



APPAREL MARKET RESEARCH

GERMANY, TURKEY, UKRAINE

FINAL

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ABSTRACT

This report market research conducted to identify the most promising opportunities for locally-owned apparel factories in the Georgia and expand their customer portfolio through targeted exports. The study focused on retail fashion apparel. Conducted in August 2011, it included desk and field research in Germany, Ukraine, and Turkey.

ABBREVIATIONS

CMT	Cut, make, trim
EPI	Economic Prosperity Initiative
GDP	Gross domestic product
INDITEX	Industria de Diseño Textile, SA
USAID	United States Agency for International Development

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I. EXECUTIVE SUMMARY

This report has been drafted at the request of Deloitte Consulting LLP and the USAID-funded EPI project. The report and recommendations within are based on desk and field research conducted in August 2011.

In recent years, local entrepreneurs have embarked on important efforts to revitalize Georgia's once-thriving apparel sector. With one notable exception, Georgian-owned factories today are primarily supplying the domestic market. Several company owners, however, have expressed a desire to expand their customer base to include export. To assist these companies with up-to-date, actionable market intelligence, EPI contracted a market study for three high potential countries.

The methodology included shortlisting target countries within a reasonable trading sphere for Georgia. From an initial list of 33 countries in Europe, the Former Soviet Union, and Turkey, three countries were selected for further study: Germany, Ukraine, and Turkey. Extensive desk research on demographic, economic, and trade data plus the consultant's knowledge of retail environments and industry sourcing patterns drove the selection of the three.

In August 2011, a market survey was undertaken in the three countries (Berlin, Frankfurt, and Munich in Germany, Kyiv in Ukraine, and Istanbul in Turkey). Based on the current capabilities and equipment of the Georgian-owned factories, seven product categories were selected for the survey: printed T-shirts, polo shirts, ashed jeans, cargo pants, trench coats, wool and wool-like overcoats, and casual jackets such as parkas and anoraks. There were 451 individual products surveyed for brand, price (full retail), and country of origin. The survey was undertaken through visits to 107 retailers and covered 143 different local and international brands.

Based on the data collected, the following conclusions were drawn:

- German and Turkish brands and retailers represent excellent targets for Georgian-owned factories;
- The Ukraine can best be approached through German and northern European brands, including one notable Estonian brand;
- Printed T-shirts are not recommended as a target due to the dominance of low cost labor and vertically-integrated supplier countries, specifically Bangladesh, India, and Pakistan;
- Trench coats, wool, and wool-like overcoats represent an excellent target for selected Georgian-owned factories with extensive coat experience, or high quality military uniform experience; even the Turkish brands are sourcing their trench coats in China. With a recent (July 2011) 30% Turkish import tax on apparel from China, this represents a particularly good opportunity for Georgia;
- Cargo and similar casual pants represent a good retail opportunity for Georgian-owned factories accustomed to manufacturing woven uniform pants with assorted pockets and trim;
- European and Estonian brands currently sourcing in Eastern Europe/Balkan countries such as Bulgaria, Bosnia, Macedonia, Romania, and Serbia represent good targets for Georgian-owned factories due to the wage differential; these include brands such as

those of Germany's Betty Barclay Group, Estonian Baltika Group's Monton brand, Italy's Sixty Group, and Germany's Luisa Cerano.

- Uniform, corporate and promotional attire, and sports apparel (golf, tennis, and hunting) also represent good market potential for Georgian-owned factories. However, further research is needed to identify specific companies.

While trade shows have historically been important in marketing to the apparel brands and retailers, a combination of industry sourcing consolidation, economics, and migration to electronic communications platforms have greatly diminished the importance and variety of apparel trade shows in the past 18-24 months. Georgian companies are therefore advised to develop a strategy and practice for cold calling, targeting high potential brands and retailers, to present their factories and capabilities. Contact information for many brands and retailers whose products were surveyed are included in the appendices to this report.

II. APPENDICES

A. BACKGROUND

B. METHODOLOGY

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E. RETAIL SURVEY DATA

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A. BACKGROUND

Georgia has a rich history in apparel production dating back to the Soviet era. Its apparel and textile markets collapsed with the dissolution of the Soviet Union. In recent years entrepreneurs re-launched apparel cut-make-trim (CMT) for domestic consumption (mostly uniforms and work wear). Four Turkish companies also opened factories to take advantage of favorable wage differentials. Although one Georgian-owned factory has been exporting successfully to Europe for fifteen years, the country's locally-owned apparel factories are producing mainly for the domestic market today. Given Georgia's small population size and modest per capita GDP, growth prospects within the domestic market are a constraint to driving overall growth of the apparel manufacturing sector without export expansion. Factories have unused production capacity and at least three Georgian factory owners expressed interest in pursuing export as a means to grow their business, but they lack current, actionable market intelligence to inform their strategies and growth plans.

EPI identified apparel manufacturing as a priority sector. Among its activities aimed at strengthening and growing the sector, the project identified a need to rank and understand export markets with high potential as destination countries for Georgian-manufactured wearing apparel. The market research outlined in this report was undertaken in August 2011 to meet this objective.

B. METHODOLOGY

The methodology used for this research is as follows:

1. Review of current manufacturing competencies, capacity, and equipment of Georgian-owned CMT garment factories (as identified in the consultant's June 2011 factory assessments conducted on behalf of EPI) and identification of seven key product categories.

Product categories (men's and women's) selected for research were:

- Printed T-shirts
- Polo shirts
- Washed jeans
- Cargo pants and similar casual pants
- Trench coats
- Winter overcoats of wool or wool-like fabrics
- Casual jackets such as cargo jackets, parkas, anoraks, and the like.

Both the bottom price tier and top two price tiers of products were excluded from the study because of low margin and intense price competitiveness with low cost labor countries such as Bangladesh (bottom tier), and inadequate quality and capacity among existing Georgian factories (top two tiers).

Fancy knit tops, dresses, and skirts were also excluded because of the added production burden of frequent and more complicated style changes required by this segment of the market. They also fall outside the range of products currently produced by the majority of the industrial scale Georgian-owned factories today.

2. Identification of key criteria on which to shortlist three countries for field research. Criteria included:

- Current or prior export experience by Georgian-owned apparel factories
- Population size, age 15-64 segment
- Population distribution (% urban)
- Per capita GDP and national poverty rate
- International border crossings required from Georgia to destination country
- Market characteristics (prevalence of international / local brands vs. unbranded merchandise, market structure, prevalence of uniforms in the work place, etc.)

Trade preference agreements were not a significant differentiating factor because Georgia enjoys preferential trade with nearly all the countries in the greater region under consideration for this study.

3. Desk research on European and Baltic countries plus Turkey to shortlist and prioritize countries for field research according to criteria noted above plus the consultant's

background knowledge of the regions, specific countries, and industry sourcing and supply patterns.

4. Garments sold at retail: Market survey at retail points of sale of brand, price (full retail), and country of origin for branded moderate to mid-tier merchandise in the seven product categories identified above.

While international trade statistics on imports and exports by apparel type can be insightful in strategic analyses and planning for apparel sectors, it is neither sufficiently detailed nor “clean” enough for productive tactical decision-making at the factory level. In particular for European Union member states, it is difficult to discern, with country level trade statistics, which imported products remain in the marketplace of the initial country of import into the EU vs. which were transshipped to other European countries for final sale. Furthermore, country-level trade statistics do not give the brand-level specificity that enables factories to cherry pick and target individual brands or brand groups based on a combination of product, price point, and country of manufacture. Retail surveys are needed for this complement and level of detail.

5. Analysis of raw data to identify key market opportunities by product, brand, and country of origin.

Contract garments (work wear and uniforms for sale or rental): internet research, review of local business and trade directories, and limited interviews with company purchasing agents in the hospitality industry.

C. FINDINGS

In all, thirty-three countries across Europe, the former Soviet Bloc, and Turkey, were ranked according to the shortlisting criteria. A sample of the raw data can be found in the following table.

Of significance in the decision, Georgian apparel factories have recently (in the past 12 months) exported or are currently exporting to three countries: Germany, Turkey, and Ukraine. The Netherlands had also been an export destination for the apparel firms, but not within the past five years. With the local factories' limited export experience, this consultant weighed this factor heavily when shortlisting countries.

Country Ranking: Selected Shortlisting Criteria*					
Country	Germany	Turkey	Ukraine	UK	Poland
Georgian export experience	Yes	Yes	Yes	No	No
# Border crossing from Georgia	4	1	1	2	2
Population:15-64 years (000)	53,884	52,904	31,957	41,479	27,533
Urban Population	74%	70%	69%	80%	61%
GDP per capita	USD 35,700	USD 12,300	USD 6,700	USD 34,800	USD 18,800
Population below poverty	16%	17%	17%	14%	17%
Major language/s	German	Turkish	Ukrainian, Russian	English	Polish, Russian

*source: CIA World Factbook – retrieved 2 Aug 2011

COUNTRY SHORTLIST

Based on the combined criteria and the consultant's general apparel market knowledge, three countries were selected for field research: Germany, Ukraine, and Turkey.

Although export to Germany from Georgia requires several international border crossings (a logistics and administrative burden even within the European Union), it represents a large economy with strong trade links to both Eastern and Western Europe, and a population's style preference that is less dominated by trend-driven "fast fashion" than its European counterparts.

While Ukraine has a lower per capita GDP than many other European or Balkan countries, its urban retail environment has developed significantly in recent years with an influx of international brands, driving greater interest in, and purchase of, discretionary wearing apparel. With its shared history as part of the Former Soviet Union, it was hypothesized that

a kinship from shared history could potentially be a favorable supporting factor in acceptance of new factories or sourcing countries. It was also believed that Ukraine might serve as a gateway or conduit to other Former Soviet Republics in the region such as Moldova, Belarus, and others with nascent or developing modern retail markets.

Despite its strong domestic apparel industry, Turkey was shortlisted because of its shared border, close trade ties, and growing apparel sector links (foreign direct investment and contracting or subcontracting).

FIELD RESEARCH

Based on the preliminary research (steps 1 and 2, above) plus the EPI selection of Turkey as a priority country for apparel activities, the consultant and EPI staff agreed to conduct field research in Germany, Ukraine, and Turkey. During August 2011, the consultant traveled to the three countries to conduct the field market survey. Because of the distinctly different regional retail patterns between different areas of Germany, three major cities were included in the Germany field research: Berlin, Frankfurt, and Munich. Because of time constraints, however, only one major city was surveyed in Ukraine (Kyiv) and Turkey (Istanbul).

In total, 451 products were surveyed across seven categories of men's and women's wearing apparel, 143 brands, and 107 retailers in the moderate to mid-tier segment. Retailers included two hypermarkets (one local, one international), and one outlet mall (Turkey); international, domestic, and private label brands were included.

