



CBI
Ministry of Foreign Affairs

Welcome, this session starts at 10.00 CET

CBI Webinar: Apparel – Inside the mind of a European fashion buyer

4 March 2021

CBI, Centre for the Promotion of import from developing countries (CBI.eu)

Part of the Netherlands Enterprise Agency (RVO.nl)





CBI Webinar: Inside the mind of a European fashion buyer

We have 3 presenters today



Frans Tilstra

Market analyst with a focus on sustainability, technical innovations and new business models. Uses market data to consult suppliers of textile and leather products on how to be successful today by preparing for the fashion industry of tomorrow. The time of making important business decisions based on intuition (and being proud of it) has gone. Today's successful fashion companies operate on market data.



Giovanni Beatrice

A creative fashion entrepreneur building bridges between supply and demand. Supporting garment manufacturing organizations on strategy, marketing and CSR. Collaborating with retailers and brands on sustainable global sourcing. I am an innovator with a focus on the implementation of original market developments and opportunities into existing organizations to create a competitive advantage. My commercial approach secures profitability.



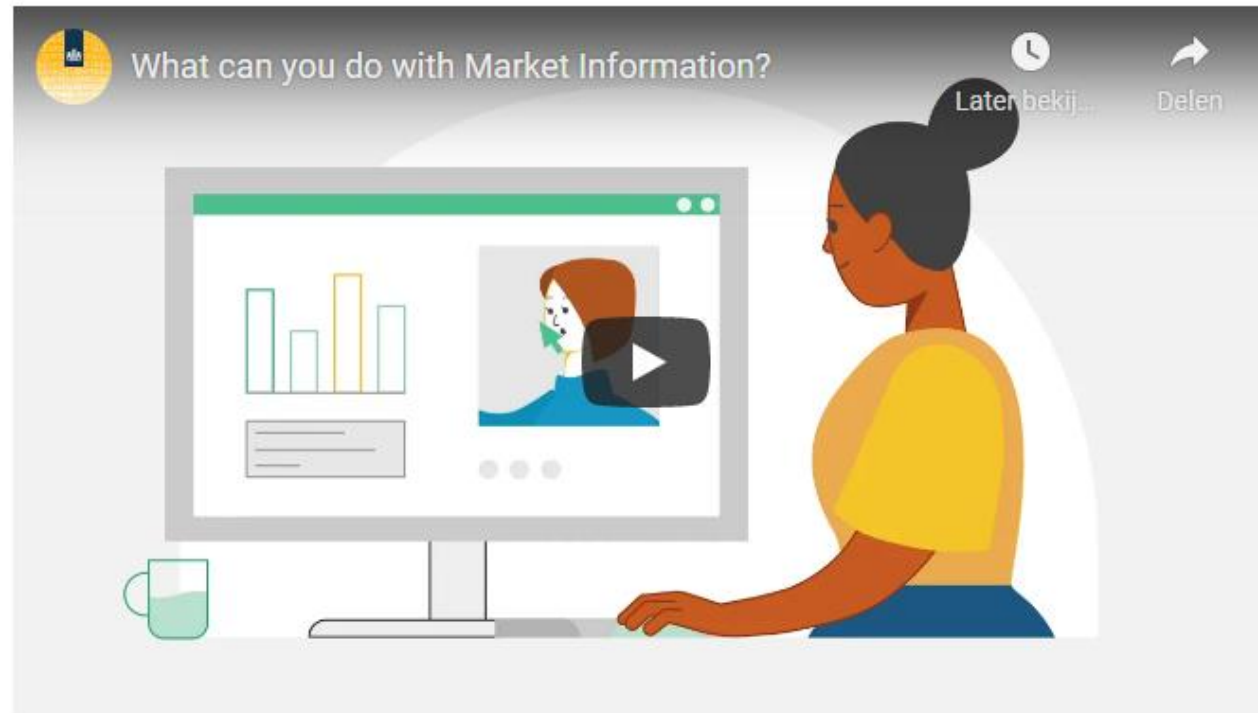
Pieter van der Gaast

Pieter has a long working history in sales for several European fashion brands. He has also been active as a buyer for Belgian fashion company JBC. Currently, Pieter works as an agent for several international apparel manufacturers and as a consultant advising companies on buying and their purchase strategy.



What can you do with our Market Information?

English version



<https://youtu.be/hjTyMTiwUig>



Programme

- 10:00-10:05 introduction by Thomas Vonk, CBI
- 10:05-10:15 how to find info on doing business with European buyers, by Frans Tilstra
- 10:15-10:20 Q&A
- 10:20-10:35 what are buyers looking for?, by Pieter van der Gaast
- 10:35-10:45 Q&A
- 10:45-11:00 interesting developments in specific categories: denim, dresses, swimwear, trousers, by Giovanni Beatrice
- 11:00-11:10 Q&A
- 11:10-11:15 closing remarks, by Thomas Vonk



Where to find info on buyer requirements?

