,060	931	1,469
Italy	46,893	49,196	46,266	37,920	36,901	36,339	38,978	32,400
Netherlands	878	532	674	630	1,072	901	1,208	1,712
Portugal	5,335	5,824	7,128	9,903	10,300	11,531	12,155	11,765
Spain	14,574	14,249	13,660	14,903	16,807	18,560	22,363	16,050
<b>EEC Total</b>	<b>77,678</b>	<b>79,295</b>	<b>76,645</b>	<b>71,663</b>	<b>72,523</b>	<b>74,402</b>	<b>81,970</b>	<b>70,984</b>
Austria	2,033	1,884	1,530	443	349	181	145	186
Sweden	95	128	112	140	101	95	103	130
Switzerland	192	254	160	288	231	189	219	336
Other	83	39	132	50	20	19	15	16
<b>EFTA Total</b>	<b>2,403</b>	<b>2,305</b>	<b>1,934</b>	<b>921</b>	<b>701</b>	<b>484</b>	<b>482</b>	<b>668</b>
Bulgaria	511	472	356	208	123	174	60	247
Czechoslovakia	1,805	1,485	1,422	1,974	1,781	1,627	1,878	2,095
Hungary	639	545	507	531	623	571	257	194
Poland	3,542	3,693	3,620	3,594	3,429	3,062	3,861	3,467
Romania	1,211	1,547	1,351	1,769	1,529	1,125	684	358
Other	21	60	105	39	34	17	24	48
<b>East Europe Total</b>	<b>7,729</b>	<b>7,802</b>	<b>7,361</b>	<b>8,115</b>	<b>7,519</b>	<b>6,576</b>	<b>6,764</b>	<b>6,409</b>
Israel	178	209	326	376	316	133	96	149
Morocco	80	182	136	104	125	252	335	194
Turkey	23	101	47	33	100	409	472	550
Yugoslavia	728	429	487	322	535	804	640	643
Other	251	284	383	421	360	282	356	411
<b>Other Europe &amp; Med Total</b>	<b>1,260</b>	<b>1,205</b>	<b>1,379</b>	<b>1,256</b>	<b>1,436</b>	<b>1,880</b>	<b>1,899</b>	<b>1,947</b>
<b>N America Total</b>	<b>665</b>	<b>221</b>	<b>291</b>	<b>663</b>	<b>822</b>	<b>773</b>	<b>1,423</b>	<b>1,597</b>
Brazil	6,449	4,611	5,890	6,550	8,934	10,424	8,863	8,722
Other	33	11	32	269	303	506	1,261	1,446
<b>Other America Total</b>	<b>6,482</b>	<b>4,622</b>	<b>5,922</b>	<b>6,819</b>	<b>9,237</b>	<b>10,930</b>	<b>10,124</b>	<b>10,168</b>
<b>Africa Total</b>	<b>118</b>	<b>147</b>	<b>258</b>	<b>183</b>	<b>364</b>	<b>393</b>	<b>308</b>	<b>458</b>
<b>Middle East Total</b>	<b>13</b>	<b>30</b>	<b>65</b>	<b>17</b>	<b>1</b>	<b>10</b>	<b>21</b>	<b>27</b>
China	1,919	3,110	2,980	9,282	10,022	6,729	11,002	16,803
Hong Kong	19,699	15,119	12,442	14,252	14,132	9,327	8,208	5,811
India	3,844	5,158	4,365	4,708	4,946	4,793	7,266	6,543
Indonesia	16	543	1,579	4,470	8,662	10,014	19,967	25,066
Japan	732	430	265	142	167	94	181	23
S Korea	11,143	9,175	12,372	17,389	20,506	15,584	21,627	18,137
Macao	-	109	377	785	1,004	1,119	1,266	1,735
Malaysia	108	81	55	118	262	779	1,364	1,243
Pakistan	1,082	1,095	1,019	2,683	3,517	1,905	2,325	1,894
Philippines	2,941	3,617	3,122	2,873	2,203	3,102	3,687	4,996
Taiwan	21,984	18,724	19,734	26,661	24,874	20,037	14,059	10,956
Thailand	2,592	3,835	1,995	4,674	5,689	7,742	14,664	17,574
Other	865	600	259	271	116	474	756	1,164
<b>Far East Total</b>	<b>66,925</b>	<b>61,596</b>	<b>60,564</b>	<b>88,308</b>	<b>96,100</b>	<b>81,699</b>	<b>106,372</b>	<b>111,945</b>
<b>Australasia Total</b>	<b>4</b>	<b>21</b>	<b>14</b>	<b>3</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>44</b>
<b>Total All Countries</b>	<b>163,277</b>	<b>157,244</b>	<b>154,434</b>	<b>177,947</b>	<b>188,711</b>	<b>177,154</b>	<b>209,375</b>	<b>204,248</b>

- Nil or less than 500

Source : Customs &amp; Excise/Business &amp; Trade Statistics Ltd

Table 37 : UK Imports of Footwear by Country of Origin, Value

	£ thousand							
Country	1984	1985	1986	1987	1988	1989	1990	1991
Belgium	1,571	620	1,097	963	1,399	1,123	1,473	3,107
Denmark	1,827	3,071	4,557	6,779	4,413	3,747	2,616	2,701
France	31,589	33,109	30,503	29,069	24,574	22,817	28,023	33,411
Germany	10,013	12,451	15,903	15,455	15,809	17,336	22,024	26,377
Greece	1,892	3,227	4,854	3,601	2,039	1,610	1,971	1,616
Irish Republic	12,042	7,925	4,993	5,517	7,512	7,702	7,701	9,802
Italy	261,556	280,061	324,892	279,526	263,491	282,421	301,947	259,209
Netherlands	4,918	3,078	3,991	4,341	5,187	5,830	8,944	9,634
Portugal	27,885	33,013	44,827	67,543	75,000	82,567	100,508	100,207
Spain	66,009	64,179	69,196	73,562	90,988	101,219	127,064	96,854
<b>EEC Total</b>	<b>419,302</b>	<b>440,733</b>	<b>504,813</b>	<b>486,357</b>	<b>490,412</b>	<b>526,373</b>	<b>602,271</b>	<b>542,919</b>
Austria	13,267	15,384	15,256	5,668	3,857	2,343	2,204	2,575
Sweden	388	455	553	673	580	5,541	555	751
Switzerland	3,014	4,480	3,404	3,475	3,259	3,696	4,629	2,936
Other	833	672	532	479	399	394	347	280
<b>EFTA Total</b>	<b>17,502</b>	<b>20,991</b>	<b>19,745</b>	<b>10,295</b>	<b>8,095</b>	<b>6,987</b>	<b>7,735</b>	<b>6,542</b>
Bulgaria	1,774	1,672	1,527	1,154	720	1,006	430	1,235
Czechoslovakia	6,830	6,591	6,310	9,037	9,331	8,456	10,330	12,535
Hungary	3,302	3,349	2,906	2,867	3,788	5,773	2,628	1,653
Poland	12,753	14,902	16,593	16,471	16,800	15,540	20,694	19,642
Romania	6,433	8,407	8,906	12,814	13,727	11,796	6,983	3,683
Other	84	267	402	140	165	82	123	288
<b>East Europe Total</b>	<b>31,177</b>	<b>35,188</b>	<b>36,644</b>	<b>42,483</b>	<b>44,531</b>	<b>42,653</b>	<b>41,188</b>	<b>39,036</b>
Israel	629	755	1,320	1,589	1,310	562	528	750
Morocco	532	1,498	1,343	924	1,237	3,104	4,860	252
Turkey	49	74	65	157	224	2,144	2,048	2,534
Yugoslavia	3,883	2,939	3,416	3,266	4,716	5,239	6,522	6,698
Other	2,049	2,700	3,065	3,266	2,916	2,602	3,327	3,351
<b>Other Europe &amp; Med Total</b>	<b>7,142</b>	<b>7,966</b>	<b>9,209</b>	<b>9,202</b>	<b>10,403</b>	<b>13,651</b>	<b>17,285</b>	<b>13,585</b>
<b>N America Total</b>	<b>1,940</b>	<b>2,235</b>	<b>2,767</b>	<b>5,336</b>	<b>8,155</b>	<b>9,728</b>	<b>13,666</b>	<b>14,581</b>
Brazil	33,475	28,850	32,702	39,482	53,248	63,245	49,717	59,242
Other	204	127	210	781	1,110	3,004	6,217	7,940
<b>Other America Total</b>	<b>33,679</b>	<b>28,977</b>	<b>32,912</b>	<b>40,263</b>	<b>54,358</b>	<b>66,249</b>	<b>55,934</b>	<b>67,182</b>
<b>Africa Total</b>	<b>766</b>	<b>815</b>	<b>1,467</b>	<b>1,236</b>	<b>1,773</b>	<b>1,828</b>	<b>1,410</b>	<b>1,854</b>
<b>Middle East Total</b>	<b>53</b>	<b>104</b>	<b>155</b>	<b>101</b>	<b>5</b>	<b>27</b>	<b>15</b>	<b>50</b>
China	1,180	2,001	1,848	5,281	6,650	8,274	17,080	29,088
Hong Kong	23,345	20,420	16,112	19,587	19,991	15,980	11,763	10,334
India	4,423	5,586	4,339	6,289	7,916	8,321	14,876	15,172
Indonesia	78	1,346	3,374	8,657	14,643	21,563	44,619	66,700
Japan	1,285	760	646	428	386	325	374	286
S Korea	29,702	28,401	33,962	54,143	78,689	80,364	141,023	148,298
Macao	3	363	1,149	2,595	3,155	4,639	4,522	7,155
Malaysia	300	258	238	417	836	2,216	3,801	3,627
Pakistan	992	1,400	910	2,273	3,551	2,138	2,210	2,441
Philippines	5,814	8,773	5,390	5,420	4,497	10,263	14,467	17,657
Taiwan	56,151	55,443	53,468	86,648	94,482	88,981	77,385	67,393
Thailand	5,080	7,325	3,969	9,887	12,728	19,552	37,912	54,848
Other	1,248	1,250	309	355	195	1,013	1,840	2,726
<b>Far East Total</b>	<b>129,601</b>	<b>133,326</b>	<b>125,714</b>	<b>201,980</b>	<b>247,719</b>	<b>263,629</b>	<b>371,872</b>	<b>425,725</b>
<b>Australasia Total</b>	<b>39</b>	<b>76</b>	<b>96</b>	<b>20</b>	<b>56</b>	<b>47</b>	<b>82</b>	<b>365</b>
<b>Total All Countries</b>	<b>641,201</b>	<b>670,411</b>	<b>733,522</b>	<b>797,273</b>	<b>865,508</b>	<b>931,173</b>	<b>1,111,458</b>	<b>1,111,840</b>

Source : Customs &amp; Excise/Business &amp; Trade Statistics Ltd

Table 38: UK Imports of Footwear by Category, Pairage

		thousand pairs			
		1988	1989	1990	1991
<b>Leather uppers</b>					
Safety		130	143	192	461
Sports		8,366	7,475	10,227	8,447
Men's	- sandals	1,612	2,813	3,097	3,000
	- shoes	17,252	15,606	19,572	19,082
	- bootees	2,498	2,613	5,100	6,162
Women's	- boots	3,023	3,717	3,910	2,466
	- sandals	7,414	8,848	10,322	9,285
	- shoes	22,775	26,411	24,661	25,783
Children's	- bootees	3,715	3,671	4,926	5,581
	- boots	5,461	3,610	4,737	2,556
	- sandals	712	643	886	1,462
Thongs/clogs	- shoes	4,882	6,268	6,577	6,782
	- bootees	1,200	1,184	2,957	5,087
	- boots	738	612	996	990
TOTAL		80,396	84,440	99,413	97,685
<b>Rubber/Plastic uppers - Waterproof</b>					
Safety		190	193	638	483
Boots	- thigh	184	111	67	106
	- other	2,249	1,330	1,203	1,627
Shoes		1,614	636	679	429
TOTAL		4,236	2,271	2,587	2,644
<b>Rubber/plastic uppers - Non-waterproof</b>					
Safety		94	142	313	81
Sports		5,622	6,042	8,581	8,643
Sandals	- flip-flops	939	961	1,446	1,585
	- other	6,966	5,229	4,049	4,099
Boots		2,995	2,118	3,054	3,541
Shoes	- plastic uppers				
	- men's	2,661	2,212	2,076	2,139
	- women's	7,085	6,005	4,650	5,001
Shoes	- children's	5,696	6,379	5,854	6,842
	- rubber uppers	212	107	271	168
TOTAL		32,272	29,194	30,294	32,101
<b>Textile uppers</b>					
Sports		24,404	20,365	18,873	15,794
Other		15,215	17,189	25,841	23,447
TOTAL		39,619	37,554	44,714	39,241
<b>Slippers</b>					
Leather uppers		815	615	1,312	1,139
Textile uppers		16,378	12,970	17,400	17,452
Other uppers		2,692	1,966	1,865	2,180
TOTAL		19,885	15,551	20,577	20,770
<b>Miscellaneous</b>					
Wood/cork soles		42	65	349	157
Other		12,261	8,079	11,441	11,649
TOTAL		12,303	8,144	11,790	11,806
<b>TOTAL</b>		<b>188,711</b>	<b>177,154</b>	<b>209,375</b>	<b>204,248</b>

Source: Customs & Excise/Business & Trade Statistics Ltd

Table 39: UK Imports of Footwear by Category, Value

£'000

	1988	1989	1990	1991
<b>Leather uppers</b>				
Safety	1,931	1,945	2,370	4,146
Sports	60,384	61,049	91,227	78,525
Men's				
- sandals	13,710	28,754	30,583	26,994
- shoes	138,382	139,200	177,689	176,047
- bootees	18,614	21,016	46,777	64,078
- boots	25,426	26,024	27,174	22,163
Women's				
- sandals	42,729	52,117	66,967	58,130
- shoes	177,984	213,816	206,756	220,862
- bootees	34,411	39,749	43,392	48,354
- boots	55,239	37,586	40,487	27,981
Children's				
- sandals	2,802	2,642	3,850	6,239
- shoes	25,597	36,543	42,027	43,983
- bootees	7,484	8,276	20,774	37,598
- boots	4,501	3,698	6,494	6,413
Thongs/clogs	3,590	4,380	7,046	3,175
<b>TOTAL</b>	<b>612,784</b>	<b>676,796</b>	<b>813,615</b>	<b>824,687</b>
<b>Rubber/Plastic uppers – Waterproof</b>				
Safety	1,069	1,290	3,149	2,458
Boots				
- thigh	844	599	524	656
- other	7,438	5,384	4,690	6,060
Shoes	4,179	2,270	1,794	1,931
<b>TOTAL</b>	<b>13,531</b>	<b>9,542</b>	<b>10,157</b>	<b>11,105</b>
<b>Rubber/plastic uppers – Non-waterproof</b>				
Safety	379	1,345	1,883	488
Sports	23,253	29,492	39,799	39,672
Sandals				
- flip-flops	709	1,389	1,343	2,447
- other	12,893	10,208	7,904	7,270
Boots	13,552	8,106	9,780	11,806
Shoes				
- plastic uppers				
- men's	8,999	10,072	11,332	10,665
- women's	19,971	20,078	14,104	13,973
- children's	11,834	14,890	12,126	16,355
- rubber uppers	405	678	1,197	524
<b>TOTAL</b>	<b>91,993</b>	<b>96,259</b>	<b>99,468</b>	<b>103,198</b>
<b>Textile uppers</b>				
Sports	70,151	68,492	69,460	65,213
Other	34,054	38,001	53,991	44,022
<b>TOTAL</b>	<b>104,205</b>	<b>106,494</b>	<b>123,451</b>	<b>109,235</b>
<b>Slippers</b>				
Leather uppers	2,923	2,651	4,738	4,631
Textile uppers	19,323	17,751	23,908	23,659
Other uppers	3,131	2,569	2,753	4,037
<b>TOTAL</b>	<b>25,377</b>	<b>22,971</b>	<b>31,399</b>	<b>32,328</b>
<b>Miscellaneous</b>				
Wood/cork soles	271	343	2,140	1,194
Other	17,347	18,768	31,228	30,093
<b>TOTAL</b>	<b>17,618</b>	<b>19,111</b>	<b>33,368</b>	<b>31,287</b>
<b>TOTAL</b>	<b>865,508</b>	<b>931,173</b>	<b>1,111,458</b>	<b>1,111,840</b>