The field data pointed to unique retail environments and patterns among each of the three countries. All three have modern retail environments; however Germany's is the most fully developed in contemporary segmentation and distribution channels. The country has a handful of department stores and mass markets, a vast number of single-brand and multi-brand stores, plus a wealth of flea markets, bazaars, and temporary kiosks. This latter group was not surveyed because of the general low price point of merchandise carried and plethora of unbranded and second-hand merchandise. Catalog sales remain important in Germany (though increasingly cannibalized by internet sales), but meaningful data on this distribution channel was not readily available during the study period.

GERMANY

Germany's moderate to better/bridge retail apparel is dominated by international and global brands, many, but not all, of which originated as German brands. While fast fashion enjoys a strong presence in the German apparel market through chains such as Zara and H&M, the German apparel market can be generally characterized as less trend-driven than other European countries, making it an easier entry for companies such as the Georgian factories that are not yet experienced with managing the constant style changes, high production efficiency, and concurrent production of multiple styles demanded by fast fashion brands.

Of particular interest in Germany for the Georgian factories are 1) the brands Frank Walder, Dry Korn, Cinque, Gerry Weber, and Luisa Cerano (all five are German brands, with garments sewn in Bulgaria, Romania, Macedonia, and/or Bosnia), and 2) Bianca, and Gang (brand home countries unknown; sewn in Bulgaria and/or Serbia), and Killah (Italian, sewn in Romania). Although H&M's new, upscale COS brand is sewn in Romania, the technical fabrics and architectural construction of the garments is outside the current capabilities of the Georgian factories and this brand should not be targeted by Georgia at this time.

UKRAINE

Ukraine's apparel retail environment has grown rapidly in sophistication in recent years though (like Georgia), the launch and development of domestic brands has not kept pace with the arrival of foreign brands. Reportedly only a very few domestic apparel brands exist¹ of which the most visible was VD One. At the moderate to mid-priced tier, retail is dominated by brands from 1) Germany, 2) Spain, 3) France and the U.S., 4) Italy and Turkey.

Of particular note, the Baltika Group's fashionable, good quality MONTON brand is well established in Ukraine. Baltika Group is an Estonian company with retail outlets and brand distribution across Estonia, Latvia, Lithuania, Russia, and Ukraine. Its products, however, are sewn in China. Also of interest for the Georgian factories, is the better-tier German brand, Luisa Cerano, whose products are manufactured in Bosnia and Romania.

TURKEY

Though relatively new to modern branding practices and retail models in the apparel sector, Turkey has strong representation of domestic brands in its retail apparel sector. A good selection of domestic fashion brands can be easily found at all the shopping malls in Istanbul. Notable domestic brands (women's and men's) include Mavi (largely denim), Mudo, Colin's, Koton, Beyman Club, Ipekyol, Twist, Polo Garage, and L C Waikiki. Menswear brands include Ramsey, Sarar, Sabri Oxel, all of which held prestigious retail space.

International brands at the moderate to mid-level tiers are dominated by Soain's fast fashion INDITEX brands (Bershka, Zara, Massimo Dutti Stradivarius), Sweden's fast fashion H&M, and American Tommy Hilfiger.

Not surprisingly, given Turkey's strong garment manufacturing, nearly half of all garments checked in Istanbul, whether domestic or international brands, carried Turkey country of origin labels. In particular, based on this research, Turkish factories dominate jeans manufacturing across brands (domestic and global) both inside and outside of Turkey.

Of significance in Turkey for the Georgian factories, however, is that all but three of the fourteen trench coats checked (Turkish and international brands) were manufactured in China. Given Turkey's July 2011 implementation of a 30% import duty on wearing apparel from China and other countries (excluding Georgia and those countries with trade preference agreements with Turkey), Georgia's proximity to Turkey, trade preferences with its neighbor, and coat-manufacturing experience, Georgia should enjoy a very marketable comparative advantage over China in the production and transport of trenches and overcoats.

UNIFORMS/CORPORATE AND PROMOTIONAL ATTIRE/SPORTS ATTIRE

The categories of uniforms, corporate and promotional attire such as corporate logo polo shirts, and golf and tennis shirts represent good potential markets for Georgian-owned factories. The uniform category encompasses a very wide assortment of garments from simple nurses' and surgical "scrubs" (drawstring pants and simple pullover woven tops) to high tech biohazard suits, firemen's uniforms, and other. The best opportunities for

¹ Tsepko, Olexander. "Export Marketing Survey: Ukrainian Apparel Market." (June 2010) European Union's Tacis Programme for Moldova. Support to Export Promotion and Investment Attraction in the Republic of Moldova.

Georgian-owned factories lie in uniforms such as those used in the hospitality industry (restaurants, hotels), maintenance and transport, and service industries. These include uniforms such as those worn by McDonald's restaurant employees, housekeeper uniforms worn in hotels, coveralls, low tech lab coats, casual pants and sport or polo shirts as worn by DHL and FedEx delivery personnel, etc. While some company contact information was obtained in the course of this study (see Appendix F), further research is needed to identify uniform supply companies including uniform rental companies across the three countries in question.

Another interesting contract (vs. retail) market for Georgian-owned factories is the corporate or promotional attire. This category is dominated by polo shirts bearing machine-embroidered corporate logos on the chest. These are often purchased by advertising and industry promotion companies that specialize in corporate and promotional logo merchandise and giveaways ("premiums") used by companies as advertising tools. Like uniforms, further research is needed to identify the major buyers.

Finally, sports attire such as polo shirts for the golf and tennis markets, camouflage and high visibility pants, jackets, and vests for hunters represent a good target market for the Georgian-owned factories, such as Unistyle, experienced in producing polo shirts. Further research is needed to identify those specialty brands and retailers.

D. RECOMMENDATIONS

Based on the desk and field research conducted for this study, Germany, Ukraine, and Turkey all represent good potential export markets for existing Georgian-owned sewing factories. Given current retail distribution channels in Ukraine, targeting select international brands (European, Turkish, plus the Estonian *Baltika Group's* Monton brand) will be the best approach to targeting the Ukraine market.

For both Germany and Turkey, individual brands and/or brand groups (such as INDITEX, Baltika Group, and Sixty Group) representing multiple brands owned by the same company, can and should be approached directly through a combination of direct outreach sales efforts including a) cold calls via internet and telephone, (see company contact information in Appendices F and G), b) exhibition at trade shows, and/or c) factory-hosted hospitality events and individual meetings with brands and retailers visiting trade shows. Because trade shows have diminished so significantly in very recent years (particularly those shows focused on sourcing or contract sewing), the most successful trade show approach may be to select a high traffic branded merchandise trade show (comparable to the semiannual MAGIC show in the United States, but a show based in Germany or Turkey) and prearrange meetings near, but outside the trade show venue (on-premises is prohibited for non-exhibitors), around the margins of the trade show schedule (before, during, after) with brands and retailers attending the show (visitors and exhibitors).

Appendix I includes the instructions posted by Spanish chain Mango for the information they require during an initial supplier enquiry. This mirrors information required by other brands and retailers in an initial contact by interested potential suppliers, and should be the basis for any company profiles used by the Georgian-owned firms.

Specific recommendations by product category follow below:

PRINTED T-SHIRTS

These are concentrated at the lower price points and heavily sourced from countries with a combination of low labor costs and strong domestic textile production such as Bangladesh, India, and Pakistan. Georgian factories are not advised to pursue this product category.

POLO SHIRTS

Men's polo shirts enjoy a strong presence in the retail market spanning the range of price points from bottom tier to high-priced better brands. Women's polo shirts enjoy only a small fashion retail market share, mainly at the moderate price points. India is an important sourcing country for polo shirts, however, countries of origin spanned a range of nations, offering Georgian firms the opportunity to compete on a combination of reasonable wages and close proximity to markets. Furthermore, this product category bridges retail fashion brands, uniform, and promotional apparel markets, adding significantly to the potential market opportunities for Georgian factories (such as Unistyle) experienced in good quality polo shirts. Because of time constraints, research into the promotional and work wear markets for polo shirts was limited and warrants further exploration.

JEANS

Denim production is dominated across most price points and brands by Turkish factories. Some mid-, bridge-, and better- tier European brands (primarily Italian) produce or source jeans in Eastern European countries such as Bulgaria, Romania, and Serbia. Their relatively higher labor costs compared to Georgia offer good opportunities for Georgian factories with denim manufacturing and finishing capability, such as Laura Gachava, to target such brands. Furthermore, with Georgia's proximity to Turkey and comparative wage advantage, Georgian factories with denim capability can seek opportunities to contract-produce for Turkish brands.

CARGO PANTS AND SIMILAR CASUAL PANTS

Among retail fashion apparel, this product category most closely approximates the products and capabilities of those Georgian factories accustomed to producing uniforms such as military field pants and jackets. Garment styles pants (both men's and women's) and construction techniques are similar to those in the military field uniforms often produced by the Georgian factories, though fabric weights may vary. Quality requirements are also generally less rigorous for cargo pants and similar casual pants than other slacks or trousers, making them a more suitable entry product for uniform manufacturers that may wish to expand their markets by entering the fashion apparel market.

TRENCH COATS (LINED AND UNLINED)

This product category presents good potential for those Georgian factories experienced in coat manufacturing. Interestingly, based on the products surveyed, most trench coats are currently being produced in China, regardless of brand or price point. Even the Turkish brands that produce or source primarily in their home country (Turkey) are sourcing trench coats in China. With recent increases in Turkey's import tariffs on Chinese apparel, rising Chinese production costs and decreasing availability of Chinese production capacity, coupled with lengthy transit times and rising transportation costs, Georgian factories such as Imeri can and should target Turkish brands as potential new customers. Imeri, with its 15 years' experience producing coats for the demanding German market, can easily target mid- to better- segment brands; Georgian uniform companies that may wish to target this market segment should focus on moderate-priced brands with their less rigorous quality standards.

WINTER OVERCOATS OF WOOL AND/OR WOOL-LIKE FABRICS (LINED)

Like trench coats, the winter overcoats surveyed in this study are made almost exclusively in China, even for the Turkish brands that have strong domestic production in other garments. This presents an excellent opportunity at the moderate to better tiers for Imeri, with its extensive mid- to better brand coat-making experience. This product category, however, is not advised as the initial point of entry into fashion export clothing for the uniform companies due to its use of less pliable fabrics and more rigorous quality standards.

CASUAL JACKETS INCLUDING CARGO JACKETS, PARKAS, ANORAKS (LINED AND UNLINED)

Of the product categories surveyed in this study, casual jackets are the most varied in style and fabric. The common characteristics, however, were a) prevalence of easily manipulated light to medium weight woven fabrics, and b) styles similar in component and construction techniques to those to which the Georgian uniform companies are generally accustomed

and equipped (though all included some fashion detailing such as pocket styles, machine embroidery, or other to make styles unique).