Frans Tilstra

Market researcher with a special interest
in sustainability and innovation

Our approach

Desk research

Interviews with buyers

Interviews with sector
associations


Expertise based on running
CBI programmes



Exporting apparel to Europe

Europe offers opportunities for exporters of garments and apparel. On this page you'll find information to help you get your garments or apparel products on the European market.

Sector information

 [What is the demand?](#)

 [Which trends offer opportunities?](#)

 [What requirements should your product comply with?](#)

Other sector information

> [How to respond to COVID-19 in the Apparel sector?](#)

Tips

> [Tips to find buyers](#)

> [Tips to do business](#)

> [Tips to organise your export](#)

> [How to apply new technologies to apparel?](#)

> [How to deal with changes in the apparel supply chain?](#)

Info for specific developing countries

> [Morocco](#)

> [Pakistan](#)

> [Myanmar](#)

News

> [Europe is taking action to reduce microplastic pollution](#)

> [Digitalisation can make apparel manufacturers stronger in times of crisis](#)

> [Athleisure defines current fashion trends](#)

> [How to increase your chances of exporting apparel to Europe](#)

> [5 things you need to know if you want to export apparel to Europe](#)

> [Running an apparel factory in times of coronavirus](#)

> [Brexit delay continues uncertainty for apparel manufacturers](#)

> [European apparel brands increasingly shifting production out of China](#)

Promising export products

> [50-plus Consumers](#)

> [Leather Fashion Accessories](#)

> [Adaptive Apparel](#)

> [Natural Fibres](#)

> [Apparel for Seniors](#)

> [Outerwear](#)

> [Babywear](#)

> [Pants](#)

> [Bodywear](#)

> [Recycled Fashion](#)

> [Childrenswear](#)

> [Shapewear](#)

> [Denim](#)

> [Sportswear](#)

> [Dresses and Skirts](#)

> [Sustainable Apparel](#)

Buyer requirements

Mandatory legal requirements:

- Product safety
- REACH
- Children's wear
- Flammability
- CE Marking
- Labelling
- Intellectual property rights
- CITES



Buyer requirements (2)

Non-legal mandatory Requirements:

- Sustainability
 - Materials
 - Processing
 - Garment manufacturing
 - Covid-19 requirements
- Packaging
- Payment terms
- Acceptable quality limits

amfori BSCI



Ø ZDHC



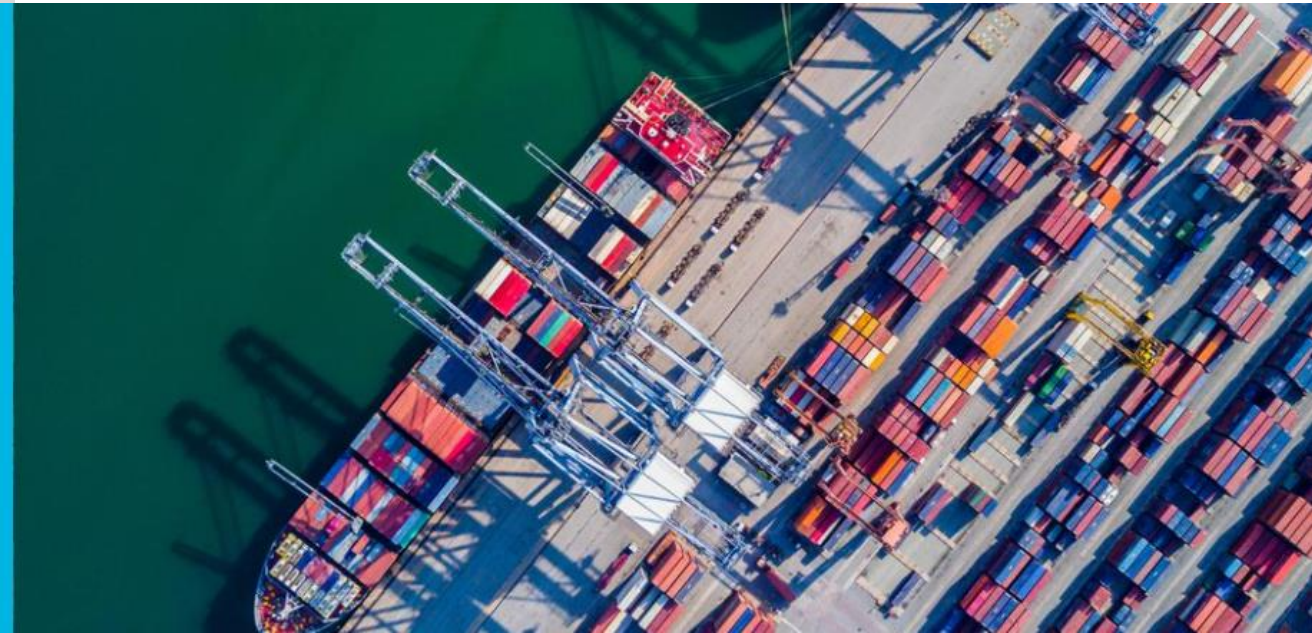
Check it out

CSR RISK CHECK

The CSR Risk Check tool is aimed at companies that are exporting to, importing from or have production facilities in foreign countries.