Table 40: UK Imports of Footwear by Category & Country of Origin, 1991

Category	Leather Uppers												
	Origin	Exc. slippers, safety & sports						Safety					
		Men's		Women's		Children's		Safety		Sports		Total	
	pairs '000	£ '000	pairs '000	£ '000	pairs '000	£ '000	pairs '000	£ '000	pairs '000	£ '000	pairs '000	£ '000	
Belgium/Lux	48	560	77	537	10	17	2	23	3	41	140	1,178	
Denmark	53	999	76	1,167	-	-	-	-	8	69	137	2,235	
France	390	6,302	479	5,620	250	2,196	114	1,960	482	6,754	1,715	22,832	
Germany	243	3,772	928	13,016	219	2,385	229	660	121	1,974	1,740	21,807	
Greece	10	146	86	937	17	192	-	-	2	64	115	1,309	
Irish Republic	168	1,492	507	2,796	102	1,005	12	108	57	508	846	5,909	
Italy	6,322	67,509	12,284	124,130	1,528	9,228	6	149	1,371	13,252	21,511	214,268	
Netherlands	259	2,264	249	1,761	45	346	3	16	83	1,179	639	5,566	
Portugal	2,966	29,934	5,152	46,023	1,403	9,899	6	50	189	1,508	9,717	87,414	
Spain	2,549	23,742	5,582	44,887	1,845	12,186	26	255	60	543	10,062	81,613	
<b>EEC Total</b>	<b>13,008</b>	<b>136,689</b>	<b>25,421</b>	<b>240,874</b>	<b>5,420</b>	<b>37,454</b>	<b>397</b>	<b>3,221</b>	<b>2,377</b>	<b>25,892</b>	<b>46,623</b>	<b>444,130</b>	
Austria	23	318	69	1,347	15	307	-	-	3	101	110	2,073	
Finland	1	9	2	59	5	102	-	5	-	-	8	175	
Sweden	11	81	60	329	1	15	-	2	2	32	74	459	
Switzerland	64	1,554	28	488	4	48	-	5	10	117	106	2,212	
Other	1	22	-	-	-	-	-	-	-	-	1	22	
<b>EFTA Total</b>	<b>100</b>	<b>1,984</b>	<b>159</b>	<b>2,223</b>	<b>26</b>	<b>472</b>	<b>1</b>	<b>12</b>	<b>15</b>	<b>250</b>	<b>301</b>	<b>4,942</b>	
Bulgaria	170	964	25	36	52	232	-	-	-	3	247	1,235	
Czechoslovakia	1,810	10,576	24	164	123	979	-	-	91	632	2,048	12,350	
Hungary	109	605	29	352	5	44	-	-	48	584	191	1,585	
Poland	2,484	14,295	684	3,959	227	1,093	-	-	1	16	3,396	19,363	
Romania	261	2,776	30	289	17	143	-	-	20	238	328	3,446	
Other	31	165	11	73	-	1	-	-	2	11	44	250	
<b>East Europe Total</b>	<b>4,865</b>	<b>29,381</b>	<b>803</b>	<b>4,873</b>	<b>423</b>	<b>2,492</b>	<b>-</b>	<b>-</b>	<b>162</b>	<b>1,484</b>	<b>6,254</b>	<b>38,229</b>	
Cyprus	54	726	21	234	57	207	-	-	1	5	133	1,172	
Israel	-	1	1	16	1	4	-	-	-	-	2	21	
Turkey	120	1,037	19	187	23	185	-	-	28	181	190	1,590	
Yugoslavia	56	642	280	2,319	42	531	-	-	128	1,893	506	5,385	
Other	94	489	46	332	14	105	3	42	11	172	168	1,140	
<b>Other Europe Total</b>	<b>324</b>	<b>2,895</b>	<b>367</b>	<b>3,088</b>	<b>137</b>	<b>1,032</b>	<b>3</b>	<b>42</b>	<b>168</b>	<b>2,251</b>	<b>999</b>	<b>9,308</b>	
Canada	21	129	37	142	3	22	1	24	-	5	62	322	
USA	234	4,227	74	1,172	63	494	7	198	330	4,714	708	10,805	
<b>N America Total</b>	<b>255</b>	<b>4,356</b>	<b>111</b>	<b>1,314</b>	<b>66</b>	<b>516</b>	<b>8</b>	<b>222</b>	<b>330</b>	<b>4,719</b>	<b>770</b>	<b>11,127</b>	
Brazil	115	964	7,566	52,647	568	3,872	-	-	13	83	8,262	57,566	
Other	169	3,151	71	855	294	1,050	25	293	44	398	603	5,747	
<b>Other America Total</b>	<b>284</b>	<b>4,115</b>	<b>7,637</b>	<b>53,502</b>	<b>862</b>	<b>4,922</b>	<b>25</b>	<b>293</b>	<b>57</b>	<b>481</b>	<b>8,865</b>	<b>63,313</b>	
<b>Africa Total</b>	<b>44</b>	<b>596</b>	<b>41</b>	<b>278</b>	<b>15</b>	<b>66</b>	<b>-</b>	<b>-</b>	<b>63</b>	<b>546</b>	<b>164</b>	<b>1,486</b>	
<b>Middle East Total</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>10</b>	
China	233	1,717	244	1,504	429	3,026	-	-	200	1,475	1,106	7,722	
Hong Kong	49	349	143	1,603	243	526	-	-	41	380	476	2,858	
India	682	3,823	2,119	6,268	379	1,048	-	-	83	250	3,263	11,389	
Indonesia	1,804	11,539	1,162	6,255	915	4,738	4	29	1,105	5,379	4,990	27,940	
Japan	2	20	-	3	-	-	-	-	-	6	2	29	
Korea S	5,744	62,653	1,865	16,409	2,992	23,003	-	1	2,157	19,887	12,658	121,953	
Macao	156	721	110	993	19	87	-	-	10	53	295	1,854	
Pakistan	21	156	36	60	5	9	-	-	39	467	101	692	
Philippines	314	2,030	-	1	147	695	-	-	50	400	511	3,126	
Taiwan	1,610	17,627	1,031	7,197	1,063	7,025	23	305	1,180	11,737	4,907	43,891	
Thailand	1,095	8,090	2,473	11,969	1,238	6,903	-	-	377	2,478	5,183	29,440	
Other	99	402	21	59	33	114	-	-	32	379	184	954	
<b>Far East Total</b>	<b>11,809</b>	<b>109,127</b>	<b>9,204</b>	<b>52,321</b>	<b>7,363</b>	<b>47,174</b>	<b>27</b>	<b>335</b>	<b>5,274</b>	<b>42,891</b>	<b>33,676</b>	<b>251,848</b>	
<b>Australasia Total</b>	<b>20</b>	<b>139</b>	<b>2</b>	<b>24</b>	<b>6</b>	<b>102</b>	<b>1</b>	<b>16</b>	<b>1</b>	<b>11</b>	<b>30</b>	<b>292</b>	
<b>Total All Countries</b>	<b>30,709</b>	<b>289,282</b>	<b>43,747</b>	<b>358,502</b>	<b>14,321</b>	<b>94,232</b>	<b>461</b>	<b>4,146</b>	<b>8,447</b>	<b>78,525</b>	<b>97,685</b>	<b>824,687</b>	

- Nil or less than 500

Source : Customs & Excise/Business & Trade Statistics Ltd

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Copyright : TradStat

TradStat Imports/Exports report

User : RXAAEA  
Run date : 02/08/95 Time 15:18:42  
Search Form : FOOTWEAR  
Report : UK\_IMP\_EXP

Reporting country : U.K.

Currency : As supplied Sterling  
Quantity 1 : As supplied Kilograms

Date : YEARLY

Product description :

HS 64 FOOTWEAR, GAITERS AND THE LIKE

	-----12/94----->			
TRADING COUNTRY	IMPORT VALUE YEAR TO DATE	IMPORT QUANTITY 1 YEAR TO DATE	EXPORT VALUE YEAR TO DATE	EXPORT QUANTITY 1 YEAR TO DATE
Italy	290188161	23151253	22067502	1191651
Indonesia	124094868	19649201	608500	51342
Portugal	181509919	14161612	3854768	402722
Spain	145305662	13400220	12447599	893968
China	54425647	9511503	315908	27089
India	77770084	8414599	1113357	164262
Thailand	79111804	8158675	1241140	129051
Netherlands	47954044	7195240	27177433	1546022
Ireland	47474667	6310448	84779081	7330551
Brazil	78690241	5944562	265921	36139
Vietnam	30159871	4905132	980	590
Germany	39116133	3274905	38044677	2155787
Taiwan	29813028	2990664	4899806	355553
South Korea	29370437	2838441	1567988	81039
France	27554968	2827547	37337965	2072262
Philippines	20702729	2603619	70450	7748
Czech republic	7778823	1594403	771809	105095
U.S.A.	18183297	1376868	59190746	3401902
Romania	8863639	1325682	1860537	493139
Belgium-Luxembourg	7009229	1307439	9590290	527498
Poland	8589469	1273224	1539961	382317
Pakistan	3631957	973962	12970	3023
Bulgaria	7290423	884054	1700209	475199
Denmark	13993775	841962	4611659	360164
Turkey	5525003	791132	547083	50765
Macao	5477756	703065	10282	1172
Malaysia	3322852	638121	548255	48121
South Africa	4407221	534302	2827504	554894
Bangladesh	1970161	442441	648	105
Mexico	1570130	364129	86495	5937
San Marino	491617	364080	0	0
Sri Lanka	1116153	284558	49487	4767
Hong Kong	1620480	215362	19588597	1095048

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Belorussia	1287662	208120	55738	2399
Morocco	632382	162229	44995	5973
Switzerland	3471674	124460	5861916	544792
Sweden	966410	116802	6840732	514121
Zimbabwe	770497	107327	170910	21579
Australia	1176064	101833	6632447	518624
Lithuania	714896	99317	173832	59762
Hungary	615664	93231	1045515	128254
Kenya	410089	92448	821898	86414
Russia	404197	92315	2857805	318921
Israel	430586	88574	1909853	130769
Colombia	1052155	87538	62357	4019
Austria	951907	81710	6089924	376620
Latvia	515471	78455	104986	7319
Cyprus	727452	74741	1008547	93447
Canada	580330	47344	13846887	906443
Finland	417373	44988	1781644	129159
Greece	209822	37615	2090224	160150
Slovenia	643824	33284	181063	13988
Paraguay	329292	28637	21558	2492
Sierra Leone	591438	26949	104529	12998
Slovakia	79923	26021	22146	2997
Haiti	64745	23550	879	79
Singapore	152739	23326	9659458	587928
Japan	224664	22380	22257011	1429229
Cape Verde	287671	21825	22190	1546
Tunisia	292000	21079	42174	3800
Belize	117452	14788	51521	3553
Egypt	60000	13704	566195	36840
Mauritius	84614	12195	29810	3582
Iceland	49938	9389	806586	40046
Cameroon	4671	8743	94197	35668
Dominican rep.	85087	8675	0	0
Macedonia	223808	7786	69392	8098
Chile	75670	7222	116169	6322
Argentina	34528	5543	1338282	72183
United Arab Emi	58133	5356	3161937	261160
New Zealand	121288	4834	1550047	190279
Norway	50986	4065	5267135	479000
Estonia	21054	3054	435869	30256
Nepal	28260	2911	8392	303
Dominica	13350	2081	13783	987
Kuwait	11490	1710	2579282	138949
Honduras	9533	1500	0	0
Jamaica	5629	995	60483	6950
Syria	4197	765	38133	2637
Bahrain	10979	649	973571	64205
Zambia	13454	640	509591	34476
Myanmar (Burma)	4042	590	206827	14226
Saudi Arabia	5148	395	4638201	266724
Gibraltar	1558	386	680090	39465
Iran	2092	319	29983	3513
Ethiopia	3052	283	44284	2767
Venezuela	4281	241	180191	5719
Madagascar	4950	228	987	102
Nigeria	759	201	3572133	262911
Uruguay	2067	113	85683	9805
Barbados	900	90	167659	10963
El Salvador	1334	60	0	0
Oman	845	50	1017777	64991
Peru	786	41	0	0
Bahamas	624	26	409207	20960

#### IV. U. K. CHANNELS OF DISTRIBUTION

The channels of distribution within the fashion industry in the U.K. are, for the most part, similar to those in the United States. This includes manufacturer to manufacturer, importers, wholesalers, agents/brokers and direct sales.

It is important to note that lead time from time of order to time of delivery for the U.K. market tends not to follow the German example of long lead time and very methodical manner of working. It seems to be more closely in line with the more competitive U.S. market practices. I have noted the differences for each of the channels of distribution.

##### **Manufacturer to Manufacturer**

Many British manufacturers source some or all of their production "off shore". When a manufacturer feels that they can have an advantage - price, complexity of work - i.e. hand work, etc., - they will contract with a foreign manufacturer to produce specific items or ranges of goods to be sold as part of their regular (branded) line.

*Mark up/Margins* - The manufacturer's mark-up is based upon their total costs and what would be in line with their domestic pricing structure for similar merchandise. In some cases the margins would be greater than their domestic structure and in other cases it would be less.

*Lead Time* - The initial contacts would start approximately one year prior to the required seasonal delivery date. Samples would be required for market weeks and exhibitions - approximately six months prior to specific season. On going deliveries would be scheduled on a regular basis throughout each particular selling season.

##### **Importers**

Importers serve as an intermediary between the buyer and the supplier. They are especially useful to the buyer who does not have the time or experience to buy direct from abroad. Most importers have specialties and buy goods directly from the foreign manufacturers which fit into their particular specialties. The importer owns the

merchandise. They handle all of the necessary importation documents, observe all legal restraints such as quotas and pay all import duties.

*Mark up/Margins* - Therefore their mark ups must take all of this into consideration and will reflect all incurred costs as well as profit margins.

*Lead Time* - Importers will start working with foreign manufacturers approximately eight to nine months prior to required delivery. They will require their selected sample collections in time for market weeks and exhibitions - six months prior to seasonal deliveries.

### **Wholesalers**

Wholesalers offer a quick response to fashion needs and often act as a stock holder so that deliveries can take place within a short time frame.

*Mark up/Margins* - As wholesalers tend to take less risks by holding smaller quantities of stock and only ordering as needed, their margins can be closer.