Casual jackets present a potential market entry point for Georgian factories currently manufacturing uniforms such as police or security jackets, but wishing to expand or diversify markets. Such firms are advised to target the moderate priced segment initially, moving to mid- or better-tier products only after gaining significant fashion export experience.

Note: High-end “performance” jackets made of high tech fabrics were excluded from this survey because of their very rigorous quality requirements, difficult fabrics, and need for specialty equipment, which most Georgian factories do not currently own.

BLAZERS

Though not initially targeted as a product category for this study, some blazers were surveyed and indicate a potential market opportunity for Imeri, with its extensive coat and jacket experience. In particular, German brands such as Luisa Cerano, Frank Walder, and Dry Korn producing or sourcing in Eastern Europe and/or the Balkans are good targets.

OTHER PRODUCTS

Uniforms (coveralls, work pants, work shirts, lab coats, food service pants and jackets, housekeeper uniforms, etc.), promotional shirts (polos as company promotional attire), golf/tennis attire (polo shirts), private security uniforms, and hunting attire (camouflage jackets and pants, high visibility vests) represent an important and interesting potential market diversification opportunity for the Georgian factories such as Unistyle, Elselema, Imeri, and Materia currently producing uniforms for the Georgian market. While some supplier information and contact details were obtained during this study, information is much less readily available than retail data on fashion apparel. In addition, trade shows serving this market are generally specialty industry-specific trade shows (such as those serving the security industry, those serving the hospitality/food and beverage industry, or “premium” shows serving advertising agencies and companies purchasing promotional give-away products and corporate attire rather than general apparel shows. Time constraints limited the collection of specific data for this study, but this range of categories warrants more research to quantify and rank specific opportunities and related events.

BRAND OPPORTUNITIES

Based on this market survey, apparel brands that represent good targets for Georgian-owned factories (to replace Eastern European/Balkans countries, China in trench coats, or Turkish brands seeking to outsource for lower wages) are listed in the table below. Brands owned by the same parent company are listed together, for example, the Beschka, Massimo Dutti, Pull & Bear, Stradivarius, and ZARA brands are grouped under their parent, Industria de Diseño Textil, SA (INDITEX). Specific examples of product / brand / country of origin can be found in the raw data in Appendix E. Contact information, where available, can be found in Appendix F.

Select Product and Brand Targets (in alphabetical order)	
Product Category	Brand/s
Washed Jeans	<p>Angels Baltika Group (Monton) Betty Barclay Group (Betty Barclay, Gerry Weber, Gil Bret) Bestseller A/S (Jack & Jones, Only, Vero Moda) Bianca Gang Max & Co Sixty Group (Energie, Killah, Miss Sixty)</p>
Cargo Pants	<p>Betty Barclay Group (Betty Barclay, Gerry Weber, Gil Bret) Bestseller A/S (Jack & Jones, Only, Vero Moda) Gang GANT Luisa Cerano</p>
Trench Coats	<p>Colin's Diesel Koton INDITEX (Bershka, Massimo Dutti, Pull & Bear, Stradivarius, ZARA) Miroglio Group (Ipekyol, Twist) Mavi</p>
Overcoats (Wool and wool-like)	<p>Bestseller A/S (Jack & Jones, Only, Vero Moda) Cinque Sixty Group (Energie, Killah, Miss Sixty)</p>
Casual Jackets	<p>Bestseller A/S Miroglio Group (Ipekyol, Motivi, Twist) Mudo</p>
Blazers	<p>Betty Barclay Group (Betty Barclay, Gerry Weber, Gil Bret) Bianca Dry Korn Frank Walder Luisa Cerano</p>

E. RETAIL SURVEY DATA

GERMANY – WASHED JEANS (Women's)

Retailer	PimKie	Vero Moda	C&A	Only	H&M	Promod
Brand	PimKie	Vero Moda	Yessica	Only	H&M	Promod
Price	23	25	29	30	30	32
USD Equiv.	\$32	\$35	\$41	\$42	\$42	\$45
Brand	France	Denmark	Belgium	Denmark	Sweden	France
Production	China	China	N/A	China	Pakistan	Pakistan
Notes	Auchan	Bestseller A/S		Bestseller A/S		

GERMANY – WASHED JEANS (Women's)

Retailer	PimKie	H&M	Ann Christine	Esprit	Vero Moda	Promod
Brand	PimKie	H&M	AC	Esprit	Only	Promod
Price	36	40	40	50	50	50
USD Equiv.	\$51	\$56	\$56	\$70	\$70	\$70
Brand	France	Sweden	Germany	Germany	Denmark	France
Production	India	Turkey	China	N/A	China	China
Notes	Auchan				Bestseller A/S	

GERMANY – WASHED JEANS (Women's)

Retailer	ZARA	Vero Moda	Bonita	Zero	S.Oliver	Planet Munchen
Brand	Zara Woman	Only	Bonita	Zero	S.Oliver	Gang

Price	50	60	60	60	60	70
USD Equiv.	\$70	\$85	\$85	\$85	\$85	\$99
Country:	Spain	Denmark	Spain?	N/A	Germany	N/A
Production	Turkey	Turkey	N/A	N/A	China	Romania
Notes	INDITEX	Bestseller A/S				

GERMANY – WASHED JEANS (Women's)

Retailer	Grace	Mavi	Esprit	Hettlage	Sisley	Gerry Weber
Brand	Only	Mavi	Esprit	Angels	Sisley	Gerry Weber
Price	70	70	70	76	79	79
USD Equiv.	\$99	\$99	\$99	\$107	\$111	\$111
Brand	Denmark	Turkey	Germany	Germany	Italy	Germany
Production	Turkey	Turkey	N/A	Euro Union	Mexico	Bulgaria
Notes		Bestseller A/S			Benetton	Barclay Group

GERMANY – WASHED JEANS (Women's)

Retailer	S.Oliver	Hettlage	Hettlage	Hettlage	Vero Moda	Planet Munchen
Brand	S. Oliver	Mac	Angels	Bianca	Only	Gang
Price	80	80	80	80	80	90
USD Equiv.	\$113	\$113	\$113	\$113	\$113	\$127
Brand	Germany	Germany	Germany	Germany	Denmark	N/A
Production	Turkey	N/A	Euro Union	Bulgaria	Romania	Turkey
Notes					Bestseller A/S	

GERMANY – WASHED JEANS (Women's)

Retailer	Hettlage	Brax	Miss Sixty	Hettlage	Gas	Miss Sixty
Brand	Tonidress	Brax Feel Good	Killah	Rosner	Gas	Energie
Price	90	100	100	130	175	190
USD Equiv.	\$127	\$141	\$141	\$183	\$246	\$268
Brand	Germany	Germany	Italy	Germany	Italy	Italy
Production	N/A	Turkey	Turkey	Turkey	Tunisia	Mexico
Notes			Sixty Group			Sixty Group

GERMANY – WASHED JEANS (Men's)

Retailer	ZARA	H&M	H&M	Tom Tailor	Jack & Jones	Quicksilver
Brand	Zara Man	H&M	H&M	Tom Tailor	Jack & Jones	Quicksilver
Price	26	30	50	69	70	89
USD Equiv.	\$37	\$42	\$70	\$97	\$99	\$113
Brand	Spain	Sweden	Sweden	Germany	Denmark	France
Production	Morocco	China	Pakistan	Pakistan	Turkey	China
Notes	INDITEX				Bestseller A/S	

GERMANY – WASHED JEANS (Men's)

Retailer	Jack & Jones	More & More	G-Star Raw	Gas	Dry Korn	Replay
Brand	Jack & Jones	More & More	G-Star Raw	Gas	Dry Korn	Replay

Price	80	80	119	120	130	170
USD Equiv.	\$113	\$113	\$168	\$169	\$183	\$239
Brand	Denmark	Germany	Netherlands	Italy	Germany	Italy
Production	Turkey	Turkey	India	Romania	N/A	Tunisia
Notes	Bestseller A/S					

GERMANY – CARGO PANTS (Women's)

Retailer	Tally Weijl	Grace	ZARA	Hall Huber	S.Oliver	Zero
Brand	Tally Weijl	Vero Moda	ZARA	Hall Huber	S.Oliver	Zero
Price	30	30	40	50	50	60
USD Equiv.	\$42	\$42	\$56	\$70	\$70	\$85
Brand	Switzerland	Germany	Spain	Germany	Germany	N/A
Production	China	China	N/A	N/A	China	N/A
Notes		Bestseller A/S	INDITEX			

GERMANY – CARGO PANTS (Women's)

Retailer	Mavi	Planet Munchen	Brax	Galleria Kaufhof	G-Star Raw	Brax
Brand	Mavi	Gang	Brax Feel Good	Comma	G-Star Raw	Brax Feel Good
Price	70	80	90	90	99	100
USD Equiv.	\$99	\$113	\$127	\$127	\$139	\$141
Brand	Turkey	N/A	Germany	Germany	Netherlands	Germany
Production	Turkey	Serbia	Tunisia	China	China	Tunisia
Notes						

GERMANY – CARGO PANTS (Women’s)

Retailer	Betty Barclay	Stefanel	Tom Tailor	Schuster	Dry Korn	
Brand	Betty Barclay	Stefanel	Tom Tailor	Schoeffel	Dry Korn	
Price	100	105	109	140	219	
USD Equiv.	\$141	\$148	\$154	\$197	\$308	
Brand	Germany	Italy	Germany	Germany	Germany	
Production	Turkey	Turkey	Pakistan	N/A	N/A	
Notes	Barclay Group					

GERMANY – CARGO PANTS (Men’s)

Retailer	Tom Tailor	Jack & Jones	Jack & Jones	Jack Wolfskin	Cinque	Gas
Brand	Tom Tailor	Jack & Jones	Jack & Jones	Jack Wolfskin	Cinque	Gas
Price	50	50	60	100	129	199
USD Equiv.	\$70	\$70	\$85	\$141	\$182	\$280
Brand	Germany	Denmark	Denmark	Germany	Germany	Italy
Production	Pakistan	China	Turkey	Thailand	Tunisia	N/A
Notes		Bestseller A/S	Bestseller A/S			

GERMANY – TRENCH COATS (Women’s)

Retailer	Brax	Promod	Mango	ZARA	Miss Sixty	Hall Huber
Brand	Brax	Promod	MNG	ZARA	Miss Sixty	Hall Huber
Price	70	70	80	80	100	170

USD Equiv.	\$99	\$99	\$113	\$113	\$141	\$239
Brand	Germany	France	Spain	Spain	Italy	Germany
Production	N/A	China	Vietnam	Morocco	China	N/A
Notes				Lined	Lined	Lined
				INDITEX	Sixty Group	