*Lead Time* - In order for wholesalers to work with foreign manufacturers, it would be necessary for the manufacturer to either have stock available in the U.K., (could be in a bonded warehouse), or for the foreign manufacturer to be able to produce and ship quickly.

### **Agents and brokers**

Agents sell goods on behalf of a company. They only hold samples and do not own ranges or hold any stock. They work on a strict "commission only" basis. The amount of the commission varies according to specific conditions. If the company they are working with is new and unknown, it is general practice to charge a higher commission for "pioneer" work. If the products are "easy sells", the commission would be lower. Commissions are also determined according to quantities. As the volume sold increases, the commission decreases.

*Lead Time* - Agents must receive sample ranges in time for market weeks and exhibitions - approximately six months prior to seasonal deliveries.

### **Direct to Retailer**

In general, most large retailers prefer to buy directly from the manufacturer. This allows them to control the order by specifying precisely to the manufacturer what is required. That control also exists over quantities, quality and delivery schedule. They are able to negotiate the best possible prices with the manufacturer.

*Lead Time* - In most cases, the retailer will allow sufficient lead time, from six to eight months, for the manufacturer to produce and deliver the goods.

## V. U.K. RETAIL STRUCTURE

Unlike the United States and EU countries, the U.K. fashion market is totally dominated by one retailer - Marks & Spencer. The overriding comment in the industry is "there is Marks & Spencer and then there is everyone else".

Marks & Spencer account for more than 15% of sales of the total fashion market in the U.K. One in every ten pairs of ladies shoes in the U.K. is bought from Marks & Spencer; 2,500 men's shirts are sold every hour; four chargecard transactions are processed every second of the trading week.

This merchandising giant dictates what is expected quality and what is acceptable pricing. All other retailers must take their lead from Marks & Spencer.

The other driving factor in today's retail market in the U.K., is the ever increasing importance of Quick Response. (It is called "Just in Time" in the U.S.). More and more retailers are utilizing this merchandising system which is the practice of keeping much lower stock inventories in their stores and requiring their suppliers - foreign or domestic - to deliver merchandise in a greatly reduced time frame. In most cases it can be a matter of weeks rather than the, what was traditional, months lead time for delivery. In extreme cases (generally for re-orders and fill-ins), there can be as short as a five day receipt of order to delivery or the orders are canceled.

The overall retailing structure in the United Kingdom includes:

- Independents - retailers with fewer than ten branches,
- Multiples - a chain or several chains of shops owned by a large parent company,
- Department stores - large stores with several branches that sell a variety of goods, not only clothes,
- Superstores - very large, generally single level facilities that have a high turnover of stock,
- Discount stores - high turnover, low margin operations that generally sell over run, canceled or late delivery merchandise,
- Co-ops - suppliers, employees and some customers are all technically speaking "members" of the society and get shared benefits from trading and for the most part have a down market image,

- Mail order and home shopping have increased in recent years with many companies targeting specific consumer groups,
- Concessions - the letting out of in-store space by another retailer or individual brand,
- Franchises - a relatively new development in U.K. retailing which is the granting of sole selling rights within a geographic area - i.e. Benetton and Body Shop.

The import buying practices for these groups tend to break down in the following manner:

The large retailers including the Multiples, Department Store chains, Super Stores and large Mail Order/Home Shopping will, when it is possible, purchase directly from the manufacturer - whether they be domestic or foreign. However, for smaller orders, special trendy fashions and fill-ins these powerhouses will purchase from local importers and wholesalers.

The smaller retailers including Independents, Small Department Store chains, and many Mail Order and Home Shopping groups purchase primarily from local manufacturers, importers and wholesalers. Of course, there are always exceptions to this practice.

## VI. TARGET COMPANIES

### A. Mixed Goods Retailers

#### 1. Marks & Spencer

Total number of U.K. outlets - 283

Clothing: Menswear, Womenswear, Childrenswear, Men's/Women's/Children's  
outerwear, underwear, shoes.

Target Market - Families, mass market

Michael House 47-67 Baker St., London W1A 1DN, England

Tel: 44 0171 9354422 Fax: 44 0171 2682712

Contact: Group Buying Director - *Andrew Stone*

Director of Technology - *Jim Stocks*

Ladies Buying Director - *Barry Morris*, Men's Buying Director - *Don Trangnar*,

Childrenswear Buying Director- *Jim Bentfield*

#### 2. Sears Pic

Total number of U.K. outlets - 841

Miss Selfridge, 1 Garrick Rd., London NW9 6AU

Tel: 44 0181 2021141 Fax: 44 0181 202 1004

Womenswear, Women's outerwear, underwear and hosiery

Target market - women ages 15 - 25

Contact: *Joe O'Connor*, Merchandising Director

Wallis, Unit 22 Garrick Industrial Estate, Garrick Rd., Irving Way, Hendon,  
London NW9 6AQ

Tel: 44 0181 2028252 Fax: 44 0181 202 5825

Womenswear, Women's outerwear, underwear and hosiery.

Target market - Women aged 25 -35

Contact: *Ann Secunda*, Fashion Director

**Warehouse, 361-373 City Rd., London EC1V 1LR**

**Tel: 44 0171 2783491 Fax: 44 0171 8330183**

**Womenswear, Women's outerwear and underwear**

**Target market - Women aged 20 -30**

**Contact: *Yasmin Yusus*, Fashion Director**

**Adams, Attleborough House, Townsend Dr., Nuneaton, Warwickshire CV11**

**6RU**

**Tel: 44 01203 351000 Fax: 44 01203 642469**

**Childrenswear, Infantswear, Children's/Infant's outerwear and underwear**

**Target market - Mothers of infants aged 0 - 2 and girls and boys aged 2 - 8**

**Contact: *Mrs. Tanya Todd*, Buying Controller**

**Selfridges, 400 Oxford St., London W1A 1AB**

**Tel: 44 0171 629 1234 Fax: 44 0171 495 8321**

**Men's/Women's/Children's/Infant's clothing, outerwear, underwear and hosiery**

**Target market - General familywear, upmarket**

**Contact: *Mr. Elliott*, Merchandise Director**

### **3. Storehouse PLC**

**Total number U.K. outlets - 433**

**British Home Stores, Marylebone House, 129 Marylebone Rd. London NW1 5QD**

**Tel: 44 0171 2623456 Fax: 44 0171 2624740**

**Clothing: Menswear, Womenswear, Childrenswear, Mens/Womens/Childrens  
outerwear and underwear.**

**Target market - men, women, children of all ages.**

**Contact: Divisional Buying Managers, Ladies - *Evyonne MacKenzie*, Mens - open  
Childrens - *Jillian Berkmen***

**Mothercare, Cherry Tree Road, Watford, Herts WD2 5SH, England**

Tel: 44 01923 241000 Fax: 44 01923 254737

Womenswear, Childrenswear, Infantswear

Target market - Maternity, infants and children

Contact: *Liz Davies*, Buying/Product Development Director

#### **4. John Lewis Partnership PLC**

Total number U.K. outlets - 22 including **John Lewis, Peter Jones, Caeys,**

**Heelas, Knight&Lee, Trewin Brothers, Tyrrell&Green, Bainbridge, Bonds,**

**Cole Brothers, George Henry Lee, Jessop&Son, Robert Sayle**

Clothing: Menswear/Womenswear/Childrenswear/Infantswear

Target Market: General familywear

171 Victoria Street, London SW1E 5NN, England

Tel: 44 0171 8281000 Fax: 44 0171 8286876

Contact: Director of Buying, Women's fashions, *Mrs. P.A.F. Hamiltom*, Director

of Buying, Men's and Children's Wear, *Mrs. J.C. Little*, Director of Buying,

Shoes, *Miss C. Peters*

#### **5. Dunn & Co. - Hodges, Ltd.**

Total U.K. outlets 152 - **Dunn & Co., Hodges**

Clothing: Menswear/Womenswear, Men's/Women's outerwear and underwear

Target market - Traditional men and women.

Bruce Road, Forestfach, Swansea SA5 4EP, Wales

Tel: 44 01792 586231 Fax: 44 01792 580617

Contact: *Mr. R. Stone*, Buying Director

**6. C & A Brenninkmeyer**

Number of U.K. outlets - 223 including C & A, Hamells, John Kent/Oakland

Clothing: All Menswear/Womenswear/Childrenswear/Infantswear and shoes

Target Market - Familywear

64 North Row, London W1A 2AX, England

Tel: 44 0171 6291244 Fax: 44 0171 4995456

Contact: The company does not release the names of those holding individual positions in the company.

**B. Mail Order/Home Shopping**

**1. Great Universal Stores PLC**

Catalogue and Home Shopping

Universal House, Devonshire St., Manchester M60 6EL

Tel: 44 0161 2 2738282

Contact: Directors, *E.M. Barnes, P.M. Harris, S.T. Peacock, V.J. Barnett,*

Company Secretary, *David Morris*

**2. Littlewoods Organization PLC**

Home Shopping and Mail Order Catalogues

Target Market - General Familywear

JM Center, 100 Old Hall Street, Liverpool L70 1AB, England

Tel: 44 0151 242 6000 Fax: 44 0151 235 4900

Contact: Mail Order Trading Director, *Peter Edmonds*

**3. Freemans PLC**

Mail Order Catalogues

Target Market - General Familywear

139/143 Clapham Road, London SW99 0HR

Tel: 44 0171 7357644 Fax: 44 0171 8202769

Contact: Company Secretary, *S.T. Weeks*

**4. Grattan**

Mail Order/Home Shopping Catalogues

Anchor House, Ingleby Rd., Bradford, W. Yorks, BD99 2XG, U.K.

Tel: 44 01274 575511 Telex: 51446

Contact: Marketing Director - *G. Rietz*

**5. Empire Stores Group PLC**

Mail Order Catalogues, 18 canal Rd., Bradford, W. Yorks, BD99 4XB

Tel: 44 01274 729544 Fax: 44 01274 843930

Contact: Executive Director Marketing, *A.R. Hill*

**6. N. Brown Group PLC**

Oxendale&Co. Ltd., J.D. Williams Group

Mail Order Catalogues

53 Dale St., Manchester M60 6ES Tel: 44 0161 236 3764

Contact: Buyers - Footwear, *D. Finch*, Menswear, *I. Carruthers*, Ladieswear,  
*Debbie Eyre, Donna Callaghan*

C. Clothing

Leading Retailers

**1. The Burton Group**

Number U.K. retail outlets 2,329 including **Burton Menswear, Dorothy Perkins, Top Man, Top Shop, IS, Principles For Women, Principles for Men, Expressions, Evans, Champion Sport, Debenhams**

Menswear, Womenswear

214 Oxford Street, London W1N 9DF, England

Tel: 44 0171 6368040 Fax: 44 0171 9277982

**Burton Menswear**, Contact: *David Finleyson*, Buying Director

**Top Shop**, Contact: *Jane Shepardson*, Buying Director

**Debenhams**, Contact: *Sue Swannie*, Ladies Buying Director

## **2. Next PLC**

Next - Number of U.K. retail outlets - 305

Menswear/Womenswear/Childrenswear including outerwear and underwear - young men, women and children.

Desford Road, Enderby, Leicester LE9 5AT, England

Tel: 44 0116 2866411 Fax: 44 0116 2848998

Contact: *Christos Angelides*, Menswear Buying Director, *Mrs. Hillary Santeel*, Womenswear Buying Director, *Julie Heath*, Childrenswear Buying Director

## **3. House of Fraser PLC**

Number of U.K. retail outlets 59, including **Frasers, Rackhams, Dingles, Dickens&Jones, D.H.Evans, Binns, Kendal Milne, Howells, David Evans, Jolly's, Barkers, Arnotts, Schofields, Cavendish House, Army&Navy** Menswear, Womenswear, Childrenswear, Men's/Women's underwear, Men's/Women's outerwear - general familywear.

1-3 Howick Place, Victoria, London SW1P 1BH

Tel: 44 0171 8341515 Fax: 44 0171 8288885

Contact: *Sally Baggott*, Ladies Merchandise Director, *Jane Storer*, Mens and Childrens Merchandise Director

## **4. Sock Shop International PLC**

Sock Shop - Total number of U.K. outlets - 88

Men's, Women's underwear, Women's hosiery

20 Nelson Way, Yorktown, Camberley Surrey GU 15 3DW, England

Tel: 44 01276 63000 Fax: 44 01276 27274

Contact: *Liz Mitchell*, Buying Director

### **5. Tulchan Textile Group**

**Jumpers** - Total number U.K. outlets - 125

Menswear, Womenswear, Men's/Women's outerwear, Women's hosiery - men and women of all ages.

Bridge Mill, Cowan Bridge, Camforth, Lancs LA6 2HS, England

Tel: 44 015242 71071 Fax: 44 015242 72058

Contact: *Mr. Christian Williams*, Mens/Ladies wovens, *Mrs. Sally Whatley*, Mens/Ladies knits.

### **6. Moss Brother Group PLC**

Total 99 U.K. outlets including **Moss Brothers, Savoy Taylors Guild, Beal & Inman, The Suit Company, Cecil Gee, Dormie.**

Menswear, Men's outerwear, Men's underwear

Target Market - Upper and upper middle men's market.

8 St John's Hill, Clapham Junction, London SW11 1SA, England

Tel: 44 0171 9241717 Fax: 44 0171 3500112

Contact: Buying Director/Merchandising Director - *David Moss*, Fashion Managing Director - *Nigel Gee*

### **7. Littlewoods**

Total number U.K. outlets - 127 Littlewoods

Men's/Women's/Children's/Infant's wear, outerwear, underwear, sportswear and hosiery.

Target Market - General familywear

JM Center, 100 Old Hall Street, Liverpool L70 1AB, England

Tel: 44 0151 242 6000 Fax: 44 0151 235 4900

Contact: Trading Director - *Ann Gordon*

#### **8. Lewis Trust Group**

Total number of outlets - 260 **River Island** stores.

Menswear/Womenswear, Men's/Women's outerwear, underwear

Target Market - 20 - 35 men and women

Chelsea House, West Gate, London W5 1DR, England

Tel: 44 0181 9988822 Fax: 44 0181 9973953

Contact: *Martin Parker* - Men's Buying Manager, *Richard Bradbury* - Ladies Buying Manager.

#### **9. Greenwoods (Menswear) Ltd.**

Total number U.K. outlets - 235 **Greenwoods**

Menswear, Men's outerwear, underwear

Target Market - Middle-aged men

White Cross, Guiseley, Leeds LS20 8ND, England

Tel: 44 01943 876100 Fax: 44 01943 873857

Contact: *Brian Hill* - Buying Director

#### **10. Amber Day Holdings PLC**

Total number of U.K. outlets - 56 **What Everyone Knows**

Menswear, Womenswear, Childrenswear, Infantswear,

Men's/Women's/Children's/Infant's outerwear, underwear, hosiery

Target Market - Men, women, children of all ages, ( particularly 13 - 30 year old)

296 Springfield Road, Glasgow G40 3HZ, Scotland

Tel: 44 0141 5567111 Fax: 44 0141 5542603

Contact: Managing Director - *Ian Grabiner*

## **11. Alexon Group PLC**

**Dash** - Total number of U.K. outlets - 270

Men's/Women's wear, Men's/Women's outerwear, underwear, hosiery, shoes

Target Market - Casual young men and women

**Eastex** - Total number U.K. outlets - 206

Womenswear, Women's outerwear

Target Market - Co-ordinates for the shorter, 40 plus woman in sizes 10 - 20

40 -48 Guildford Street, Luton, Bedfordshire LU1 2YH, U.K.