GERMANY – TRENCH COATS (Women’s)

Retailer	ZARA	Esprit	Galeria Kaufhof	Comma	Galeria Kaufhof	
Brand	ZARA	Esprit	Comma	Comma	Gil Bret	
Price	170	180	199	199	299	
USD Equiv.	\$239	\$254	\$280	\$280	\$421	
Brand	Spain	Germany	Germany	Germany	Germany	
Production	Vietnam	Turkey	China	China	N/A	
Notes	INDITEX				Barclay Group	

GERMANY – TRENCH COATS (Men’s)

Retailer	Oakley	COS				
Brand	Oakley	COS				
Price	80	100				
USD Equiv.	\$113	\$141				
Brand	US	Sweden				
Production	Vietnam	Romania				
Notes		H&M				

GERMANY – WINTER OVERCOATS – wool or wool-like (Women’s)

Retailer	Tally Weijl	Only	C&A	Galeria Kaufhof	Mango	Miss Sixty
Brand	Tally Weijl	Only	Yessica	Lebek	MNG	Killah
Price	46	70	79	109	110	130
USD Equiv.	\$65	\$99	\$111	\$154	\$155	\$183
Brand	Switzerland	Denmark	Belgium	Germany	Spain	Italy
Production	China	China	N/A	N/A	Morocco	Romania
Notes						Sixty Group

GERMANY – WINTER OVERCOATS – wool or wool-like (Women’s)

Retailer	Hall Huber	ZARA	More & More	Hall Huber	Galeria Kufhof	Dry Korn
Brand	Hall Huber	Zara Woman	More & More	Hall Huber	Gil Bret	Dry Korn
Price	150	150	190	230	299	329
USD Equiv.	\$211	\$211	\$268	\$324	#421	\$463
Brand	Germany	Spain	N/A	Germany	Germany	Germany
Production	N/A	Indonesia	China	N/A	N/A	N/A
Notes		INDITEX			Barclay Group	

GERMANY – WINTER OVERCOATS – wool or wool-like (Men’s)

Retailer	Cinque	Cinque				
Brand	Cinque	Cinque				
Price	280	389				
USD Equiv.	\$394	\$548				

Brand	Germany	Germany				
Production	Macedonia	Macedonia				
Notes						

GERMANY – CARGO JACKETS - (Women's)

Retailer	Only	Esprit	G-Star Raw	More & More		
Brand	Only	Esprit	G-Star Raw	More & More	Day	
Price	30	100	159	170	219	
USD Equiv.	\$42	\$141	\$224	\$239	\$308	
Brand	Denmark	Germany	Netherlands	N/A	N/A	
Production	China	N/A	China	China	Turkey	
Notes	Bestseller A/S					

GERMANY – CARGO JACKETS - (Men's)

Retailer	Jack & Jones	COS				
Brand	Jack & Jones	COS				
Price	100	190				
USD Equiv.	\$141	\$268				
Brand	Denmark	Sweden				
Production	China	Romania				
Notes	Bestseller A/S	H&M				

GERMANY – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS excluding cargo jackets - (Women's)

Retailer	C&A	H&M	ZARA	Zero	Esprit	Quicksilver
Brand	Yessica	H&M	ZARA	Zero	Esprit	Quicksilver
Price	39	70	70	80	140	140
USD Equiv.	\$55	\$99	\$99	\$113	\$197	\$197
Brand	Belgium	Sweden	Spain	N/A	Germany	France
Production	N/A	China	China	N/A	N/A	China
Notes			INDITEX			

GERMANY – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS excluding cargo jackets - (Women's)

Retailer	Betty Barclay	Gerry Weber	Stefanel	Schuster	Galeria Kaufhof	Jack Wolfskin
Brand	Betty Barclay	Gerry Weber	Stefanel	Schoeffel	Marc Aurel	Jack Wolfskin
Price	159	169	179	190	460	
USD Equiv.	\$224	\$238	\$252	\$268	\$648	
Brand	Germany	Germany	Italy	Germany	N/A	Germany
Production	China	China	China	N/A	N/A	Thailand
Notes	Barclay Group	Barclay Group				

GERMANY – BLAZERS (Women's)

Retailer	C&A	Promod	Galeria Kaufhof	H&M	Esprit	Brax
Brand	Yessica	Promod	Frank Walder	H&M	Esprit	Brax Feel Good

Price	49	50	70	70	100	120
USD Equiv.	\$69	\$70	\$99	\$99	\$141	\$169
Brand	Belgium	France	Germany	Sweden	Germany	Germany
Production	N/A	China	Bulgaria	Morocco	N/A	Turkey
Notes						

GERMANY – BLAZERS (Women's)

Retailer	Hettlage	Hettlage	Galeria Kaufhof	Galeria Kaufhof	Galeria Kaufhof	
Brand	Mexx	Bianca	Comma	Frank Walder	Dry Korn	
Price	120	150	150	150	249	
USD Equiv.	\$169	\$211	\$211	\$211	\$351	
Brand	Netherlands	N/A	Germany	Germany	Germany	
Production	Philippines	Bulgaria	China	Romania	Romania	
Notes						

GERMANY – POLO SHIRTS (Women's)

Retailer	Jack Wolfskin	Fred Perry				
Brand	Jack Wolfskin	Fred Perry				
Price	30	150				
USD Equiv.	\$42	\$211				
Brand	Germany	UK?				
Production	Laos	China				
Notes						

GERMANY – POLO SHIRTS (Men's)

Retailer	C&A	Gas				
Brand	Angelo Litrico	Gas				
Price	9	65				
USD Equiv.	\$13	\$92				
Brand	Belgium	Italy				
Production	N/A	N/A				
Notes						

GERMANY – PRINTED T-SHIRTS (Women's)

Retailer	Esprit	Ann Christine	H&M	S.Oliver	Promod	Hettlage
Brand	Esprit	AC	H&M	S.Oliver	Promod	Bianca
Price	13	13	15	16	18	40
USD Equiv.	\$18	\$18	\$21	\$23	\$25	\$56
Brand	Germany	Germany	Sweden	Germany	France	N/A
Production	N/A	Turkey	Bangladesh	Indonesia	Mauritius	Turkey
Notes						

GERMANY – PRINTED T-SHIRTS (Women's)

Retailer	Gas					
Brand	Gas					
Price	45					
USD Equiv.	\$63					
Brand	Italia					

Production	India					
Notes						

GERMANY – PRINTED T-SHIRTS (Men's)

Retailer	Tom Tailor	Jack & Jones	H&M	Oakley	Quicksilver	ZARA
Brand	Tom Tailor	Jack & Jones	H&M	Oakley	Quicksilver	ZARA
Price	13	13	15	20	29	30
USD Equiv.	\$18	\$18	\$21	\$28	\$41	\$42
Brand	Germany	Denmark	Sweden	USA	France	Spain
Production	Bangladesh	India	Bangladesh	Guatemala	Turkey	Portugal
Notes		Bestseller A/S				INDITEX

NOTE: Items (below) surveyed at outlet stores in Turkey show the normal full retail price (crossed out) and the outlet sale price; US dollar equivalent reflects the full retail price for fair comparison with items sold at normal retail stores.

TURKEY – WASHED JEANS (Women's)

Retailer	YKM	YKM	Mudo Outlet	Oxxo	Batik	Tiffany
Brand	ADL	Ipekyol	Mudo	Oxxo	Batik	H.I.S.
Price	40	50	55 25	70	70	76
USD Equiv.	\$24	\$30	\$33	\$42	\$42	\$46
Brand	Turkey	Turkey	Turkey	Turkey	Turkey	
Production	Turkey	N/A	Turkey	Turkey	Turkey	Turkey
Notes		Miroglio Group				

TURKEY – WASHED JEANS (Women's)

Retailer	YKM	Colin's Outlet	Bershka	Stradivarius	YKM	YKM
Brand	Look	Colin's	Bershka	Stradivarius	SheBee	SheBee
Price	79	80	90	90	95	99
USD Equiv.	\$48	\$48	\$54	\$54	\$57	\$60
Brand		Turkey	Spain	Spain		
Production	Turkey	Turkey	Turkey	Morocco	Turkey	Turkey
Notes			INDITEX	INDITEX		

TURKEY – WASHED JEANS (Women's)

Retailer	Mavi	YKM	Twist	Miss Sixty	Tommy Hilfiger	Tommy Hilfiger Outlet
Brand	Mavi	Look	Twist	Miss Sixty	Tommy Hilfiger	Tommy Hilfiger
Price	99	99	139	219	219	289 192
USD Equiv.	\$60	\$60	\$84	\$132	\$132	\$174
Brand	Turkey		Turkey	Italy	USA	USA
Production	Turkey	Turkey	Turkey	Pakistan	Tunisia	Tunisia
Notes			Miroglio Group	Sixty Group		

TURKEY – WASHED JEANS (Women's)

Retailer	Max & Co					
Brand	Max & Co					
Price	309					
USD Equiv.	\$186					

Brand	Italy					
Production	Bulgaria					
Notes						

TURKEY – WASHED JEANS (Men's)

Retailer	Mudo Outlet	Tiffany	Koton	Colin's	YKM	Massimo Dutti
Brand	Mudo	Tiffany	Koton	Colin's	Lufian	Massimo Dutti
Price	50 25	55	64 30	90	99	99
USD Equiv.	\$30	\$33	\$37	\$54	\$60	\$60
Brand	Turkey		Turkey	Turkey		Spain
Production	Turkey	Turkey	Turkey	Pakistan	Turkey	Turkey
Notes						INDITEX

TURKEY – WASHED JEANS (Men's)

Retailer	Mavi	YKM	Polo Garage	Jack & Jones	Levi's	Polo Garage Outlet
Brand	Mavi	Sarar	Polo Garage	Jack & Jones	Levi's	Polo Garage
Price	99	100	139	149	159	160 64
USD Equiv.	\$60	\$60	\$84	\$90	\$96	\$96
Brand	Turkey	Turkey	Turkey	Denmark	USA	Turkey
Production	Turkey	N/A	Turkey	India	Turkey	China
Notes				Bestseller A/S		

TURKEY – WASHED JEANS (Men's)

Retailer	Jack & Jones	Tommy Hilfiger Outlet	Tommy Hilfiger	Diesel		
Brand	Jack & Jones	Tommy Hilfiger	Tommy Hilfiger	Diesel		
Price	180	229 129	279	329		
USD Equiv.	\$108	\$138	\$168	\$198		
Brand	Denmark	USA	USA	Italy		
Production	Turkey	Turkey	Turkey	Tunisia		
Notes	Bestseller A/S					

TURKEY – CARGO PANTS (Women's)