Tel: 44 01582 23131 Fax: 44 01582 399890

**Alexon** - Total number of U.K. outlets - 184

Womenswear, Women's outerwear

Target Market - Separates for mainly over 30 executive women

Alexon House, kiln Farm, Milton Keynes, Buckinghamshire MK11 3EE, U.K.

Tel: 44 01908 565758 Fax: 44 01908 560974

Contact: *Terry Kirton*, Merchandising Director, all divisions

Dash Buying Manager - *Kate Eccles*

Eastex Design Director - *Annie Davis*

## **12. Etam PLC**

Total U.K. outlets - 239 including **Etam, Tammy Girl, Peter Brown, SNOB**

Jubilee House, 213 Oxford Street, London W1R 2AH, England

Tel: 44 0171 4375655 Fax: 44 0171 4375083

**Etam** - Womenswear, Boyswear, Women's outerwear, underwear, hosiery, Boy's outerwear

Target Market - 18-38 year old women, 8 - early teen boys

**Tammy Girl** - Childrenswear, Girl's outerwear, underwear  
Target Market - 8 - early teen girls

**Peter Brown** - Menswear, Men's outerwear, underwear  
Target Market - Fashion conscious men in their late teens to early twenties

**SNOB** - Womenswear, Women's outerwear, underwear  
Target Market - Females in their late teens and early twenties  
Contact: Group Buying Director - *John Maynard*

### **13. William Baird PLC**

Number of U.K. outlets 248 concessions - **Windsmoor**  
Womenswear, Women's outerwear - Target Market - women of all ages,  
upmarket  
Windsmoor House, Lawrence Road, London N15 4EP, England  
Tel: 44 0181 800 8022  
Contact: *Tony Silverman* - Buying Manager

### **14. Bewise Ltd.**

Total U.K. outlets - 100 **BeWise** discount clothing shops  
Men's, Women's, Children's wear, outerwear, underwear  
Target Market - Men and women, (married with children), aged 25-30 years  
Tureck House, Drayton Road, Shirley, Solihull, West Midlands B90 4NG, U.K.  
Tel: 44 0121 7058286 Fax: 44 0121 704 5264  
Contact: *Tony Tremarko*, Buying Director

**15. Foster Menswear Ltd.**

Total U.K. outlets - 243 Fosters

Menswear, Men's outerwear, underwear, sportswear

Target Market - Young, casual men

Foster House, Arleston Way, Shirley, Solihull, West Midlands B90 4LQ, U.K.

Tel: 44 0121 6083100 Fax: 44 0121 6083247

Contact: Buying Director - *John Rayson*

**16. Falmers Jeans Ltd.**

Total U.K. outlets - 250 Falmers concessions

Men's/Women's jeans Target Market - Men and Women 18 - 35

24-26 Brook Road, Rayleigh, Essex SS6 7XE, U.K.

Tel: 44 01268 773633 Fax: 44 01268 745007

Contact: Buying Director - *David Shanks*

**17. Coats Viyella PLC**

Total U.K. outlets - 328 including Jager, Jager Man, Viyella, Thrifty, The  
Factory Shop

28 Savile Row, London W1X 2DD

Tel: 44 0171 734 4030 Fax: 44 0171 437 2016

Contact: Group Chief Executive - *Neville C. Bain*

**Viyella, Womenswear, women's outerwear, underwear, hosiery**

Target Market - Affluent women

57 Broadwick Street, London W1V 1FU, England

Tel: 44 0171 7340162 Fax: 44 0171 4390938

Contact: Design Director - *Christine Lucas*

Wholesalers/Importers

Note: B = £ 500,000 - 2,000,000    C = over £ 2,000,000 per annum

**1. K.L. Bader & Co. Ltd. - C**

Jogging suits, Jumpsuits, Knitwear, Clothing

Import from: Hong Kong, Korea, Italy, Taiwan, Greece, Thailand, China, Philippines

69-85 Tabernacle St., London EC2 4BA Tel: 44 01 71 2530505 Fax: 44 0171 2501248

Import Executive: *R.W. Watkins*

**2. Bentley Knitwear Ltd. - B**

Import from: China, Hong Kong, Italy

39 Heald Grove, Rusholme, Manchester, M14 4PB, U.K.

Tel: 44 0161 256 2372 Fax: 44 0161 2562522

Import Executive: *Robert F. Lees*

**3. Broadstone House Ltd. - C**

Clothing, household textiles

Import from: Hong Kong, China, Korea, Malaysia, Indonesia, Philippines

Broadstone House, Broadstone Rd., Reddish, Stockport, Cheshire SK5 7DL, U.K.

Tel: 44 0161 4428888 Fax: 44 0161 4316220

Import Executive/Managing Director: *G.D. Farrell*

**4. Jeffery Brownleader, Ltd. - C**

Clothing - Import from: Korea, Hong Kong, Taiwan, India, Turkey

26 Laycock Street, London N1 1SX, U.K. Tel: 44 0171 3542468 Fax: 44 0171 3542593

Import Executive: *Jeffery Brownleader*

**5. By Design PLC - C**

Clothing, knitwear, leisurewear Import from: Far East, India

Unit 6, Mountheath Ind. Park, George St., Segley Pk., Prestwich, Manchester M25 8WB

Tel: 44 0161 7980310 Fax: 44 0161 7737957

Import Executives: R. Passi, K. Rimmer

**6. C.V. International Trading - C**

Clothing, fabrics, accessories

Import from: Middle East, Far East, North Africa, India, Europe, South America

P.O. Box 2, Nottingham Rd., Somercotes, Derbyshire, DE55 5SB, U.K.

Tel: 44 01773 607321 Fax: 44 01773 540313

Import Executives: Director, *R.P. Morley*, Import Manager, *D. Turner*

Gladstone House, 31 Union St., Barnet, Herts., EN5 4HY, U.K.

Tel: 44 0181 4491715 Fax: 44 0181 4491964

Import Executive: *Mrs. B. Moore*

**7. Chic Childrenswear - C**

Children's clothing Import from: Far East

Unit 7, Crispin Ind. Center, Angle Road Works, Angel Rd., London, N18 2DA, U.K.

Tel: 44 0181 8037669 Fax: 44 0181 8031336

Import Executive/Partner: *P. Shan*

**8. Citilites Ltd.**

Clothing, lingerie Import from: Sri Lanka, Korea, UAE, Taiwan

397-399 Hornsey Rd., London, N19 4EZ Tel: 44 0171 281 4141 Fax: 44 0171 2810030

Import Executive: *R. Monjack*

**9. Daltra Ltd. C**

Fashionwear, casualwear, sweatshirts Import from: Taiwan, Hong Kong, Korea,  
Thailand, Indonesia, Pakistan, India

112 N.Acton Rd., London, NW10 9QH, Tel: 44 0181 9659990 Fax: 44 0181 9618730

Import Executives: *Mr. B. Shah, Mr. Milan*

**10. Dunkwell Group PLC B**

Shirts, swimwear, leisurewear

Import from; Hong Kong, Thailand, India, China, Malaysia, Korea  
Elsey House, 24 Great Titchfield St., London, W1P 7AD, England

Tel: 44 0171 5802266 Fax: 44 0171 5800428

Import Executive: *A.M. Green*

**11. Easey Garments (UK) Ltd. C**

Clothing, jeans, casualwear

Import from: Far East

Easey House, 385 Edgware Rd., London, NW2 6LQ, England

Tel: 44 0181 4509161 Fax: 44 0181 4508301

Import Executive: *Paul Wong*

**12. Bruce Elliot A**

Clothing

Import from: India, Africa, Egypt, Hong Kong

States "We are always looking for new suppliers of cotton Tee-Shirts

2 Greaves Pl., Garratt Lane, London, SW17 , England

Tel: 44 0181 6823733 Fax: 44 0181 6823688

Import Executive: *Bruce Elliot*

**13. F. & W. Manufacturing Company Ltd. C**

Shirts, jackets, jeans, trousers, knitwear, casual clothing

Import from: Korea, Taiwan, Singapore, Macao, Philippines, India, Indonesia

Brutus House, 167 Hermitage Rd., Haringey, London, N4 1LT, England

Tel: 44 0181 807 7221 Fax: 44 0181 8094637

Import Executive: *K.D. Freedman*

**14. E. Gifford Ltd. C**

Knitwear, outerwear, jackets, leisurewear, babywear

Import from: Macao, Korea, Thailand, Malaysia, Indonesia, Vietnam, Bangladesh

Unit 320, Metroplex Business Park, Broadway, Salford M5 2UE, U.K.

Tel: 44 0161 8777253 Fax: 44 0161 8776652

Import Executive: *J.M. Lees*

**15. Gill & Co. B**

T-Shirts, knitwear Import from: Korea, Taiwan, Hong Kong

5/9 White Church Lane, London E1 7QR

Tel: 44 0171 2478840 Fax: 44 0171 2470128 Import Executive: Mitch Gill

**16. The Great British T-Shirt Co. Ltd. C**

Sweatshirts, sportswear, clothing

Import from: Near East, Far East, Latin America, Portugal

Supatee Complex, Pywell Rd., Willowbrook Ind. Est., Corby, Northants, NN17 1XJ

Tel: 44 01536 202522 Fax: 44 01536 202605

Import Executives: *P. Worrall, R. Seagrave*

**17. Interclad Trading Ltd. C**

Jackets, high fashion menswear Import from: Hong Kong, Korea, Italy, Portugal

Unit E, Humber Rd., London, NW2 6DW

Tel: 44 0181 4500238 Telex: 926016 INTERCLD G

Import Executive: *Ray Hirsch*, Director

**18. J.D.K. LTD. C**

T-Shirts, shirts, jackets, pants, knitwear

Import from: Portugal, Hong Kong, India

20 Pollard St. East, Manchester, M10 7ET, U.K.

Tel: 44 0161 2737371 Fax: 44 0161 274 3154

Import Executive: *I.D. Keller*, Managing Director

**19. Jaykay Group Ltd. - Airak Clothing Co. B**

Casualwear Import from: India, Turkey, Portugal, Italy

22 Sovereign Park, Coronation Road, Park Royal, London NW10 7QP, England

Tel: 44 0181 9651949 Fax: 44 0181 9650825

Import Executives: *V.P. Karia, S.V. Karia*

**20. Jump Knitwear Ltd. C**

Swimwear, T-Shirts, socks, knitwear, trousers, skirts, sweatshirts

Import from: Greece, Hong Kong, Turkey, Korea, Portugal, India

3rd. floor, Princess House, 50-60 Eastcastle St., London, W1N 7AP, England

Tel: 44 0171 3232711 Fax: 44 0171 6310233

Import Executive: *Mrs. S. Miller*

**21. Kenstyle Ltd. C**

Ladies knitwear                      Import from: Hong Kong, China, Italy, Portugal  
39 Margaret Street, London, W1N 7FA, England  
Tel: 44 0171 4990006    Fax: 44 0171 4090192

**22. Marsylka Imports Ltd. C**

Bras, briefs, nightwear, lingerie  
Import from: Poland, Thailand, China, Hong Kong, Pakistan, Bangladesh, Indonesia  
Essex Street, off Wakefield Road, Bradford, BD4 7PG  
Tel: 44 01274 726670    Fax: 44 01274 741462  
Import Executive: *R. Carradice*

**23. Nayyar Textiles Ltd. C**

Clothing            Import from: Hong Kong, India, Korea, Indonesia, Philippines  
640 Ripple Road, Barking, Essex, IG11 0RU, U.K.  
Tel: 44 0181592 8151    Fax: 44 0181 593 6692  
Import Executive: *R. Nayyar*

**24. Pelmark Ltd. C**

Leisurewear, sweaters, T-Shirts    Import from: Hong Kong, China, Taiwan, Korea  
Pelmark Warehouse, Station Road, Ware, Herts. SG11 2PB  
Tel: 44 01920 821155    Fax: 44 01920 821406  
Import Executive: *S. Findlay*

**25. M. Prevezer C**

Children's clothing, socks, underwear                      Import from: Far East  
93 Whitechapel High Street, London, E1, England  
Tel: 44 0171 2473975    Fax: 44 0171 3771405  
Import Executive: *J. Shamash*

**26. Revelation Shirts Ltd.**

Blouses, shirts, skirts

Bewsey Street, Warrington, Cheshire, WA2 7JF, U.K.

Tel: 44 01925 34372 Fax: 44 01925 418438 Import Executive: David Woolf

**27. S. Rose & Co. C**

Men's and boy's clothing

Import from: China, South Africa, Bangladesh, India

90 Bordesley Street, Birmingham, B5 5PP, U.K.

Tel: 44 0121 6312424 Fax: 44 0121 6333610 Import Executive: *R.E. Albutt*

**28. S.U. International Ltd. C**

Clothing

Import from: China, India Thailand, Philippines, Bangladesh, Korea

35-40 Rea St., Digbeth, Birmingham, B5 6HT, U.K.

Tel: 44 0121 6286464 Fax: 44 0121 6287628

Import Executives: *R. Jain, Joseph Clatworthy*

**29. Sonneti Casuals Ltd. C**

Jackets, trousers, knitwear, jeans, coats, shirts T-Shirts

Import from: Hong Kong, Korea, Taiwan, Portugal, Italy

Unit 22, Westwood Park Trading Estate, Concord Rd., London, W3 0TH, England

Tel: 44 0181 9930822 Fax: 44 0181 9938027

Import Executive: *Nigel Wheeler*

**30. Spicy By AAR DEE Ltd. B**

T-Shirts, cardigans, dresses, jumpers, jackets, coats, knitwear, suits, skirts

Import from: Thailand, Hong Kong, India, Korea, Macao, Portugal, Taiwan

Canal Road Industrial Estate, Canal Rd., Trowbridge, Wilts, BA14 8RL, U.K.

Tel: 44 01225 766093 Fax: 44 01225 768688

Import Executives: *Tom Edmondson, Nathan Diwan*

**31. Trendairo Ltd. C**

Trousers, shirts, jeans, blouses, knitwear

Import from: Mauritius, Far East, Asia

Unit 2, Liverpool Freeport, Seaforth, Liverpool, L21, U.K.

Tel: 44 0151 9490616 Import Executive: *T.C. Chiang*

**32. Unique Accessories Ltd. C**

T-Shirts, swimwear, children's clothing, jogging suits, dressing gowns, dresses

Import from: Hong Kong, China, Korea, Macao, Malaysia, Sri Lanka, Brazil

Vale House, 3rd. Avenue, Poynton Industrial Estate, Poynton, Cheshire, SK12 1YK

Tel: 44 01625 877289 Fax: 44 01625 879260

Import Executive: *Jane Taylor*

**33. W.W. Group Ltd. C**

Clothing Import from: Worldwide

P.O.Box 18, Cemetery Road, Pudsey, W. Yorkshire, LS28 7XD, U.K.

Tel: 44 01532 578234 Fax: 44 01532 393421

Import Executives: *T. Forbes, M.R. Oddy, M. Kemp, R.C. Meyers*

**34. Martin Emprex (International) C**

Clothing Import from: Hong Kong, China, Sri Lanka, Macao, Dubai  
Kirkby Road, Sutton-in-Ashfield, Notts., NG17 1GX, U.K.

Tel: 44 01623 551124 Fax: 44 01623 551172

Import Executive: *Simon Towle*

**35. Grand Slam (Sports & Leisurewear) Ltd. C**

Sportswear, leisurewear

Import from: Near East, Far East, Africa, Europe

Valley Road, Hebden Bridge, W. Yorkshire, HX7 7BX, U.K.

Tel: 44 0142284 5003 Fax: 44 0142284 2322

Import Executive: *Graham Turner*

**36. Risol Ltd. C**

Overall, padded jackets, shirts, jeans

Import from: China, Bangladesh, south America, Korea, Taiwan, Pakistan

Risol House, Barton Dock Road, Dimplington, Urmston, Manchester, M31 2LT

Tel: 44 0161 7475899 Fax: 44 0161 7484041

Import Executive: *Claire Waxman*

## D. Footwear

### Leading Retailers

#### **1. British Shoe Corporation Ltd.**

Sunningdale Road, Leischester, Leics LE3 1UR

Tel: 44 0116 2806000 Fax:

Contact: Ladies Fashion (Dolcis brand) Vickey Stanley

Mens Volume (Shoe Express brand) Mick Manley

There are separate men, women's and children's buyers in each of the three categories, Volume, Fashion and Quality.

#### **2. C&J Clarks - Clarks International, Ltd.**

40 High Street, Street, Somerset BA16 OYA

Tel: 44 01458 43131, 442131 Fax: 44 01458 47547

Contact: Men - Richard Wren, Ladies - Malcolm Collins

#### **3. Stylo Pic, Stylo Matchmakers International, Ltd.**

5 Freehold Street, Northampton, Northlands NN2 6EW

Tel: 44 01274 617761 Fax: 44 01640 718238

Contact: Ladies - Richard Abel, Men - Nigel Carr,

#### **4. Oliver/Timpson**

Grovelway Castle Acres, Narbough LE95 BZ, England

Tel: 44 0116 2630444 Fax:

Contact: Ladies - Mr. Adrian Thompson, Mens - Roger Brown

#### **5. Kurt Geiger, Ltd.**

95-96 New Bond Street, London W1Y 9LF

Tel: 44 0171 6298934 Fax: 44 0171 4396056 Contact: Ladies - Lynn Smith

**6. Shoefayre Ltd.**

Wigston House, Kirkdale Rd., South Wigston, Leics LE18 4SU

Tel: 44 0116 2785264 Fax: 44 0116 2477192

Contact: Ladies - Helen Russel, Mens - David Shefeild

**7. Stead&Simpson, Ltd.**

Fosse Way, Syston, Leicester, Leics LE7 1PG

Tel: 44 0116 2695981 Fax: 44 0116 2640331

Contact: Ladies - Beth Bryant, Mens - John Barnes

**8. Bally Group (UK) Ltd.**

Bally House, 27-29 Beak Street, London W1R 3LB

Tel: 44 0171 2872266 Fax: 44 0171 7342433

Contact: Ladies - Debby Wyatt, Mens - Margerie Allen, N. Jethwa, Import Manager

**9. Russell&Bromley Ltd.**

24-34 Fairwig Lane, Bromley, Kent BR1 3RB

Tel: 44 0181 4601122 Fax: 44 0181 4604424

Contact: John England-Crowther, Director

**10. Church&Co. (Footwear), Ltd.**

St. James, Northampton, Northants NN5 5JB

Tel: 44 01604 751252 Fax: 44 01604 754405

**11. Benson Shoes Ltd.**

P.O.Box 134, Haremead Business Center, Leicester, Leics LE1 2LH

Tel: 44 0116 2654433 Fax: 44 0116 2654422

Contact: Ladies - Julie Dally, Mens/Childrens - Neigel Morrell

**12. Scholl Pic - Scholl Consumer Products Ltd.**

475 Capability Green, Luton, Beds LU1 3LU  
Tel; 44 01582 482929 Fax: 44 01582 484940  
Contact: Alison Williamson, Product Manager

**13. Schuh Ltd.**

1 Neilson Square, Deans South Wales Industrial Estate, Livingston,  
West Lothian EH54 8RQ, Wales  
Tel: 01506 460250 Fax: 01506 460251  
Contact: Paul Gill, Director, Sandy Alexander, Managing Director

**14. The Clinkard Group Ltd., Charles Clinkard, Intershoe Ltd.**

Eveline House, Preston Farm Business Park, Stockton On Tees  
Cleveland TS18 3TA, England  
Tel: 44 01642 606162 Fax: 44 01642 677978  
Contact: Mr. C Clinkard/Mr. G.R. Clinkard, Joint Managing Directors

**15. Briggs "Palm Shoes" Ltd.**

Edwin House, Cornwall Road, South Wigston, Leics LE18 2XH, England  
Tel: 44 0116 23782321 Fax: 44 0116 2477649  
Contact: Mr. N.J. Ivers

**16. William Smith (Shoe Merchants) Ltd.**

7 Faraday Street, Dryburgh Industrial Estate, Dundee DD2 3QQ, Scotland  
Tel: 01382 813814 Fax: 01382 202851  
Contact: Mr. B. Prestwich, Merchandise Director

**17. Office Shoes**

20 Rede Place, London, W2 4TU, England

Tel: 44 0171 2215536 Fax: 44 0171 2430087

Contact: Mr. R.A. Wharton

**18. Wayne's Shoes Pic**

Nuvo House, 22 Regent Street, Leeds, West Yorkshire LS2 7QN, England

Tel: 44 0113 2433005 Fax: 44 0113 2423503

Contact: Mr. S.M. Wayne

Major Wholesalers/Distributors

**1. The British Bata Shoe Co. Ltd.**

Princess Margaret Road, East Tilbury, Grays, Essex, RM18 8RL, England

Tel: 44 01375 843400 Fax: 44 01375 858707

Contact: James Graham, Group Managing Director

**2. Dougill & Hastings Ltd.**

Vulcan Road North, Nosrwich, Norfolk, NR6 6AJ, England

Tel: 44 01603 423566 Fax: 44 01603 424681

**3. D. Jacobson & Sons**

Cloughfold, Bacup Road, Rawtenstall, Lancs., BB4 7PA, England

Tel: 44 01706 212512 Fax: 44 01706 214324

Contact: Melvyn Jacobson, Joint M.D., Michael O'Neil, Merchandise Director

**4. Lacey's Footwear (Wholesale) Ltd.**

263-265 Hackney Road, London, E2 8NA, England

Tel: 44 0171 7390398 Fax: 44 0171 7292832 Contact: D. Jacobs, Import Ex.

**5. Lambert Howard Global**

73 Baker Street, London, W1M 1AH, England

Tel: 44 0171 4875051 Fax: 44 0171 9359098

Contact: Geoffrey Enticott, Tim Cooper, Import Executives

**6. H.R. Marrum, Ltd. (Camel brand)**

Carlton House, 26 Billing Road, Northampton, NN1 5AY, England

Tel: 44 01604 603757 Fax: 44 01604 602308 Contact: Charles Marrum

**7. Nicks Sports & Leisure Footwear Ltd.**

Block F, Bridge Estate, Speke Hall Road, Liverpool, L24 9HE, England

Tel: 44 0151 4869191 Fax: 44 0151 486 9140

Contact: Paul Simpson, Marketing Director

**8. Northampton Footwear Distributors Ltd.**

Summer House Road, Moulton Park Industrial Estate Northampton

NN3 1WD, England

Tel: 44 01604 790828 Fax: 44 01604 790577

Contact: Mr. K.E. Gore, Mr. D.K. Gore, Import Executives

**9. John E. Robinson, (Liverpool) Ltd.**

36A Crosby Road North, Waterloo, Liverpool, L22 4QQ, England

Tel: 44 0151 9207373 Fax: 44 0151 9282757 Contact: H.G. Haigh, Director,

Import Executive

**10. Shoe-Mode Ltd.**

20a Plantagenet Rd., New Barnet, Herts, EN5 5JG, England

Tel: 44 0181 3648860 Fax: 44 0181 4499381

Contact: Richard Marriott, Import Executive

**11. Shoes of the World Ltd./Shu One Limited**

United House, 13 Whitchurch Lane, Edgware, London HA8 6JZ, England

Tel: 44 0181 3812526 Fax: 44 0181 3812425

Contact: Import Executives, G.H Adler, C.E.O., S.B. Adler, Sourcing Director

**12. G.H. Warner Footwear PLC**

Mercury House, Lea Road, Waltham Abbey, Essex, EN9 1AT, England

Tel: 44 01992 769612 Fax: 44 01992 701123

Contact: Import Executives, G.H. Warner, M.D., M.G. Warner, Buyer&Director

**13. FS Flair Shoe Sales Ltd. (children's footwear)**

101/102 Trafalgar House, Grenville Place, Mill Hill, London, NW7 3SA

Tel: 44 0181 9593611 Fax: 44 0181 2030853

Contact: Alan Laurier, Joint Managing Director

**14. Rombah Wallace Group Ltd.**

14-17 Ironside Way, Norwich Rd, Hingham, Norwich, Norfolk NR9 4LF,  
England

Tel: 44 01953 851106 Fax: 44 01953 851141

Contact: Roger Hare, Marketing Director

Importers - Shoe Uppers

**1. Plus 50**

Lodge Road, Kingswood, Bristol, BS15 1JX, England

Tel: 44 01272 353637 Fax: 44 01272 352107

Contact: Import Executive, Mr. M.J. Swift, G.M. of Workware Division

**2. Grasshopper Shoes Ltd.**

36 Fishergate Walk, St. George Ctr., Preston, Lancashire PR1 2NR, England

Tel: 44 01772 880003 Fax: 44 01772 880003 Contact: Miss S. McKinlay

**3. Lethure (UK) Ltd.**

P.O.Box 38, Battle, East Sussex TN33 0NQ, England

Tel: 44 01424 774141 Fax: 44 01424 774770

Contact: Mr. J.P. Sax, Managing Director

**4. Parpia International (UK) Ltd.**

Stone Circle Rd., Round Spinney, Northampton, Northlands NN3 8RF

Tel: 44 01604 790992 Fax: 44 01604 790946

Contact: Mr. J.S. Groome, Managing Director

**5. Randall & Hardcastle Ltd.**

15 Dews road, Salisbury, Wiltshire SP2 7RQ

Tel: 44 01722 335722 Fax: 44 01722 412302

Contact: Mr. J.E.F. Hardcastle, Managing Director

**6. Realmbrook Ltd.**

25 Park Ave., London NW10 7EX

Tel: 44 0181 9611075 Fax: 44 0181 9613145

Contact: Mr. S.K. Sil, Marketing Director

**7. Wildman & Bugby Ltd.**

206 Wellingborough Road, Rushden, Northants NN10 9SY, England

Tel: 44 01933 312231 Fax: 44 01933 58801 Contact: Mr. P.S. Wildman, Dir.

## VII. GENERAL COMMENTS

Although this report has focused on the general market and market practices in the U.K., I feel it is necessary to make observations and comments specific to Egypt and Egypt's manufacturers.

- During my meeting with the marketing director of the British Clothing Industry Association, it was emphasized that a major deterrent to Egypt's exports to the U.K. is the current very restrictive import policies of the Egyptian government. I was told that duties are as high as 200% for U.K. manufactured apparel and textile goods.
- When I visited the Premier Collections I was somewhat surprised to find that the Egyptians were exhibiting and had pavilions in both the menswear and womenswear halls. I had the opportunity to speak with the participating manufacturers and they indicated that they had no knowledge of the U.S.A.I.D. program.

Their participation in the Premier Collections was organized by the British /Egyptian Chamber of Commerce in London and sponsored by various Egyptian banks. However it was not well organized. The merchandise did not arrive in time for the first day. When I visited the women's pavilion on the second day, mid day, no one was in the booth. Apparently everyone had gone to lunch at the same time. On the other hand, there were manufacturers who were doing very well making real contacts and writing orders. There was a shoe company that is working with Clarks - the important U.K. company - manufacturing both children's and adult's shoes.

- I strongly recommend that efforts be made to coordinate funded activities in Egypt so that all manufacturers can, when possible, take advantage of the various assistance programs that are being done. I fully understand the difficulties that are a part of any program, particularly between various government agencies, but if some cooperation were done it could lead to more efficient and much more effective programs.

- During my meeting with the Public Affairs Director of Marks & Spencer, I inquired as to whether M&S is importing or has been importing from Egypt. We found out that in the last calendar year Marks & Spencer had imported £ 1.6 million (Sterling) from Egypt. The total amount of purchase was for vegetables. I did ask if there could be any interest for M&S to look at fashion merchandise. Although Mr. Clarkson could not say for sure, he indicated that he would look into this further after everyone came back from holidays in September and would be open to assisting, if at all possible. This, in no way, is an assurance that there is opportunity for the manufacturers with M&S, however I believe that it can and should be followed up by the appointed trade representative.
- Although Egypt does have an excellent reputation for quality cotton fabric, it is not regarded, as yet, as a player in the garment or fashion area. They are looked at as only an alternative, if the prices are right, to other low end merchandise countries such as Bangladesh, China, Thailand, Indonesia, to name just a few. As of now no one is looking to Egypt as a source country for quality merchandise or greater value added products. Therefore to capture a significant part of the U.K. market the manufacturers must be able to compete either head on via pricing with the other low end countries, or show that they can produce unique, quality merchandise, utilizing their world renown cotton and their great cultural heritage, that can fulfill a niche market and justify value added pricing.

## VIII. TRADE REPRESENTATIVE RECOMMENDATIONS

I have interviewed the following companies and individuals for the position of Trade Representative. CV's and company BIOS have been sent directly to head of mission in Cairo. The names and contacts are:

1. Peter Scott, 12 Forest Glade, Brockenhurst, Hampshire SO42 7QY,  
Tel: 44 1590 622828 Fax: 44 1590 623088
  
2. Courtney Hill, Flat D, 5 Maynard Close, Fulham, London SW6 2EN  
Tel: 44 171 3717656 Fax: 44 171 7369974
  
3. Kathleen Towler, 93 Longton Avenue, Sydenham, London SE26 6RF  
Tel: 44 181 6993107 Fax: 44 181 4737658
  
4. Remit Consulting Limited, 422 St. John Street, London, EC1V 4NJ,  
Janice Haigh, Director Tel: 44 171 8375498 Fax: 44 171 8335716
  
5. Gimlet International Consultants Limited, 4 St. Paul's Churchyard, London  
EC4M 8BE Marc Fountain, contact
  
6. CTA Economic & Export Analysis Ltd. Clark Whitehill Chambers, 37  
Minister Street, Reading, Berkshire RG1 2RY Tel: 44 1734 560363  
Fax: 44 1734 560452 Chris Cosgrove, Director
  
7. Kurt Salmon Associates, Bruce Court, 25 Hale Rd., Altrincham, Cheshire,  
WA14 2EY Tel: 44 161 9288423 Fax: 44 161 927 7135 Richard Traish, Dir.

IX. 1995/1996 FASHION EXHIBITIONS

U.K. Fashion Calendar

The following UK Fashion Exhibition Calendar Autumn 1995 - Spring 1996 has been compiled by The British Fashion Council.