Retailer	Bershka	YKM	Mudo	Oxxo	Batik	Colin's
Brand	Bershka	Look	Mudo	Oxxo	Batik	Colin's
Price	46	59	70	70	70	70
USD Equiv.	\$28	\$36	\$42	\$42	\$42	\$42
Brand	Spain		Turkey	Turkey	Turkey	Turkey
Production	Bangladesh	China	Turkey	Turkey	Turkey	Turkey
Notes	INDITEX					

TURKEY – CARGO PANTS (Women's)

Retailer	Stradivarius	Yargici	GANT			
Brand	Stradivarius	Yargici	GANT			
Price	80	149	389			
USD Equiv.	\$48	\$90	\$284			

Brand	Spain	Turkey	Switzerland			
Production	Morocco	Turkey	Romania			
Notes	INDITEX					

TURKEY – CARGO PANTS (Men’s)

Retailer	L C Waikiki	Colin’s	Tiffany	Mudo Collection	L C Waikiki	DeFacto Outlet
Brand	L C Waikiki	Colin’s	Tiffany	Mudo	L C Waikiki	DeFacto
Price	24	30	33	40	40 20	44 20
USD Equiv.	\$14	\$18	\$20	\$24	\$24	\$27
Brand	Turkey	Turkey		Turkey	Turkey	Turkey
Production	Turkey	Pakistan	Bangladesh	Turkey	Bangladesh	Turkey
Notes	Tema Group				Tema Group	

TURKEY – CARGO PANTS (Men’s)

Retailer	Koton	Mudo Men	Colin’s	Adidas	YKM	Massimo Dutti
Brand	Koton	Mudo	Colin’s	Adidas	Lufian	Massimo Dutti
Price	50 26	60 30	70	95 65	100	149
USD Equiv.	\$30	\$36	\$42	\$57	\$60	\$90
Brand	Turkey	Turkey	Turkey	Germany		Spain
Production	Bangladesh	Pakistan	Pakistan	Indonesia	Vietnam	Turkey
Notes						INDITEX

TURKEY – CARGO PANTS (Men's)

Retailer	Levi's	Tommy Hilfiger				
Brand	Levi's	Tommy Hilfiger				
Price	149	249				
USD Equiv.	\$90	\$150				
Brand	USA	USA				
Production	Sri Lanka	China				
Notes						

TURKEY – KHAKI PANTS (MEN'S)

Retailer	Carrefour	Tommy Hilfiger	Mudo Men	Sabri Ozel	Beyman Club	
Brand	Zanelli	Tommy Hilfiger	Mudo	Sabri Ozel	Beyman Club	
Price	20	79	80	420 70	229	
USD Equiv.	\$12	\$42	\$48	\$72	\$138	
Brand		USA	Turkey	Turkey	Turkey	
Production	N/A	China	China	Turkey	Turkey	
Notes						

TURKEY – TRENCH COATS (Women's)

Retailer	YKM	Stradivarius	Colin's	Koton	Mavi	YKM
Brand	Koton	Stradivarius	Colin's	Koton	Mavi	Ipekyol
Price	80	80	90	429 66	160	299
USD Equiv.	\$48	\$48	\$54	\$78	\$96	\$180

Brand	Turkey	Spain	Turkey	Turkey	Turkey	Turkey
Production	China	China	China	China	China	China
Notes		INDITEX				Miroglio Group

TURKEY – TRENCH COATS (Women's)

Retailer	Massimo Dutti	Twist	Diesel	Tommy Hilfiger	Tommy Hilfiger Outlet	Max & Co
Brand	Massimo Dutti	Ipekyol	Diesel	Tommy Hilfiger	Tommy Hilfiger	Max & Co
Price	369	399	485	700	700 400	709
USD Equiv.	\$222	\$240	\$292	\$422	\$422	\$427
Brand	Spain	Turkey	Italy	USA	USA	Italy
Production	Morocco	China	China	Turkey	China	Tunisia
Notes	INDITEX	Miroglio Group				

TURKEY – TRENCH COATS (Men's)

Retailer	Ramsey	Diesel				
Brand	Ramsey	Diesel				
Price	569	695				
USD Equiv.	\$397	\$419				
Brand	Turkey	Italy				
Production	N/A	China				
Notes						

TURKEY – WINTER OVERCOATS – wool or wool-like (Women’s)

Retailer	Yargici	Massimo Dutti	Massimo Dutti			
Brand	Yargici	Massimo Dutti	Massimo Dutti			
Price	349	549	589			
USD Equiv.	\$210	\$331	\$355			
Brand	Turkey	Spain	Spain			
Production	Turkey	Portugal	Portugal			
Notes		INDITEX	INDITEX			

TURKEY – MISCELLANEOUS CARGO JACKETS, PARKAS, ANORAKS, CASUAL JACKETS - (Women’s)

Retailer	Jack & Jones	Oxxo	Colin’s	Massimo Dutti	Twist	Twist
Brand	Vero Moda	Oxxo	Colin’s	Massimo Dutti	Twist	Ipekyol
Price	70	80	90	289	299	699
USD Equiv.	\$42	\$48	\$54	\$174	\$180	\$421
Brand	Denmark	Turkey	Turkey	Spain	Turkey	Turkey
Production	China	Turkey	Bangladesh	Indonesia	China	China
Notes	Bestseller A/S			INDITEX	Miroglio Group	Miroglio Group

TURKEY – MISCELLANEOUS CARGO JACKETS, PARKAS, ANORAKS, CASUAL JACKETS - (Men’s)

Retailer	Mudo Collection	Mavi	Jack & Jones	Sabri Ozel	Mavi	Adidas
Brand	Mudo	Mavi	Jack &	Sabri Ozel	Mavi	Adidas

			Jones			
Price	70	80	99	115	159	195 124
USD Equiv.	\$42	\$48	\$60	\$69	\$96	\$117
Brand	Turkey	Turkey	Denmark	Turkey	Turkey	Germany
Production	China	China	India	Turkey	China	Cambodia
Notes						

TURKEY – MISCELLANEOUS CARGO JACKETS, PARKAS, ANORAKS, CASUAL JACKETS - (Men's)

Retailer	Adidas	Polo Garage		Ramsey	YKM	Diesel
Brand	Adidas	Polo Garage	Kigili	Ramsey	Sarar	Diesel
Price	226 150	239	240 140	249	349	595
USD Equiv.	\$136	\$144	\$145	\$150	\$210	\$358
Brand	Germany	Turkey	Turkey	Turkey	Turkey	Italy
Production	China	Turkey	Turkey	N/A	N/A	China
Notes						

TURKEY – BLAZERS (Women's)

Retailer	Bershka	Stradivarius	Bershka	YKM	GANT	
Brand	Bershka	Stradivarius	Bershka	Ipekyol	GANT	
Price	50	80	90	259	1199	
USD Equiv.	\$30	\$48	\$54	\$156	\$722	
Brand	Spain	Spain	Spain	Turkey	Switzerland	
Production	Vietnam	China	Turkey	Turkey	Portugal	
Notes	INDITEX	INDITEX	INDITEX	Miroglio Group		

TURKEY – BLAZERS (Men's)

Retailer	Mudo Collection	YKM				
Brand	Mudo	Lufian				
Price	225	250				
USD Equiv.	\$136	\$151				
Brand	Turkey					
Production	Turkey	Vietnam				
Notes						

TURKEY – POLO SHIRTS (Women's)

Retailer	DeFacto	Reebok Outlet				
Brand	DeFacto	Reebok				
Price	15	42 32				
USD Equiv.	\$9	\$25				
Brand	Turkey	USA				
Production	Bangladesh	Indonesia				
Notes						

TURKEY – POLO SHIRTS (Men's)

Retailer	DeFacto	Carrefour	Carrefour	Carrefour	L C Waikiki	L C Waikiki
Brand	DeFacto	Nexxen	Clartex	Golf Port	Xside	L C Waikiki
Price	10	45 10	45 10	47 10	18	20
USD Equiv.	\$6	\$9	\$9	\$10	\$11	\$12
Brand	Turkey				Turkey	Turkey

Production	Bangladesh	Pakistan	Turkey	Turkey	Turkey	Bangladesh
Notes					Tema Group	Tema Group

TURKEY – POLO SHIRTS (Men's)

Retailer	L C Waikiki	Carrefour	Mudo Outlet	L C Waikiki	Kappa	Koton
Brand	L C Waikiki	UzTex	Mudo	South Blue	Kappa	Koton
Price	20	24 10	25 20	25 13	30	35
USD Equiv.	\$12	\$13	\$15	\$15	\$18	\$21
Brand	Turkey		Turkey	Turkey		Turkey
Production	Turkey	Turkey	Turkey	Bangladesh	Turkey	Turkey
Notes	Tema Group			Tema Group		

TURKEY – POLO SHIRTS (Men's)

Retailer	Tiffany	Mudo Collection	Reebok Outlet	Tiffany	Mavi	Kigili
Brand	Tiffany	Mudo	Reebok	Tiffany	Mavi	Kigali
Price	38	40	40 30	43	45	45
USD Equiv.	\$23	\$24	\$24	\$26	\$27	\$27
Brand		Turkey	USA		Turkey	Turkey
Production	Turkey	China	Madagascar	Bangladesh	Turkey	Turkey
Notes						

TURKEY – POLO SHIRTS (Men's)

Retailer	Colin's	YKM	YKM	Adidas Outlet	YKM	Quicksilver
Brand	Colin's	Adidas	Nike	Adidas	Adidas	Quicksilver
Price	50	53	54	64 40	63	64
USD Equiv.	\$30	\$32	\$33	\$37	\$38	\$39
Brand	Turkey	Germany	USA	Germany	Germany	France
Production	Bangladesh	Indonesia	Vietnam	Thailand	Philippines	Turkey
Notes						

TURKEY – POLO SHIRTS (Men's)

Retailer	YKM	Polo Garage Outlet	Polo Garage	Polo Garage Outlet	Sabri Ozel	YKM
Brand	Nike	Polo Garage	Polo Garage	Polo Garage	Sabri Ozel	Lufian
Price	69	76 52	79	83 60	89	90
USD Equiv.	\$42	\$46	\$48	\$50	\$54	\$54
Brand	USA	Turkey	Turkey	Turkey	Turkey	
Production	N/A	Turkey	India	Turkey	Turkey	Turkey
Notes						

TURKEY – POLO SHIRTS (Men's)

Retailer	YKM	Ramsey	Tommy Hilfiger Outlet	Beyman Club	Diesel	Miss Sixty
Brand	Sarar	Ramsey	Tommy Hilfiger	Beyman Club	Diesel	Energie
Price	90	139	150 90	165	165	169

USD Equiv.	\$54	\$84	\$90	\$99	\$99	\$102
Brand	Turkey	Turkey	USA	Turkey	Italy	Italy
Production	Turkey	N/A	Laos	Turkey	India	China
Notes						Sixty Group