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**International Fashion Calendar**

# **UK FASHION EXHIBITIONS CALENDAR**

**Autumn 1995**

**BRITISH  
FASHION  
COUNCIL**

**5 PORTLAND PLACE LONDON W1N 3AA  
Telephone: 0171-636 7788 Fax: 0171-636 7515**

**SPONSORS - BARKER BROWN - BLENHEIM GROUP - THE BURTON GROUP - CLAREMONT GARMENTS -  
COATS VIVELLA - CONDE NAST PUBLICATIONS - COURTAULDS TEXTILES - DEWHIRST GROUP -  
BMAP BUSINESS PUBLISHING - S. R. GENT - INTERNATIONAL WOOL SECRETARIAT - MARKS & SPENCER -  
NATIONAL MAGAZINE COMPANY - SELFRIDGES - STIRLING GROUP - WILLIAM BAIRD**

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# Autumn 1995

The Sun & Swimwear Show	July 30 - August 1	
Premier Collections incorporating Premier Menswear & Fashion Sport Womens, Childrens & Footwear	August	20-22
Harrogate Lingerie Exhibition	September	10-12
Harrogate Fashion Exhibition	September	10-13
Harrogate Bridal Exhibition	September	10-13
London Interseason Womenswear	September	12-14
London Interseason Menswear	September	12-14
Career & Workwear Show	October	17-19
London Fashion Week	October	21-23

# Spring 1996

London Interseason Womenswear	February	6-8
London Interseason Menswear	February	6-8
Premier Collections incorporating Premier Menswear & Fashion Sport Womens, Childrens & Footwear	February	18-20
London Fashion Week	March	t.b.f.
Harrogate Fashion Exhibition	March	10-12
Harrogate Bridal Exhibition	March	10-12
Harrogate Lingerie Exhibition	March	10-12
London Interseason incorporating menswear & womenswear	June	4-6

*Information is correct at time of going to press.  
Please check details with organiser before planning visit.  
• Trade Buyers and Press Only. (t.b.f. = to be finalised)*



## BRIDALWEAR

**HARROGATE BRIDAL EXHIBITION** Harrogate International Centre, Old Swan, Crown, St George and Majestic Hotels, Harrogate  
Over 250 collections showing trends for the coming season  
Stephen Dixon, Extension 20 Ltd, The Old Town Hall, Lewisham Rd, Slaithwaite, Huddersfield HD7 5AL  
tel: 01484 846069; fax: 01484 846232

## CAREER & WORKWEAR

**CAREER & WORKWEAR SHOW** The Business Design Centre, 52 Upper Street, Islington, London N1  
Europe's premier exhibition of clothing for the workplace including uniforms, workwear, corporate clothing, fabrics and accessories.  
Simon Boyd, Career & Workwear Show, Hofer House, 185 Uxbridge Road, Hampton Hill, Middlesex TW12 1BN  
tel: 0181 941 7979; fax: 0181 941 8115

## CHILDRENSWEAR

**PREMIER CHILDRENSWEAR** National Exhibition Centre, Birmingham  
A show for the very best childrenswear companies from the UK and overseas.  
Sue Worth, Blenheim Premier, 1st Floor, 71-73 Great Portland Street, London W1N 6JH  
tel: 0171 323 3302; fax: 0171 631 1722

## MENSWEAR

**PREMIER MENSWEAR & FASHION SPORT** National Exhibition Centre, Birmingham  
Full spectrum of menswear from formal wear to casual wear and accessories.  
Kevin Burns, Blenheim Premier (as above).

**LONDON INTERSEASON MENSWEAR** The Business Design Centre, 52 Upper Street, Islington, London N1  
The UK's only showcase for street led menswear offering both short delivery and forward order.  
Liz Hinchliffe, Barker Brown Events Ltd, 32-36 Great Portland Street, London W1N 5AD.  
tel: 0171 637 3313; fax: 0171 436 4658

## SWIMWEAR

**SUN AND SWIMWEAR SHOW** London Marriott Hotel, Grosvenor Square, London W1  
The only specialist exhibition in Europe featuring British and International Collections of women's, children's and men's swimwear, beachwear and cruisewear.  
Lucy Furber, Brintex Ltd, 32 Vauxhall Bridge Road, London SW1V 2SS.  
tel: 0171 973 6401; fax: 0171 233 5054.

## WOMENSWEAR

**HARROGATE FASHION EXHIBITION** Harrogate International Centre, King's Road, Harrogate  
Fashion exhibition showing trends for the new season.  
Stephen Dixon, Extension 20 Ltd (as above).

**LONDON FASHION WEEK** Natural History Museum, Cromwell Road, London SW7  
Exhibition and fashion shows from top British designers.  
Simon Ward, British Fashion Council, 5 Portland Place, London W1N 3AA.  
tel: 0171 636 7788; fax: 0171 636 7515

**LONDON INTERSEASON WOMENSWEAR** The Business Design Centre, 52 Upper Street, Islington, London N1  
The UK's only showcase for young trend fashion. Featuring the very best of womenswear, and accessories from high quality mainstream manufacturers and contemporary designers. The only show of its kind in London for short delivery.  
Liz Hinchliffe, Barker Brown Events Ltd (as above).

**PREMIER WOMENSWEAR** National Exhibition Centre, Birmingham  
A show for the middle to better end of the main stream market for womenswear, including Premier Lingerie, Premier Galerie, Premier Style, Premier Eveningwear and Premier Bridal.  
Peter Hoyle, Blenheim Premier (as above).

## International Fashion Calendar

# 1995/96 CALENDAR

	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	W
FEB				1	2	3	4	5	6	7	8	9	10	11	12	13	14	
MAR				1	2	3	4	5	6	7	8	9	10	11	12	13	14	
APR							1	2	3	4	5	6	7	8	9	10	11	
MAY		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
JUN					1	2	3	4	5	6	7	8	9	10	11	12	13	
JUL							1	2	3	4	5	6	7	8	9	10	11	
AUG			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
SEP						1	2	3	4	5	6	7	8	9	10	11	12	
OCT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
NOV				1	2	3	4	5	6	7	8	9	10	11	12	13	14	
DEC						1	2	3	4	5	6	7	8	9	10	11	12	
JAN		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	

# 1995/96 CALENDAR

Dates of all major clothing, textile and footwear shows are included on this calendar. For further details, see exhibition listing on page 8. While details are correct at time of going to press, dates may change - please check before making arrangements.

CALENDAR

ED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON		
15	16	17	18	19	20	21	22	23	24	25	26	27	28								
		HONG KONG FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									
		HONG KONG FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									
14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
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		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
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		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK		MILANO FASHION WEEK				
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK		MILANO FASHION WEEK				
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK			MILANO FASHION WEEK						
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									
		MILANO FASHION WEEK			PREMIER COLLECTIONS				KING OF DESIGN			MILANO FASHION WEEK									

## Information

*index of* **EXHIBITIONS**

**TEL:** 010 39 55 36931 **Fax:** 010 3955 3693200  
European childrenswear exhibition for medium to high sector. Products include maternitywear, babywear and childrenswear from all areas – tailoring, casualwear, sportswear, beachwear, underwear, hosiery, leather goods, footwear and accessories.  
**ATTENDANCE:** 6,059 visitors, 182 exhibitors

**PITTI IMMAGINE FILATI**  
**DATE:** 14-16 February and mid July (tbc)  
**VENUE:** Florence  
**TRANSPORT:** Florence airport  
**CONTACT:** Pitti Immagine  
**TEL:** 010 39 55 36931

Italy's major luxury knitting yarn show, including some Scottish and European collections. Covers natural, man-made fibre and blended yarns, and knitted fabrics. There is a display of colour and design trends.  
**ATTENDANCE:** 7,450 visitors, 59 exhibitors

**PITTI IMMAGINE UOMO**  
**DATE:** 29 June-2 July, January tbc  
**VENUE:** Florence  
**TRANSPORT:** Florence airport  
**CONTACT:** Pitti Immagine  
**TEL:** 010 39 55 36 931

Always the first menswear show of the season, and a strong trend guide. Most exhibitors are Italian, but there are a number of European and US companies showing. Covers the mid to upper market. Runs concurrently with L'Altro Uomo, the avant garde men's collection show, and Pitti Immagine Oltre, the innovative international designer collections.  
**ATTENDANCE:** 20,839 visitors, 390 exhibitors

**PRATO EXPO**  
**DATE:** 4-6 March, 23-25 September  
**VENUE:** Florence  
**TRANSPORT:** Florence airport  
**CONTACT:** Fior Italia  
**TEL:** 010 39 955 29 1790

Exhibition of textiles from Prato region. Some exhibitors from other areas of Italy, one overseas.  
**ATTENDANCE:** 1,389 visitors, 40 exhibitors

**PREMIER COLLECTIONS**  
**DATE:** 19-21 February, 20-22 August  
**VENUE:** NEC, Birmingham  
**TRANSPORT:** Birmingham International station and Birmingham airport are both linked to the NEC  
**CONTACT:** Blenheim Premier  
**TEL:** 0171 323 3302 **Fax:** 0171 631 1722

The leading show in the UK, covering menswear, womenswear, lingerie, hosiery, childrenswear, footwear and sportswear. Includes daily catwalk shows, presenting the key fashion directions. The menswear area has expanded by 30 per cent to introduce up to 50 new exhibitors, and covers sectors ranging from classic tailoring and eveningwear to casual and jeanswear, leading into the sportswear area.  
**ATTENDANCE:** 28,082 visitors, 1,005 exhibitors

**PREMIERE CLASSE**  
**DATE:** 17-20 March  
**VENUE:** Salon Premiere Classe, Jardin des Tuilleries, Paris  
**TRANSPORT:** Orly/Paris-Charles de Gaulle airports  
**CONTACT:** Premiere Classe, 10, rue de Louvois 75002 Paris  
**TEL:** 010 331 42869487 **Fax:** 010 331 42 86 89 56

**PREMIERE VISION**  
**DATE:** 10-13 March, 29 September-2 October  
**VENUE:** Parc Des Expositions, Villepinte, North Paris  
**TRANSPORT:** Orly/Paris-Charles de Gaulle airports  
**CONTACT:** PB Marketing, 2 Landsdowne House, Landsdowne Road, London W11 3LP  
**TEL:** 0171 221 3344

Premiere Vision visitors' hotline – 010 33 78 60 0788  
Europe's leading fashion textiles exhibition, showing trends and quality knitted, woven and printed fabrics.  
**ATTENDANCE:** 64,150 visitors, 850 exhibitors

**PRET A PORTER**  
**DATE:** 1-4 September  
**VENUE:** Batiment 7, Parc des Expositions de Paris, Porte de Versailles, 75015 Paris  
**TRANSPORT:** Orly/Charles de Gaulle airports, Paris Metro to Porte de Versailles  
**CONTACT:** Evelynne Clauss  
**TEL:** 010 331 44947000 **Fax:** 010 331 44947005

A high profile international womenswear event organised in approximately 20 'villages', each with a particular product and image focus featuring classical, design, street and volume collections.

**RETAIL SOLUTIONS**  
**DATE:** 2-4 May  
**VENUE:** NEC, Birmingham  
**TRANSPORT:** Birmingham airport and Birmingham International rail stations are linked to the NEC  
**CONTACT:** EMAP MacLaren  
**TEL:** 0181 688 7788 **Ticket hotline:** 0181 592 2720  
This exhibition focuses on computer systems and technology available for business efficiency. Includes specialist systems for fashion and footwear firms.  
**ATTENDANCE:** 6,110 visitors, 210 exhibitors

**SEHM**  
**DATE:** 2-5 September  
**VENUE:** Paris Porte de Versailles Exhibition Centre, 75015 Paris  
**CONTACT:** (UK visitors): Michele Jackson, Promosalons (UK), The Colonnades, 82 Bishop Bridge Road, London W2 6BB  
**TEL:** 0171 221 3660 **Fax:** 0171 792 3525

UK Contact (exhibitors): BKCEC  
**TEL:** 0171 636 5577 **Fax:** 0171 636 7515  
French organiser: Promas, 8 rue de Richlieu, 75001 Paris, France  
**TEL:** 010 331 42961525 **Fax:** 010 331 42617703  
Sehm is the men's fashion trade show that offers an immediate overall and complete view of international creativity, encompassing all types of products. Attracts 52,000 professionals from five continents.

**SHOWCASE DUBLIN**  
**DATE:** 14-17 January 96, 19-22 January 97  
**VENUE:** Royal Dublin Society - Minhall complex, Ballsbridge, Dublin 4, Republic of Ireland  
**TRANSPORT:** Dublin airport; Bus 6,7,7a,8,8a from City Centre; train to Landsdowne Road  
**CONTACT:** Bernadette Fagin  
**TEL:** 01 2958185 **Fax:** 01 2958187  
Craft, gift and classical fashion show that covers pottery, jewellery, glass, leather, textiles, womenswear, menswear and childrenswear.

**SIG**  
**DATE:** 12-15 March  
**VENUE:** Grenoble-Alpesepe  
**TRANSPORT:** Lyons airport  
**CONTACT:** Promosalons (UK) Ltd, The Colonnades, 82 Bishop Bridge Rd. London W2 6BB

**TEL:** 0171 221 3660 **Fax:** 0171 792 3525  
French organiser: Alpexpo, BP2408, 38034 Grenoble Cedex 02  
**TEL:** 010 3376 396600 **Fax:** 010 3376 093648  
The exhibition covers equipment, fashion and leisurewear for winter and mountain sports.

**STITCHES**  
**DATE:** 19-21 February  
**VENUE:** NEC, Birmingham  
**TRANSPORT:** Birmingham airport and Birmingham International rail station are linked to the NEC  
**CONTACT:** Ray Dowdney  
**TEL:** 01425 272711 **Fax:** 01425 278369  
General show covering sewing, knitting, haberdashery, tapestry, yarns, fabrics and accessories.

**STOCKHOLM INTERNATIONAL FASHION FAIR**  
**DATE:** 17-19 February, 18-20 August  
**VENUE:** Stockholms massan, s-12580 "Alvsjo", Sweden  
**TRANSPORT:** Pendeltåg train from Stockholm Centralen to Alvsjo  
**CONTACT:** Margaretha Oleinikoff  
**TEL:** 010 468 7494400 **Fax:** 010 468 749 0467  
Good solid and user friendly event targeting especially the Scandinavian middle market. The majority of exhibitors are Scandinavian.  
**ATTENDANCE:** 40,057 visitors, 580 exhibitors

**SISEL SPORT**  
**DATE:** 25-27 June  
**VENUE:** Paris-Porte de Versailles Exhibition Centre  
**TRANSPORT:** Orly/Paris-Charles de Gaulle airports  
By train: Porte de Versailles Ligne 12, direction Mairie d'Issy  
**CONTACT:** Promosalons (UK), The Colonnades, 82 Bishop Road, London W2 6BB  
**TEL:** 0171 221 3660 **Fax:** 0171 792 3525  
French organiser: COSP, 22 Av. Franklin Roosevelt, 78008 Paris, France  
**TEL:** 010 331 40764500 **Fax:** 010 331 45637824  
The show encompasses sports, leisure clothing and equipment.

**THE SUN AND SWIMWEAR SHOW**  
**DATE:** 6-8 August  
**VENUE:** London Marriott Hotel, Grosvenor Square, London W1  
**TRANSPORT:** Heathrow (nearest airport), Bond Street Underground station  
**CONTACT:** Malcolm Taylor, Brintex  
**TEL:** 0171 973 6401 **Fax:** 0171 233 5054  
Europe's only specialist event presenting the best international collections of swimwear, beachwear, cruisewear and accessories.

**YARN COLLECTIONS, LONDON**  
**DATE:** 13-14 September 95, 11-12 September 96  
**VENUE:** Grosvenor House Hotel, 86 Park Lane, London SW1  
**TRANSPORT:** Heathrow and Gatwick airports, Marble Arch Underground station  
**CONTACT:** Ann Thomson Krol at the National Wool Textile Export Corporation  
**TEL:** 01274 724235 **Fax:** 01274 723124  
Knitwear yarn show with all British exhibitors. A display of latest trends, colours and innovation of the British spinning industry and fibre producers.

**PLEASE NOTE:** While these details are correct at time of going to press, show dates are liable to change. Please check with organisers before making any plans.

# index of EXHIBITIONS

**ACFA FASHION WEEK**

DATE: 12-17 February  
 VENUE: Members' showrooms around London  
 TRANSPORT: Gatwick and Heathrow airports, London rail stations  
 CONTACT: Jonathan Morgan  
 TEL: 01943 468441

Overseas brands represented in the UK by members of the Association of Continental Fashion Agents.

**BIJORCHA**

DATE: 1-5 September 1995  
 VENUE: Paris-Porte de Versailles Exhibition Centre  
 TRANSPORT: Orly airport/Paris - Charles de Gaulle  
 By metro - Porte de Versailles line 12, direction Mairie d'Issy  
 CONTACT (UK visitors): Michele Jackson, Promosalons (UK), The Colonnades, 82 Bishop Bridge Road, London W2 6BB  
 Tel: 0171 221 3660 Fax: 0171 792 3525  
 The exhibition is moving to the Paris-Porte de Versailles Exhibition Centre. The concept behind the exhibition is to show top of the range jewellery and decorative accessories to European buyers.

**THE CLOTH SHOW**

DATE: 21-23 March, 10-12 October  
 VENUE: New Connaught Rooms, London WC2  
 TRANSPORT: Gatwick/Heathrow airports, London rail stations, underground to Holborn  
 CONTACT: RewardIndex.  
 TEL: 0181 341 7900

The Association of Textile Agents exhibition, showing fabrics and trimmings for end-uses right across the board. Cloth Plus, showing mills and manufacturers, runs alongside. Exhibitors include firms from Russia, India, the EC and the UK.

ATTENDANCE: Visitors: 3,000. Exhibitors: over 100, representing 350 mills.

**THE CLOTHES SHOW LIVE**

DATE: 1-6 December  
 VENUE: NEC, Birmingham  
 TRANSPORT: Birmingham airport and Birmingham International rail station are linked to the NEC  
 CONTACT: Ticket hotline. Tel: 0121 767 4444; Contact Barker Brown. Tel: 0171 637 3313  
 Range of manufacturers and retailers from high street to designer end. Includes catwalk shows, in the world's largest fashion theatre. Mainly menswear and womenswear, but covers all areas.  
 ATTENDANCE: 155,000 visitors, 300 exhibitors

**THE CLOTHES SHOW-SHOW SCOTLAND**

DATE: 17-20 June 95, 15-18 June 96 (provisional)  
 VENUE: Scottish Exhibition Centre and Conference Centre, Glasgow, Scotland  
 TRANSPORT: Glasgow station, Glasgow airport  
 UK Contact: Kate Crompton, Barker Brown  
 TEL: 0171 637 3313 Fax: 0171 436 4658  
 A fashion and beauty event for the public including fashion shows and hair and beauty demonstrations.

**CPD/IGEDO DESSOUS**

DATE: 5-8 February  
 VENUE: Igedo Modemesse, Dusseldorf  
 TRANSPORT: Dusseldorf airport  
 CONTACT: Tony Bicknell, BKCEC  
 TEL: 0171 636 5577 Fax: 0171 636 7517  
 Womenswear and intimate apparel

**LONDON COLLECTIONS**

DATE: 24-26 January, 17-19 September  
 VENUE: Business Design Centre, Islington, London.  
 TRANSPORT: Heathrow and Gatwick airports, London rail stations, underground to Angel  
 CONTACT: Alan Smith/Sue Bishop, Barker Brown.  
 TEL: 0171 637 3313 Fax: 0171 436 4658  
 Knitwear across a wide range of price points from craft and high street to classic and designer. The London Collections is new and includes menswear, womenswear and accessories for the upper end.

**EARLY STRICK**

DATE: 22-24 January  
 VENUE: Dusseldorf Fashion House  
 TRANSPORT: Dusseldorf airport  
 CONTACT: Tony Bicknell, BKCEC  
 TEL: 0171 636 5577 Fax: 0171 636 7517  
 The first show for major knitwear collections on the German market. For this season, the show replaces the previously planned First View. Companies that do not have permanent showrooms at the Fashion House will be renting suites.

**ESMA, MILAN**

DATE: 30 May-1 June, 28-30 November  
 VENUE: Fiera Milano, Largo Domodossola 1, 20145 Milan, Italy  
 TRANSPORT: Linate airport - shuttle bus to Fiera Milano. By Underground line MMI direction Molino-Dorino to Amendoza Fiera  
 CONTACT: Melanie Castle  
 TEL: 0171 486 1951 Fax: 0171 487 3480  
 The exhibition is aimed at large scale buyers including wholesalers, contract dealers, chain stores, department stores and mail order firms.

**EUROPE SELECTION**

DATE: 14-16 February, 25-27 August  
 VENUE: Hong Kong (February) Singapore (August)  
 TRANSPORT: Hong Kong International airport (Kai Tak)  
 TEL: 0171 371 9011

**EXPOFIL**

DATE: 13-15 June, 5-7 December  
 VENUE: Le Carrousel de Louvre, 99 Rue de Rivoli, 75001 Paris  
 TRANSPORT: Orly/Paris Charles de Gaulle airports.  
 Exhibition situated in the centre of Paris.  
 CONTACT: Pascale Bozzi, PB Marketing  
 TEL: 0171 221 3344 Fax: 0171 221 3446  
 Expofil is the first event of the textile season. It shows a diverse range of European yarns. The trend area and audiovisual offer predictions for knitting and weaving.

**EXSL**

DATE: 17-19 September  
 VENUE: NEC, Birmingham  
 TRANSPORT: Birmingham airport and Birmingham International rail station are linked directly to the NEC  
 CONTACT: Amanda Byron-Jones, Montgomery Exhibitions  
 TEL: 0171 486 1951

An annual British Sports and Allied Industries Federation show for sport and leisure clothing and equipment. Includes sportswear catwalk shows. The exhibition is adding new product areas such as snow boarding, cycling and water sports, and intends to include more sports fashion and licensed products.  
 ATTENDANCE: Visitors: 8,296 Exhibitors: 195

**FIMI**

DATE: 6-8 July, 19-21 January 96  
 VENUE: Avda de Ferias, s/n, 46035 Valencia, Spain  
 TRANSPORT: airport situated 7km from the city  
 CONTACT: Pepa Ortiz, Director, PO Box 476, 46080 Valencia, Spain  
 TEL: 010 34 386 1146 or 1147 Fax: 010 34 363 6111  
 Fimi is an international children's and young people's fashion fair with fashion and accessories from new born babies to 14-16 year old teens. The show involves daily fashion shows and trends.

**GAUDI BARCELONA**

DATE: 11-13 February, September 1995  
 VENUE: Montjuic Trade Fair Center, Barcelona  
 TRANSPORT: Barcelona airport  
 CONTACT: Roser Soley, Fira de Barcelona, Avda. Reina Ma Cristina, s/n, 08004 Barcelona, Spain  
 TEL: 010 34 93 423 3101 Fax: 010 34 93 426 7884  
 UK contact: Mr A D Gillanders  
 Tel: 01494 837770 Fax: 01494 837772  
 Gaudi Barcelona features men's and women's wear and 17 fashion shows. British, French, Italian and Spanish companies show collections alongside designers such as Helen Storey and Joe Casely-Hayford.  
 ATTENDANCE: 300 exhibitors, 10,000 visitors

**GDS**

DATE: 17-20 March, 15-18 September  
 VENUE: Dusseldorf Exhibition Centre  
 TRANSPORT: Dusseldorf airport  
 CONTACT: Messe Dusseldorf  
 TEL: 0171 794 0166  
 World's biggest footwear show, in 10 halls. Largest exhibitors are from Italy, with a strong UK presence.  
 ATTENDANCE: 40,000 visitors, 1,500 exhibitors

**THE HARROGATE BRIDAL EXHIBITION**

DATE: 12-14 March, 10-13 September  
 VENUE: Harrogate International Centre  
 TRANSPORT: Leeds/Bradford airport, train - Leeds/York - Harrogate  
 CONTACT: Stephen Dixon  
 TEL: 01484 846069 Fax: 01484 846232  
 Trade exhibition that shows bridal, special occasionwear, mother of the bride, eveningwear and women's daywear.

**HELSINKI INTERNATIONAL FASHION FAIR**

DATE: 27-29 August, 28-30 January 96  
 VENUE: Helsinki Fair Centre, Helsinki  
 TRANSPORT: 15km from the Helsinki-Vantaa airport. From the city centre: trains from Helsinki railway station to Pasila station (5 min and 400 metres walk). Trams 7A + 7B, bus no.17  
 CONTACT: The Finnish Fair Corporation, Helsinki Fair Centre, P.O.B 21, FIN 00521 Helsinki.  
 TEL: 010 358 0 15091 Fax: 010 358 0 172358  
 Finland's major fashion event, covering all areas of womenswear, menswear and childrenswear, sportswear, leather and fur, accessories, workwear and shopfittings. The fair is a marketplace for next season's fashions and immediate deliveries.

**HERREN MODE WOCHE/INTERJEANS**

DATE: 3-5 February, 4-6 August  
 VENUE: Cologne  
 TRANSPORT: Koin airport  
 CONTACT: KoinMesse, German Chamber of Industry and Commerce.  
 TEL: 011 931 0166

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Europe's largest menswear show. Interjeans covers the jeans and casualwear sector, while HMW shows menswear with ranges from designer to street and club wear. HMW has a lot of traditional classics.  
ATTENDANCE: 48,000 visitors, 1,708 exhibitors

## HONG KONG FASHION WEEK

DATE: July 13-16, January 17-20 1996  
VENUE: Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
TRANSPORT: Hong Kong International airport (Kai Tak)  
CONTACT: Dexter Chan  
TEL: 010 852 25844333 Fax: 010 852 28240249  
The week-long show covers menswear, womenswear, young fashion and accessories.

## IBERPIEL/furs and leather fashions

DATE: 30 March-2 April  
VENUE: Ifema, Exhibition Park Juan Carlos 1, Madrid, Spain  
TRANSPORT: Madrid airport. Free bus service between airport, exhibition centre and city.  
CONTACT: Ms B Carmona, Iberpiel, Velaquez, 4 - 2,8001 Madrid-Spain  
TEL: 010 34 1 5776312 Fax: 010 34 1 5775899  
Iberpiel exhibits the latest designs in fur, suede, lamb-skin and double face. The sectors include women's fur fashions, women's and men's leather fashions and suede and leather wholesalers.

## IBERPIEL/HARROQUINERIA

DATE: 19-22 May, 10-13 November  
VENUE: Ifema, Exhibition Park Juan Carlos 1, Madrid, Spain  
TRANSPORT: Madrid airport. Free bus service between airport, exhibition centre and city  
CONTACT: Mr Bellido, Iberpiel, Velaquez, 4 - 2,8001 Madrid, Spain  
TEL: 010 34 1 5776312 Fax: 010 34 1 5775899  
This show presents the latest trends in leather goods and accessories. Bags, purses, leather goods, travel goods and accessories are just a few sectors.

## IGEDO

DATE: 5-7 March  
VENUE: Igedo Modemesse, Dusseldorf  
TRANSPORT: Dusseldorf airport  
CONTACT: Tony Bicknell, BKCEC  
TEL: 0171 636 5577 Fax: 0171 636 7517  
Igedo is the world's largest women's fashion fair based in Dusseldorf and offers the season's first overview of new trends to the international press and fashion trade.

## THE INDIGO SHOW

DATE: 10-13 March, 29 September-2 October  
VENUE: Parc des Expositions, Paris-Nord Villepinte  
TRANSPORT: Roissy airport and station  
CONTACT: Carol Jolley  
TEL: 010 33 20637832 Fax: 010 3320637834

## INTERNATIONAL AUTUMN FAIR

DATE: 10-13 September  
VENUE: NEC, Birmingham  
TRANSPORT: Birmingham airport and Birmingham International rail station are both connected to the NEC  
CONTACT: Trade Promotion Services  
TEL: 0181 855 9201  
International trade event for the giftware market. Good for accessories, but smaller than the Spring Fair.  
ATTENDANCE: 43,000 visitors, 2,000 exhibitors

## INTERNATIONAL FOOTWEAR AND

DATE: 24-26 March, September 1995  
VENUE: Ifema, Parque Ferial Juan Carlos 1, Madrid, Spain  
TRANSPORT: free bus between airport, show and city  
TEL: 010 34 1 7225000 Fax: 010 34 1 722 5799  
UK contact: Ms Aymerich, Infoitema  
London office: 0171 636 1773  
The show is born from the old Expocalzado. Men's, women's and children's footwear; leisure and casual footwear and footwear for industrial uses. The new fair is a more modern and dynamic show.

## INTERNATIONAL JEANSWEAR AND SPORTSWEAR SHOW

DATE: 3-5 March, 9-11 September  
VENUE: Miami Beach Convention Centre, Miami Beach, Florida  
TRANSPORT: Miami airport  
CONTACT: Judith Brathwaite, Blenheim  
TEL: 0181 742 2828  
Jeans, sportswear, streetwear, footwear and accessories for men and women. Includes a daily catwalk show giving trend directions. European and American exhibitors.  
ATTENDANCE: 3,982 visitors, 370 collections

## INTERNATIONAL SPRING FAIR

DATE: 5-9 February  
VENUE: NEC, Birmingham  
TRANSPORT: Birmingham airport and Birmingham International rail station are linked to the NEC  
CONTACT: Trade Promotion Services  
TEL: 0181 855 9201  
Second largest trade show in Europe, offering products from all sectors of the giftware market - particularly strong in leather, luggage, jewellery and accessories.  
ATTENDANCE: 85,000 visitors, 4,000 exhibitors

## INTERSHOP

DATE: 23-26 April  
VENUE: Olympia, London  
TRANSPORT: Heathrow and Gatwick airports, London rail stations, Olympia Underground station  
CONTACT: Montgomery Exhibitions  
TEL: 0171 486 1951  
International shopfitting, display and retail equipment exhibition, sponsored by the Shop and Display Equipment Association. A Solutions Centre offers free seminars on security, display, space planning and EPOS. Runs alongside British Retail Consortium Conference and the Contract Interiors Show.  
ATTENDANCE: 4,223 visitors, 140 exhibitors

## INTERSTOFF, FRANKFURT

DATE: 11-13 April, 24-26 October  
VENUE: Messe Frankfurt, Ludwig Erhard Anlage  
TRANSPORT: Frankfurt airport then shuttle bus to exhibition centre  
CONTACT (UK): Ms Muller, Collins and Endres, Morley House, 314 Regent Street, London W1R 5AB  
TEL: 0171 323 6570  
International fabric exhibition, showing a wide range from fibre and yarn manufacturers, through knitting, weaving and printing, to embroidery, finishing and accessories. New emphasis on environmentally friendly methods. Leading fabric fair for non-textile products. The timing gives it a late order function.