TURKEY – POLO SHIRTS (Men's)

Retailer	Tommy Hilfiger Outlet	GANT	Napajiri			
Brand	Tommy Hilfiger	GANT	Napajiri			
Price	240 129	289	299			
USD Equiv.	\$145	\$174	\$180			
Brand	USA	Switzerland				
Production	Vietnam	Portugal	India			
Notes						

UKRAINE – WASHED JEANS (Women's)

Retailer	Auchan	Springfield	Auchan	Peacocks	Seppala	ZARA
Brand	Classico	Springfield	Liteng	N/A	Lil Missy	ZARA
Price	153	159	267	299	379	459
USD Equiv.	\$22	\$23	\$38	\$43	\$54	\$66
Brand	N/A	N/A	N/A	N/A	Finland	Spain
Production	N/A	China	N/A	China	China	Turkey
Notes						INDITEX

UKRAINE – WASHED JEANS (Women’s)

Retailer	Savage	Tally Weijl	Promod	Mexx	Reserved	Motivi
Brand	Savage	Tally Weijl	Promod	Mexx	Reserved	Motivi
Price	498	499	499	499	499	559
USD Equiv.	\$71	\$71	\$71	\$71	\$71	\$86
Brand	N/A	Switzerland	France	Netherlands	N/A	Italy
Production	N/A	China	China	Turkey	China	Turkey
Notes				Liz Claiborne Group		Miroglio Group

UKRAINE – WASHED JEANS (Women’s)

Retailer	Mango	PimKie	Choice	Esprit	Oasis	Lerros
Brand	MNG	PimKie	Diesel	Esprit	Oasis	Lerros
Price	599	629	749	654	699	699
USD Equiv.	\$86	\$89	\$93	\$93	\$199	\$100
Brand	Spain	France	Italy	Germany	N/A	Germany
Production	Pakistan	Morocco	N/A	N/A	China	N/A
Notes		Auchan				

UKRAINE – WASHED JEANS (Women’s)

Retailer	River Island	Motivi	Esprit	Tommy Hilfiger	Brax	Grand Gallery
Brand	River Island	Motivi	Esprit	Tommy Hilfiger	Brax Feel Good	Brax Sport
Price	799	849	954	1149	1479	1548
USD Equiv.	\$114	\$121	\$136	\$164	\$211	\$221

Brand	UK	Italy	Germany	USA	Germany	Germany
Production	China	Turkey	N/A	N/A	Turkey	Morocco
Notes		Miroglio Group				

UKRAINE – WASHED JEANS (Women's)

Retailer	G-Star Raw					
Brand	G-Star Raw					
Price	2259					
USD Equiv.	\$323					
Brand	Netherlands					
Production	India					
Notes						

UKRAINE – WASHED JEANS (Men's)

Retailer	Auchan	OGGI	Merschka	Colin's	Pull & Bear	OGGI
Brand	InExtenso	Oodji	Bershka	Colin's	Pull Bear	Oodji
Price	99	248	299	369	399	488
USD Equiv.	\$14	\$35	\$43	\$52	\$56	\$70
Brand	France	N/A	Spain	N/A	Spain	N/A
Production	N/A	N/A	Bangladesh	Pakistan	China	N/A
Notes	Private Label		INDITEX		INDITEX	

UKRAINE – WASHED JEANS (Men's)

Retailer	O-stin	Monton	Celio	Colin's	Colin's	Lee Cooper
Brand	O-stin	Monton	Celio	Colin's	Colin's	Lee Cooper
Price	499	599	630	649	749	799
USD Equiv.	\$71	\$86	\$90	\$93	\$107	\$114
Brand	Russia?	Estonia	France	Turkey	Turkey	UK
Production	China	China	N/A	Pakistan	Pakistan	China
Notes		Baltika Group				

UKRAINE – WASHED JEANS (Men's)

Retailer	Warehouse	Timberland	Levi's	Tommy Hilfiger	Marc O'Polo	
Brand	Warehouse	Timberland	Levi's		Marc O'Polo	
Price	799	899	999	1119	1350	
USD Equiv.	\$114	\$128	\$143	\$160	\$193	
Brand	N/A	USA	USA	USA	Sweden	
Production	Turkey	China	N/A	Turkey	N/A	
Notes						

UKRAINE – CARGO PANTS (Women's)

Retailer	Colin's	Savage	Mango	Peacocks	Columbia	Grand Gallery
Brand	Colin's	Savage	MNG	Peacocks	Columbia	Luisa Cerano
Price	299	348	399	399	550	1598

USD Equiv.	\$43	\$50	\$57	\$57	\$79	\$227
Brand	Turkey	N/A	Spain	N/A	USA	Germany
Production	Bangladesh	N/A	Vietnam	N/A	Vietnam	Romania
Notes						

UKRAINE – CARGO PANTS (Men's)

Retailer	Marathon					
Brand	Northland					
Price	614					
USD Equiv.	\$88					
Brand	UK					
Production	China					
Notes						

UKRAINE – TRENCH COATS (Women's)

Retailer	Promod	Mexx	Oasis	Grand Gallery	Brax	
Brand	Promod	Mexx	Oasis	Betty Barclay	Brax	
Price	899	999	1429	2498	2929	
USD Equiv.	\$128	\$143	\$204	\$357	\$418	
Brand	France	Netherlands	N/A	Germany	Germany	
Production	China	China	China	China	China	
Notes						

UKRAINE – WINTER OVERCOATS – wool or wool-like (Women’s)

Retailer	ZARA	ZARA	Motivi			
Brand	ZARA Basics	ZARA Basics	Motivi			
Price	1299	1299	1449			
USD Equiv.	\$186	\$186	\$207			
Brand	Spain	Spain	Italy			
Production	Spain	Mexico	China			
Notes	INDITEX	INDITEX	Miroglio Group			

UKRAINE – BLAZERS (Women’s)

Retailer	ZARA	Savage	Grand Gallery			
Brand	ZARA Basics	Savage	Luisa Cerano			
Price	599	618	5249			
USD Equiv.	\$86	\$86	\$750			
Brand	Spain	N/A	Germany			
Production	Indonesia	China	Bosnia			
Notes	INDITEX					

UKRAINE – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS including cargo jackets - (Women’s)

Retailer	Auchan	Springfield	Pull & Bear	Bershka	Colin’s	O-stin
Brand	InExtenso	Springfield	Pull Bear	BSK	Colin’s	O-stin
Price	100	159	359	429	499	699

USD Equiv.	\$14	\$23	\$57	\$61	\$71	\$199
Brand	France	N/A	Spain	Spain	Turkey	Russia?
Production	N/A	Indonesia	N/A	Vietnam	China	China
Notes			INDITEX	INDITEX		

UKRAINE – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS including cargo jackets - (Women's)

Retailer	Seppala	Seppala	Esprit	Monton	Lerros	G-Star Raw
Brand	N/A	Link	Esprit	Monton	Lerros	G-Star Raw
Price	899	899	1119	1299	1699	2039
USD Equiv.	\$128	\$128	\$160	\$186	\$243	\$291
Brand	Finland	Finland	Germany	Estonia	Germany	Netherlands
Production	China	China	N/A	China	N/A	N/A
Notes				Baltika Group		

UKRAINE – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS including cargo jackets - (Women's)

Retailer	Brax					
Brand	Brax Feel Good					
Price	2929					
USD Equiv.	\$418					
Brand	Germany					
Production	China					
Notes						

UKRAINE – MISCELLANEOUS PARKAS, ANORAKS, CASUAL JACKETS including cargo jackets - (Men's)

Retailer	TSUM	TSUM	G-Star Raw	Marc O'Polo	Marc O'Polo	Tommy Hilfiger
Brand	Silverline	Silverline	G-Star Raw	Marc O'Polo	Marc O'Polo	Tommy Hilfiger
Price	307	372	1749	1759	2439	2489
USD Equiv.	\$44	\$53	\$250	\$251	\$348	\$356
Brand	N/A	N/A	Netherlands	Sweden	Sweden	USA
Production	N/A	N/A	China	N/A	N/A	China
Notes						

UKRAINE – POLO SHIRTS (Men's)

Retailer	Auchan	Reserved	TSUM	OGGI	Peacocks	Savage
Brand	VD-One	So Basic	Arezzos	Oodji	N/A	Savage
Price	99	129	144	149	149	228
USD Equiv.	\$14	\$18	\$20	\$21	\$21	\$33
Brand	Ukraine	N/A	N/A	Russia?	N/A	N/A
Production	N/A	Bangladesh	N/A	N/A	N/A	China
Notes						

UKRAINE – POLO SHIRTS (Men's)

Retailer	Mexx	Timberland	TSUM	Monton	Lerros	Celio
Brand	Mexx	Timberland	GroStyle	Monton	Lerros	Celio
Price	275	299	328	329	329	390
USD Equiv.	\$39	\$43	\$47	\$47	\$47	\$56

Brand	Netherlands	USA	N/A	Estonia	Germany	France
Production	Bangladesh	India	China	Morocco	N/A	N/A
Notes	Liz Claiborne Group					

UKRAINE – POLO SHIRTS (Men's)

Retailer	Adidas	Marathon	Levi's	G-Star Raw	Brax	
Brand	Adidas	Northland	Levi's	G-Star Raw	Brax	
Price	390	417	519	749	899	
USD Equiv.	\$56	\$60	\$74	\$107	\$128	
Brand	Germany	UK	USA	Netherlands	Germany	
Production	Indonesia	China	N/A	China	N/A	
Notes						

UKRAINE – PRINTED T-SHIRTS (Women's)

Retailer	Auchan	Auchan	Auchan	Auchan	Reserved	Reserved
Brand	Chillin	Cactus Clone	Sama	Guecca	Reserved	Reserved
Price	29	29	29	59	79	79
USD Equiv.	\$4	\$4	\$4	\$7	\$11	\$11
Brand	N/A	N/A	N/A	N/A	N/A	N/A
Production	Bangladesh	Turkey	Turkey	Turkey	Bangladesh	Bangladesh
Notes						

UKRAINE – PRINTED T-SHIRTS (Women’s)

Retailer	Mexx	Colin’s	Lee Cooper	O-stin	Springfield	Cropp Town
Brand	Mexx	Colin’s	Lee Cooper	O-stin	Springfield	Chillin
Price	124	129	129	129	159	159
USD Equiv.	\$18	\$18	\$18	\$18	\$23	\$23
Brand	Netherlands?	Turkey	UK	Russia	N/A	N/A
Production	Bulgaria	Bangladesh	Mauritius	India	Bangladesh	Bangladesh
Notes						

UKRAINE – PRINTED T-SHIRTS (Women’s)