## INTERSTOFF, ASIA

DATE: 18-20 October  
VENUE: Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong

CONTACT (UK): Collins and Endres, Morley House, 314 Regent Street, London W1R 5AB  
TEL: 0171 323 6570 Fax: 0171 323 6523  
Interstoff Asia has become the biggest and the most international fabric show in the Asian-Pacific region.  
ATTENDANCE: 13,000 visitors, 322 exhibitors

## INTERFILIERE

DATE: January 96 (tbc)  
VENUE: Paris, Porte de Versailles  
TRANSPORT: Orly airport/Paris-Charles de Gaulle  
By metro: Porte de Versailles line 12, direction Mairie d'Issy  
CONTACT: (UK visitors): Michelle Jackson, Promosalons (UK), The Colonnades, 82 Bishop Bridge Road, London W2 6BB  
TEL: 0171 221 3660 Fax: 0171 792 3525  
French organisers: Federation de la Maille, 37/37 rue de Neuilly, 92110 Clichy  
Tel: 010 331 47563232 Fax: 010 331 4756 3299  
This is the sister exhibition to the Lingerie exhibition held at the same time, showing fabrics, fittings and trimmings for the manufacturer of lingerie, corsetry and eveningwear.

## INTERMODA/EXPOWEAR/EXPOFASHION

DATE: 9-12 February, 7-10 September  
VENUE: The International Fair of Lisbon, Praza das Industrias, Apartado 3200-1304 Lisboa Codex  
TRANSPORT: Lisbon airport  
CONTACT: Fatima Villa Maron, (Directory of Firms) Ltd  
TEL: 010 351 3601500 Fax: 010 351 3639048  
ORGANISER: The Portuguese Clothing Industries' Association and the investment, commerce and tourist board.

## INTERSELECTION

DATE: 16-19 May, 21-24 November  
VENUE: Paris-Nord Villepinte  
TRANSPORT: Orly/Paris-Charles de Gaulle airport  
CONTACT: Mrs Fondoumiere  
TEL: 010 331 47563232 Fax: 010 331 4756 3299  
The only European fashion fair for large retailers such as department stores, multiples, variety stores and mail order houses. Sectors include womenswear, menswear, childrenswear, lingerie and hosiery.

## ISPO MUNICH

DATE: 7-10 February, 22-25 August  
VENUE: Messe Munchen, Messegeleande, D-80325 Munchen, Germany  
TRANSPORT: Munich airport to Munich central station by bus, train (s-bahn) or taxi  
CONTACT: Mr Jurgen Lohrberg  
TEL: 0181 940 4625 Fax: 0181 948 1442  
International sports trade fair held in spring and autumn. The spring event centres on winter sports, the autumn event on summer sports. Trade visitors will be able to see sports fashion, sports footwear, fabrics and fibres throughout the show.

## KIND UND JUGEND

DATE: 24-26 February, 25-27 August  
VENUE: Cologne  
TRANSPORT: Koin airport  
CONTACT: KoinMesse, German Chamber of Industry and Commerce.  
TEL: 0181 681 8166  
Childrenswear exhibition covering the complete range from baby to teenager. Includes associated products such as furniture and nursery products.  
ATTENDANCE: 15,000 visitors, 800 exhibitors

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**LINGERIE**

DATE: January 96 (tbc)  
 VENUE: Paris, Porte de Versailles Exhibition Centre  
 TRANSPORT: Orly airport/Paris-Charles de Gaulle  
 By metro: Porte de Versailles line 12, direction  
 Mairie d'Issy  
 CONTACT (UK visitors): Michele Jackson,  
 Promosalons (UK), The Colonnades, 82 Bishop Bridge  
 Road, London W2 6BB  
 TEL: 0171 221 3660 Fax: 0171 792 3525  
 French organiser: Federation de la Maille, 37/37 rue  
 de Neuilly, 92110 Clichy  
 TEL: 010 331 47563232 Fax: 010 331 4756 3299  
 Lingerie brings together buyers and manufacturers  
 from all over Europe and beyond. It covers lingerie,  
 corsetry, hosiery, nightwear and swimwear.

**LONDON FASHION WEEK**

DATE: 11-14 March/October (tbc)  
 VENUE: Natural History Museum, London SW3  
 TRANSPORT: Heathrow and Gatwick, Underground to  
 South Kensington  
 UK CONTACT: Simon Ward, British Fashion Council  
 TEL: 0171 636 7788 Fax: 0171 636 7515  
 Designer exhibition, running alongside designer  
 catwalk shows (by invitation only)

**THE LONDON INTERNATIONAL COLLECTIONS**

DATE: 12-14 February  
 VENUE: The Cumberland Hotel, Marble Arch, London  
 TRANSPORT: Heathrow and Gatwick airports, Marble  
 Arch Underground station  
 UK Contact: Marie France-Brown  
 TEL: 0171 221 3344 Fax: 0171 221 3446  
 The London International Collections offers UK buyers  
 the opportunity to see UK and overseas womenswear  
 and accessory collections under one roof.

**LONDON INTERSEASON**

DATE: 7-9 February, 6-8 June, 10-12 September  
 VENUE: Business Design Centre, Islington, London  
 TRANSPORT: Heathrow and Gatwick airports, Angel  
 Underground station  
 CONTACT: Alan Smith/Sue Bishop, Barker Brown.  
 TEL: 0171 637 3313 Fax: 0171 436 4658  
 Young fashion trends for menswear, womenswear and  
 accessories. Stock and short order for spring,  
 previewing summer ranges. Includes The Menswear  
 Arena, after a successful launch at September's show.  
 ATTENDANCE: 2,945 visitors, 250 exhibitors

**LONDON MENSWEAR EXHIBITION**

DATE: 10-12 February  
 VENUE: Earls Court 2, London  
 TRANSPORT: Heathrow and Gatwick airports, Earls  
 Court Underground station  
 CONTACT: Knightsbridge Exhibitions.  
 TEL: 0171 973 8866  
 Launch of a new exhibition, aimed at leading  
 menswear companies and international buyers. It will  
 include a catwalk show featuring selected merchandise  
 and young designers' work.

**MAGIC**

DATE: 21-24 February, 28 August-1 September  
 VENUE: Las Vegas Convention Centre, Las Vegas, US  
 TRANSPORT: McCarrick airport  
 CONTACT: Magic International  
 TEL: 010 1 310 393 7757 Fax: 010 1 310 393 8525  
 Major American menswear exhibition, showing mainly  
 US brands, but there is a strong European presence.  
 Products on show include formalwear, westernwear,  
 casualwear and sportswear. A new womenswear show

organised in conjunction with Womens Wear Daily,  
 will be running concurrently this year.  
 ATTENDANCE: 60,000 visitors, 2,200 exhibitors

**MILAN CATWALKS**

DATE: tbc (Menswear - January/July, Womenswear -  
 March/October)  
 VENUE: Milan showrooms  
 TRANSPORT: Milan Linate airport  
 CONTACT: Camera Nazionale della Moda Italiana  
 Viewing by invitation only  
 TEL: 010 39 2 76 00 32 77  
 Key men's and womenswear designer catwalk shows.

**MODA IRELAND (FORMERLY FUTURA FAIR)**

DATE: 26-28 February, 10-12 September  
 VENUE: RDS, Ballsbridge, Dublin.  
 TRANSPORT: Dublin airport  
 CONTACT: Moda Ireland  
 TEL: 010 353 1 295 4911  
 This women's, men's, children's and sportswear show  
 is launching a regular footwear section after the  
 success of its sport footwear. European interest with  
 Irish exhibitors, and UK companies represented by  
 Irish agents. The DTI is bringing over British  
 exhibitors for a second time. The change of name is to  
 celebrate its 21st anniversary. Menswear is growing.  
 ATTENDANCE: 3,500 visitors 268 exhibitors

**MODE ENFANTINE**

DATE: 1-3 July, January (tbc)  
 VENUE: Porte de Versailles, Paris.  
 TRANSPORT: Orly/Paris-Charles de Gaulle airport By  
 metro: Porte de Versailles line 12, direction Mairie  
 d'Issy  
 CONTACT: Blenheim France  
 TEL: 010 33 1 47 56 50 00  
 International childrenswear trade show.  
 ATTENDANCE: 15,300 visitors, 285 exhibitors

**MODA IN, MILAN**

DATE: 5-7 March, 12-14 September  
 VENUE: Pav. South of Milan Fair, Lacchiarella  
 TRANSPORT: bus shuttles connect Linate airport and  
 Malpensa airport to the fair  
 CONTACT: Elena Brocchetta, SITEX, V. le Sarca, 223,  
 20126 Milano, Italy  
 TEL: 00392 66103820 Fax: 00392 66103844  
 Moda In is an international fair of fabrics for shirts,  
 casual and sportswear, lace, embroidery, stretch,  
 fancy fabrics and accessories for fashion.

**MODAMILANO**

DATE: 24-28 February, September/October  
 VENUE: Fiera Milano, Largo Domodossola 1, 20145  
 Milan, Italy  
 TRANSPORT: Linate airport - shuttle bus to Fiera  
 Milano by Underground line MMI direction Molino-  
 Dorino to Amendola Fiera  
 CONTACT: Melanie Castle  
 TEL: 0171 486 1951 Fax: 0171 487 3480  
 The show exhibits women's ready to wear collections

**MODE WOCHE MUNCHEN**

DATE: 19-21 February, 20-22 August  
 VENUE: MOC (Munich Order Centre)  
 TRANSPORT: Munich airport. By underground: the UC  
 line goes within 200m of the MOC from the city centre.  
 CONTACT: Paul Evans, Patterm Ltd  
 TEL: 0181 940 4625 Fax: 0181 948 1442  
 Women's outerwear, country fashion, knitwear,  
 separates, supersize, young fashion, casualwear, jeans,  
 sportswear, leatherwear, fur accessories

**MOSTRA DE TEJIDOS**

DATE: 16-18 March  
 VENUE: Montjuic Trade Fair Center  
 TRANSPORT: Barcelona airport  
 CONTACT: Fira de Barcelona, Avda. Reina Ma Cristina,  
 s/n, 08004 Barcelona, Spain  
 TEL: 010 34 93 423 3101 Fax: 010 34 93 426 7884  
 Fabrics for clothing for men, women and children;  
 trimmings and haberdashery; designs and trends.

**NAMSB**

DATE: 20-23 March, 12-14 June, 16-19 October  
 VENUE: Javits Center, 36th Street and 11th Avenue,  
 New York  
 TRANSPORT: JFK/Newark airports  
 CONTACT: NAMSB, Vincent Schimmel, Schimmel Co, 535  
 Fifth Avenue, New York, NY 10017  
 TEL: 010 1 212 986 1811 Fax: 0101 212 6978493  
 US menswear show, arranged in easy-to-shop  
 product sections - Contemporary, Footwear, Young  
 Men's, Jeanswear, Outerwear, Designer merchandise,  
 and others. At the largest shows - March and October  
 - 2,500 menswear lines show their products to 25,000  
 buyers from all over the country. March and October  
 shows are part of the New York Fashion Week.

**NEW YORK CATWALKS**

DATE: tbc (Womenswear - April/November)  
 VENUE: New York showrooms  
 TRANSPORT: JFK/Newark airports  
 CONTACT: CFDA. Viewing by invitation only.  
 TEL: 010 1 212 221 6239  
 American designer collections.

**NEW YORK PREMIER COLLECTIONS**

DATE: 26-28 February, September (tbc)  
 VENUE: Jacob K Javits Convention Center, 655 West  
 34th Street, New York City, US  
 TRANSPORT: JFK airport, New York; Newark  
 airport, New Jersey  
 CONTACT: Anne Seeler, National Sales Director  
 TEL: 0101 201 346 1400 Fax: 0101 201 346 1526  
 New York Premier Collections is an upscale fashion  
 exhibition that gathers together the best of American  
 and European women's ready to wear and accessories  
 designers.

**PARIS CATWALKS**

Dates: tbc (Menswear - July/January, Womenswear -  
 March/October)  
 VENUE: Paris showrooms  
 TRANSPORT: Orly/Charles de Gaulle airports  
 CONTACT: Federation Francaise de la Couture du Pret  
 a Porter des Couturiers et des Createurs de Mode.  
 TEL: 010 33 1 42 66 64 44  
 Viewing by invitation only

**PIELESPIANA**

DATE: January tbc  
 VENUE: Alfonso X111 Hall, Montjuic Trade Center  
 TRANSPORT: Barcelona airport  
 CONTACT: Fira de Barcelona, Avda. Reina Ma Cristina,  
 s/n, 08004 Barcelona, Spain.  
 TEL: 010 34 93 423 3101 Fax: 010 34 93 426 7884  
 Suede, leather, double face cloth; hides and pelts; fine  
 furs; Moroccan leather and accessories; notions;  
 chemical products and machinery.

**PITTI IMMAGINE BIMBO**

DATE: tbc - July/January  
 VENUE: Fortezza de Basso, 50123 Firenze  
 TRANSPORT: Train to Florence Santa Maris Novella  
 CONTACT: Annelisa Ciotti, Pitti Immagine

## X. U.K FASHION INDUSTRY TRADE DIRECTORIES AND PUBLICATIONS

### **Major Fashion Publications:**

Drapers Record

Fashion Weekly

Menswear

The Fashion Monitor

Shoe and Leather News

### **Industry Directories:**

The Fashion Index

Importing Today, British Importers Confederation

Directory of British Importers

Retail Directory of the U.K.

The Retail Rankings

Footwear Industry Statistical Review

Shoe and Leather Directory

## SCOPE OF WORK

### Ready Made Garment (RMG) Market Research - U. K. (Short Term)

#### A. Background

USAID/Egypt has funded the Export Enterprise Development (EED) project with the stated goal to "promote Egypt's economic growth through expanded foreign exchange earnings," and with the purpose of "increasing non-traditional exports produced by Egypt's private sector." In the document prepared by Chemonics International for USAID/Egypt, titled Second Annual Work Plan, the RMG Industry has been targeted for export development assistance with concentration on three main countries United Kingdom, Germany and Italy. Foreign representatives will be hired to cover these three countries. In order to facilitate the selection of these market representatives a market research study will be completed in each country.

#### B. Statement of Work

This short-term assignment is designed to assist the RMG sector in their selection of a marketing representative.

#### C. Specific Duties

The expert will work with the Chemonics COP in reference to the assignment, work plan and relevant reports and materials.

- C1. Identify the major RMG distribution channels in U.K.
- C2. Identify the major RMG retail outlets in the U.K..
- C3. Identify the major Holding Companies that conduct consolidated buying practices.
- C4. Define the countries exporting to the U.K. and names of major competitors.
- C5. Define product distribution (ladies wear, men's wear, home textiles, other apparel, and childrens wear).
- C6. Advise deadline requirements for advance orders (Summer, and Autumn/Winter).
- C7. Advise margins and commissions of Intermediaries and the mark up rate of different types of Retailers.
- C8. Prepare a list of 5 candidates for the position of the U.K. representative.

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D. Place of Work

Based in U.K. with visits to Cairo as required.

E. Duration of Assignment

The assignment will last for a period of two weeks commence on or about the \_\_\_\_\_ and terminate on or about the \_\_\_\_\_.

A six day work week Monday to Saturday is authorized.

F. The consultant will report directly to and coordinate with the Chief of Party for EED Tony Shiels.

G. Proposed Candidate

The proposed candidate is \_\_\_\_\_.

H. Accommodation/Per diem

Accommodation will be in the hotel facilities nearest to the area of investigation or as otherwise agreed but consistent with USAID accommodation/per diem rates.

I. Fees

Fees will be at the appropriate rates agreed by the USAID contracting officer.