Retailer	Peacocks	Seppala	Adidas	Adidas	Adidas	Tally Weijl
Brand	24-7	Link	Adidas	Adidas	Adidas	Tally Weijl
Price	179	179	190	190	190	209
USD Equiv.	\$26	\$26	\$27	\$27	\$27	\$30
Brand	N/A	Finland	Germany	Germany	Germany	Switzerland
Production	India	India	Turkey	Bangladesh	China	Bangladesh
Notes						

UKRAINE – PRINTED T-SHIRTS (Women’s)

Retailer	G-Star Raw	PimKie	Adidas	Esprit	Levi’s	Pull & Bear
Brand	G-Star Raw	PimKie	Adidas	Esprit	Levi’s	Pull Bear
Price	259	279	290	329	389	399
USD Equiv.	\$37	\$40	\$44	\$47	\$56	\$57
Brand	Netherlands	France	Germany	Germany	USA	Spain

Production	Bangladesh	Turkey	Bangladesh	Turkey	Pakistan	N/A
Notes		Same owner as Auchan				INDITEX

UKRAINE – PRINTED T-SHIRTS (Women's)

Retailer	Brax	Bosco				
Brand	Brax Feel Good	Bosco				
Price	709	710				
USD Equiv.	\$100	\$101				
Brand	Germany	Russia				
Production	N/A	N/A				
Notes						

UKRAINE – PRINTED T-SHIRTS (Men's)

Retailer	Auchan	Auchan	Auchan	Cropp Town	Savage	Colin's
Brand	Nashformat	InExtenso	VD-One	N/A	Savage	Colin's
Price	40	48	70	129	148	149
USD Equiv.	\$6	\$7	\$10	\$18	\$21	\$22
Brand	N/A	France	Ukraine	N/A	N/A	Turkey
Production	N/A	N/A	N/A	Bangladesh	China	Bangladesh
Notes						

UKRAINE – PRINTED T-SHIRTS (Men's)

Retailer	Peacocks	Columbia	Adidas	Bosco		
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Brand	North Coast	Columbia	Adidas	Bosco		
Price	189	230	290	710		
USD Equiv.	\$27	\$33	\$44	\$101		
Brand	N/A	USA	Germany	Russia		
Production	N/A	China	Bangladesh	N/A		
Notes						

F. COMPANY INFORMATION: FASHION BRANDS

ADILISK

Adil Isik Hazir Glyim
San Tic Ltd. Stl.
Baytar Ahmet Sk. No 15A
Istanbul TURKEY

BERSCKA, MASSIMO DUTI, PULL & BEAR, STRADIVARIUS, ZARA
Industria de Diseño Textil, SA (INDITEX)
Edificio Inditex, Avenida de la Dip, Arteijo A Coruna, E-15142 SPAIN
Tel (34) 981.18.54.00 / Fax (34) 981.18.54.54
<http://www.inditex.com>

BETTY BARCLAY, GERRY WEBER, GIL BRET, VERA MONT
Betty Barclay Group
Heidelberger Strasse 9-11, 69226 Nussloch, GERMANY
Tel (49) 06.224. / 900-203 / Fax (49) 06.224 / 900-777
www.bettybarclay.de

BRAX / BRAX FEEL GOOD
Brax / Leineweber Gmbh & Co KG
Wittekindstrasse 16, D-32051 GERMANY
Tel (49) 052.21.5920
info@brax.com

C&A
C&A Buying
Wanheimer Str 70, D-40468 Dusseldorf, GERMANY

COMMA
Comma, GmbH
Ostring, D-97228 Rottendorf, GERMANY

CONTE UKRAINA LLC (*Clothing importer*)
Vul Marganetska 95, Vul Vasilkivska 30, 02095 Kyiv UKRAINE
Tel (044) 494.2370

DIESEL
Diesel, S.P.A.
Via dell'Industria, 4-6. 36042 Breganze-Vicenza ITALY
Tel (39) 0424 – 477555 / Fax (39) 0424 0 411955
www.diesel.com

DL LPP Ukraine AT (*Importer*)
LPP St. Michpilska 1, 81200 Lvivska Area, Peremishlyanin UKRAINE
Tel (038) 03263.294.9185

DRY KORN

Dry Korn
Modevertriess GmbH & Co KG
Rudolf Diesel Strasse 1A, D-97318 Kitzingen, GERMANY
Tel (49) 0932.1 30030

ESPRIT

Esprit Europe Services GmbH
Esprit-Allee 1, 40882 Ratingen, GERMANY
Tel (49) 0932.1.30030

FRANK WALDER

E. Held GmbH & Co KG
Hans Hoffman Str. 11, D-95213 Munchberg, GERMANY
Tel (49) (0) 9251.447-0 / Fax (49) (0) 9251.447-350
info@frankwalder.com

GANT

Gant USA Corp
20 W 55th Street, New York, NY 10019 USA
Tel (1) (212) 230.1949 / (1) (212) 230.1950
Info.USA@gant.com

GLORIA JEANS

Gloria Jeans LLC
Vul Grushevskogo 41, 65031 Odessa UKRAINE
Tel (044) 238.8091

G-STAR RAW

G-Star Raw C.V.
Keienbergweg 100, 1101 GH Amsterdam, NETHERLANDS
Postbus 12177, 1100AD Amsterdam, NETHERLANDS
Tel (31) (0) 20.567.7600 / Fax (31) (0) 20.567.699

HALL HUBER

Hallhuber GmbH
Taunsstr 49, D-80807 Munich GERMANY
www.hallhuber.de

H&M

H&M Hennes Mauritz AB
SE-10638 Stockholm SWEDEN
Tel (46) 8-796-55.00 / (46) 8-24.80.78
info@hm.com

Import Ta Eksport LLC (*Clothing Importer*)

Vul Komarova 10 B4, K1, 65101 Odessa UKRAINE
Tel (0440) 459.6613

INEXTENSIO

Auchan Group

BP 169 / Rue de la Recherche, 59650 Villeneuve d'Ascq FRANCE

IPEKYOL / MACHKA / MOTIVI / TWIST

Miroglio Group

Via S. Margherita 23, Alba, Cuneo 12051 ITALY

<http://www.mirogliogroup.com>

Also:

Ipekyol

Bomanti Kazim Orbay Cad. No 35, Sisa 34381 Istanbul TURKEY

Tel (90) 212.368.0101 / Fax (90) 212.296.2425

ipekyol@ayaydinmirogilo.com

JACK & JONES, ONLY, VERA MODA

Bestseller A/S

JACK WOLFSKIN

Jack Wolfskin

Kreisel 1, D-65510 Idstein GERMANY

Tel (49) (0) 6126.9540 / Fax (49) (0) 6126.954.159

info@jackwolfskin.comwww.jack-wolfskin.comKalyna LLC (*Clothing Importer*)

Vul Boguna, Chervonograd, 80100 Liviska Oblast UKRAINE

Tel (3249) 27294, (3299) 21302

L C WAIKIKI, SOUTH BLUE, XSIDE

Tema Group

Tema Magazaclik Hiz TIC, AS

Evren Mah. Sehit Cengiz Karcioğlu Sokak, No 6 Bagcilar, 34212 Istanbul TURKEY

Tel (90) 212 657.5555 / Fax (90) 212 630.8608

info@lcwaikiki.com

LEE COOPER

Lee Cooper Group Ltd.

6 Snow Hill, London EC1A2AY ENGLAND

Tel 020.7002.7770

LERROS

Lerros Moden GmbH

Im Taubental 35, 41468 Neuss GERMANY

Tel (49) 213.13.6060 / Fax (49) 213.13.6100

<http://www.lerros.de>

LUISA CERANO
Hauber Group
Ferd. Hauber GmbH
Weberstrasse 1, 72622 Nurtigen GERMANY
Tel (49) (0) 7022.7050 / Fax (49) (0) 7022.705-110
info@hauber.de
www.luisacerano.com

MANGO / MNG
Mango, SA
Garments.sourcing@mango.com
www.mango.com

MARATEKS (*Clothing Importer*)
Vul. Trublaini 2 K21, 03134 Kyiv UKRAINE

MARC AUREL
Marc Aurel Textil GmbH
Wilhemstr 9, D-33332 Gutersloh GERMANY

MARC O'POLO
Marc O'Polo International GmbH
Hofgartenstrasse 1, 83071 Stephanskirchen GERMANY
Tel (49) (0) 8036.90.0 / Fax (49) (0) 8036.90.1890
info@marc-o-polo.com

MAX & CO
Max & Co
Via Mazzacurati 6, 42122 Reggio Emilia ITALY
Tel (39) 0522.3581 / Fax (39) 0522.391471

METRO CASH & CARRY UKRAINE LLC
Prosp Petra, Grygorenka 42, 02140 Kyiv UKRAINE
Tel (044) 492.1100

MISS SIXTY, ENERGIE, KILLAH
Sixty Group
Sixty S.P.A., Via Erasmo Piaggio 35, 66100 Chieti ITALY
Tel (39) 0871.5891

MONTON, BALTMAN, MOSAIC, IVO NIKKOLO
Baltika Group / AS Baltika (Estonia, Latvia, Lithuania, Russia, Ukraine)
Veerenni 24, EE-10135 Talinn ESTONIA
Tel 372.630.2731 / Fax 372.630.2814
baltika@baltikagroup.com
Purchasing: Inese Juhanson
Tel 372.620.9925
Inese.juhanson@baltikagroup.com
www.baltikagroup.com
www.montonfashion.com

NORTHLAND

42-44 Great Twitchfield Street, London W1W7PY ENGLAND

Tel (44) (0) 20.7580.7775

www.northlandfashion.com

Oleksandryt (*Clothing Importer*)

Bul. I. Lepse 6, Kyiv UKRAINE

POLO GARAGE

Polo Garage

Istanbul TURKEY

pologarage@turk.net

OSTIN

Ostin LLC

Bul. Lesi Ukrainky 28, 01133 Kyiv UKRAINE

Tel (044) 585.7008

PROMOD

Promod SA

Chemin de Verseau, Marcq-en-Baroeul 59847 FRANCE

Tel (33) 03.20.01.1000 / Fax (33) 03.20.01.1031

<http://www.promod.fr>

REEBOK

Reebok World Headquarters

1895 J W Foster Blvd, Canton, MA 02021 USA

Tel (1) (781) 401.5000

REPLAY

Fashion Box, S.P.A.

Via Marcoai 1, 31010 Asolo-Luc, Casella (Treviso) ITALY

Tel (39) (0) 423.9251 / Fax (39) (0) 423.925.299

SEPPALA

Seppala Oy

Aleksanterink 526 PL234 00100, Helsinki FINLAND

Tel (358) 982.5981 / Fax (358) 982.59.8357

S.Oliver

S.Oliver Bernd Freier Gmbh & Co KG

Rottendorf GERMANY

Sportsmaster-Ukraina LLC (*Clothing Importer*)

Bul. Lesi Ukrainky 28, 01133 Kyiv UKRAINE

Tel (044) 569.5050, 451.8888

STEFANEL

Stefanel, S.P.A.

Via Postumia 85, 31047 Poste de Piave (TV) ITALY

Tel (39) 0422.8191

info@stefanel.com

TALLY WEIJL

Tally Weijl

Service & Supply Center, Viaduktrasse 42, CH-4051 Basel SWITZERLAND

Tel (41) (0) 61.568.6000 / Fax (41) (0) 61.568.6200

contact@tally-weijl.com

www.tally-weijl.com

TOM TAILOR

Garstedter Weg 14, D-22453 Hamburg GERMANY

TRIAKS (*Clothing Importer*)

Vul. Serafymovycha 7 K1, 08151 Kyivska Oblast Boyarka UKRAINE

Tel (044) 537.0399

Universal Trade and Production Enterprise LLC (*Clothing Importer*)

Pravdy Street 6/1 29000, Khmelnytsky UKRAINE

Tel (380) 38270.3825 / Fax (380) 38276.2484

URA 2008 LLC (*Clothing Importer*)

Vul Berkovetska 10, 04128 Kyiv UKRAINE

V-IST LLC (*Clothing Importer*)

Illichyvska, Vul Travnaya 3, 68003 Odeska Oblast, UKRAINE

G. COMPANY INFORMATION: UNIFORMS

BMP Style (*Radisson Blu Hotel, Kyiv uses this company*)

Ms. Galina LEVKOVETS, Sales Manager
21 Moskovsky Prospect, Office 11, Kyiv UKRAINE
Tel (044) 451.4381 (direct) / 098.99.19.328 (mobile)
g.levkovec@bmpstyle.com.ua
www.bmstyle.com.ua

Bragard (*City Hilton Hotel, Munich uses this company*)

2 rue Christophe Denis
88026 Epinal Cedex FRANCE
Tel (33) (0) 3.29.69.10.10 / Fax (33) (0) 3.29.82.38.32
www.bragard.com

Burak Sapka (*police, security, & work uniforms*)

Mr. Recap SABAZ
Mercan Yokusu No: 20 Eminonu, Istanbul TURKEY
TEL (90) 212 527.6979 / (539) 541.3640
receptabaz@mynet.com

Cavdar Guvenlim

Uniforma Tekstil San ve TIC LTD STI

Mr. Erdal CAVDAR

Mercanaga Mah. Mercan Cad. Caferiye Han No 24, Mercan Eminonu, Istanbul TURKEY

Tel (90) 212.528.9042 / 526.7384 / (532) 361.5221 / Fax (90) 212.526.5795

erdal@cavadaruniforma.com

www.cavadaruniforma.com

Cekin Uniforma (*Marriott Hotel, Istanbul uses this supplier*)

Piyalepasa Mah. Kuzey Sokak No 50 Kat 4 Okmeydani, Istanbul TURKEY

Tel (90) 212.279.7750

contact@cekinuniforma.com

www.cekinuniforma.com

D&Tex (*police, security, & work uniforms*)

Mr. Bulent ERTOGLU (0532.284.0407)

Mercan Yokusu No: 50 Eminonu, Istanbul TURKEY

Tel (90) 212.527.7395 / 512.9592

www.doganerteks.com

Dress Best Uniforms

Atolye Kostum Tekstil San ve Tic. Ltd. Sti

Yahya Kemal Mah. Ayazma Yolu, Damet Is Merkezi No: 33 K:2, Kagithane Istanbul
TURKEY

Tel (90) 212 295.5035 / Fax (90) 212 295.5068

www.dressbestuniforms.com

Dyvosit LLC
147 Zelena Str., Lviv 79014 UKRAINE
Yulia, Sales Manager
Tel (032) 241.9877 (direct) / 098.255.2222 (mobile)
J.Jatsenko@dyvosvit.biz
BS@dyvosvit.biz

GUMUSCAN (*police, security, & work uniforms*)
Tekstil Urunleri Sanayi Ve / Ticaret Limited Sirketi
Mr. Veli GUMUSCAN
Mercan Yokusu Caferiye Han. Kat: 1 No: 10-11-16, Beyazit Istanbul TURKEY
Tel (90) 212.527.3098 / Fax (90) 212.528.8568
www.gmscnguvenlik.net

Kocadere Tekstil (*police, security, & work uniforms*)
Mr. Hayrettin KOCADERE
Mercan Yokusu Kader Han. No: 53/1 Fatih, Istanbul TURKEY
Tel (90) 212.526.7681 / 0533.205.2741
info@kcdguvenlik.com
www.kocaderetekstil.com

Oztay (*hunting clothing*)
Av Malzemeleri Tic ve San. Ltd. Sti.
Dayahatun Mah. Cakmakcilar Yokusu No: 2/2 Mercan – Fatih, Istanbul TURKEY
Tel (90) 212.528.0123-24 / 522.5815 / Fax (90) 212.512.0879

Pabst Fashion Concept (*Grand Hyatt, Berlin uses this company*)
Herr (Mr.) Martin Vetterlein
Teltower Damm 281, 14167 Berlin GERMANY
Tel (49) (0) 30.8450.8451

Taskin (*police, security, & work uniforms*)
Askeri Kantin Malzemeleri
Hirdavat – Tekstil Gida Ltd. Sti
Mercan Aga Mah. Mercan Cad. Caferiye Han No: 30 Eminonu, Istanbul TURKEY
Tel (90) 212.520.7372 / Fax (90) 212.520.8373
Taskin_askeriye@hotmail.com
www.taskinaskerimarket.com

UMIT Sapka (*police, security, & work uniforms*)
Mr. Ibrahim DONMEZ
Merkez: Mercan Yokusu No:41 Beyazit, Istanbul TURKEY
Tel (90) 212.513.8026 – 527.4773 – 527.7949 / Fax (90) 212.514.5087

Sube: Mercan Yokusu Vurat Han No: 34 / 4 Beyazit, Istanbul TURKEY
Tel (90) 212.519.2192
info@unitsapka.com.tr
www.unitsapka.com.tr

Uni-Promise
Lara Tekstil Turizm Gıda San.
Fulya Cad. 19 Mayıs Mah. No 4/12 K:2 D:11 Sisli, Istanbul TURKEY
Tel (90) 212.217.2740 / Fax (90) 212.217.2740
info@uni-promise.com
www.uni-promise.com

H. APPAREL TRADE SHOWS

Vast changes have taken place worldwide across apparel trade shows in the past 18 – 24 months, as economic pressures, time constraints, sourcing consolidation, and migration to electronic platforms of information sharing have taken place within the apparel industry. Trade show exhibition and attendance has suffered, causing several sourcing shows (Material World, ASAP, and others) to close. Apparel shows that remain have reduced floor space and frequently declined in marketing and sales impact as traffic has declined, frequently giving a net result of lower return on investment or cost effectiveness. Those considering exhibiting at apparel trade shows as a mechanism for generating leads and/or making sales should select shows with great care to ensure traffic will be sufficient to the show to meet the company's objectives and to justify exhibition, travel, and promotional expenses involved. Because the trade show landscape is continuing to evolve even as this report is being written, companies or individuals considering trade shows should follow registration statistics and show changes up to the final weeks prior to the event.

It should also be noted that strong preparation, including contacting current customers and acquaintances and cold calling target brands and retailers prior to the show to schedule meetings, coupled with diligent follow-up of all contacts after the show, are the real keys to a successful trade show experience, once an appropriate show is selected.

A partial list of some well-known apparel trade shows is shown below, with recent traffic figures, where available. This list is not intended as a recommendation of these specific shows, but rather examples of apparel shows that have remained viable through early-2012. In particular, those listed for the US, Thailand, and Argentina are merely included as examples of the *type* of show that might be appropriate; it is *not* recommended that Georgian factories travel to shows in Thailand or Argentina.

Further research has failed to identify additional shows that appear to have a good combination of focus and traffic for the Georgian firms. Additional research should be undertaken, particularly to identify shows in Germany.

TRADE SHOWS		
Segment	Country	Event
Fashion Apparel	Turkey	Collection Premiere Istanbul 22-24 September 2011 www.cpi-istanbul.com
	Turkey	IFEXPO – apparel, denim, accessories 17-19 January 2012 http://www.ifexpo2012.com
	Turkey	TEXBRIDGE – textiles & accessories 13-15 October 2011 http://www.cnrtextbridge.com
	USA	Apparel sourcing (concurrent with TexWorld) (combined: 400 exhibitors / 1600 visitors) Apparel Sourcing Show www.interstiff.com
	USA	MAGIC Apparel Brands & Retailers from >85 countries exhibiting

		Feb & Aug (2011, 2012) www.magiconline.com
	France	TexWorld (876 exhibitors / 14,764 visitors) www.interstoff.com
	USA	Texprocess Americas 1 st Edition: April 2012 www.texprocessamericas.com
Security Industry	Thailand	Secutech June/July (2012) www.secutechthailand.com
	Argentina	Seguriexpo (114 exhibitors / 8,921 visitors) South American Integral Security Fair July (2012) www.seguriexpo.com

I. MANGO, S.A.: INSTRUCTIONS FOR APPLYING TO SUPPLY

(from www.mango.com – August 2011)

HOW DO I APPLY?

...By sending our team some information about your company.

When contacting us, please send a brief introduction of your company as well as a list containing the information stated below:

- Company Name
- Headquarters Location (Country)
- Factories Location (Country)
- Years in Operation
- Years Exporting
- Yearly Turnover/Sales (in US\$)
- Strongest garment/accessory type
- Capacity (in pieces per month for each stated Garment Type – including subcontractors
 - Example: Woven 250,000 pcs/month
- Volume
 - Example: Minimum 2,000 pcs/order, Maximum 50,000 pcs/order

Please know that it is our policy to initiate a new supplier relationship in only one of our product divisions. Therefore, we would kindly ask you to state the following in the heading of your email: your strongest product type (please state only 1 product type), your company name and the country where your Headquarters lie.

Example of subject heading for an email:

SUPPLIER INQUIRY, WOVEN, YourCompanyName, Country, RE: Company Presentation

SUPPLIER INQUIRY, ACCESSORIES, YourCompanyName, Country, RE: Company Presentation

You must write the exact words “SUPPLIER INQUIRY” as well as the product type that you are specialized on the subject of your email (“WOVEN” in the case above). As stated earlier, the other options would be JEANS, FLAT KNIT, CIRCULAR KNIT, and LEATHER.

All of the above information must be provided in order for your account to be considered in our supplier assessment process. Please address your application and inquiries to:

Garments.sourcing@mango.com or accessories.sourcing@mango.com

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