Start this (short) check and find out which international CSR risks your business activities are exposed to and what you can do to manage them.

[START THE CHECK](#)



csrriskcheck.com

Buyer requirements (3)

Additional requirements:

- Product design and development
- Garment care preferences
- Communication
- Speed to market
- Flexibility
- Niche requirements

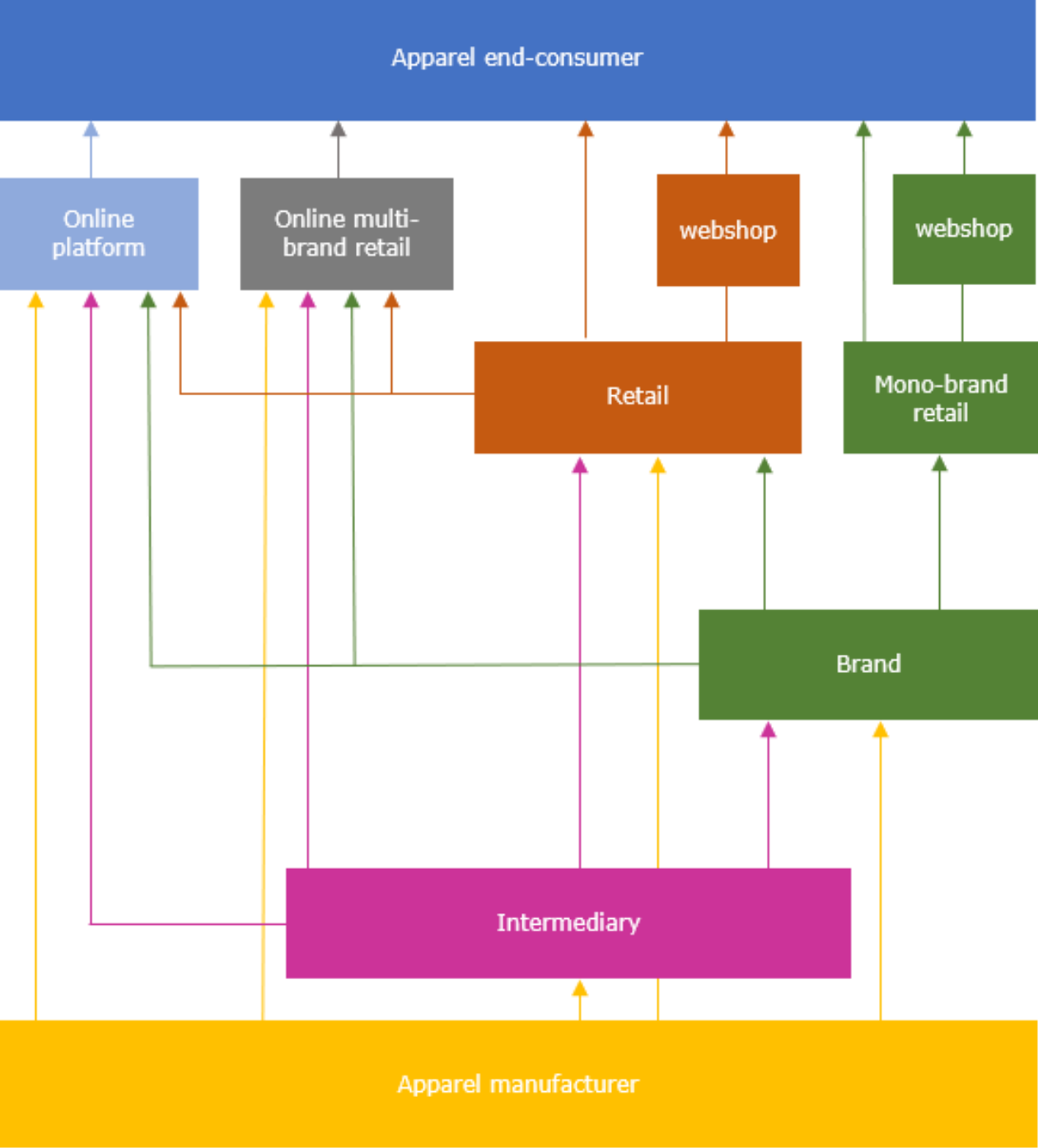


Finding buyers

- Determine the right channel
- Search buyers that match your size, MOQ, price and quality level
- Find a niche
- Create a representative website
- Promote yourself online
- Check online databases
- Prepare for the meeting
- Follow up immediately
- Find an agent
- Let support organisations help you



Determine the right channel



Doing business

- The effects of Covid-19
- Connect on a personal level
- Advertise your USP's
- Always be honest
- Present your products logically
- Substantiate your price offer
- Prepare for meetings
- Stay in contact
- What makes your buyer happy?
- Focus and expand



Supreme knits ltd



[home](#) [about](#) [services](#) [sustainability](#) [brands](#) [contact](#)

[📍](#) [in](#)



Our history and values



Our people



Services and standards

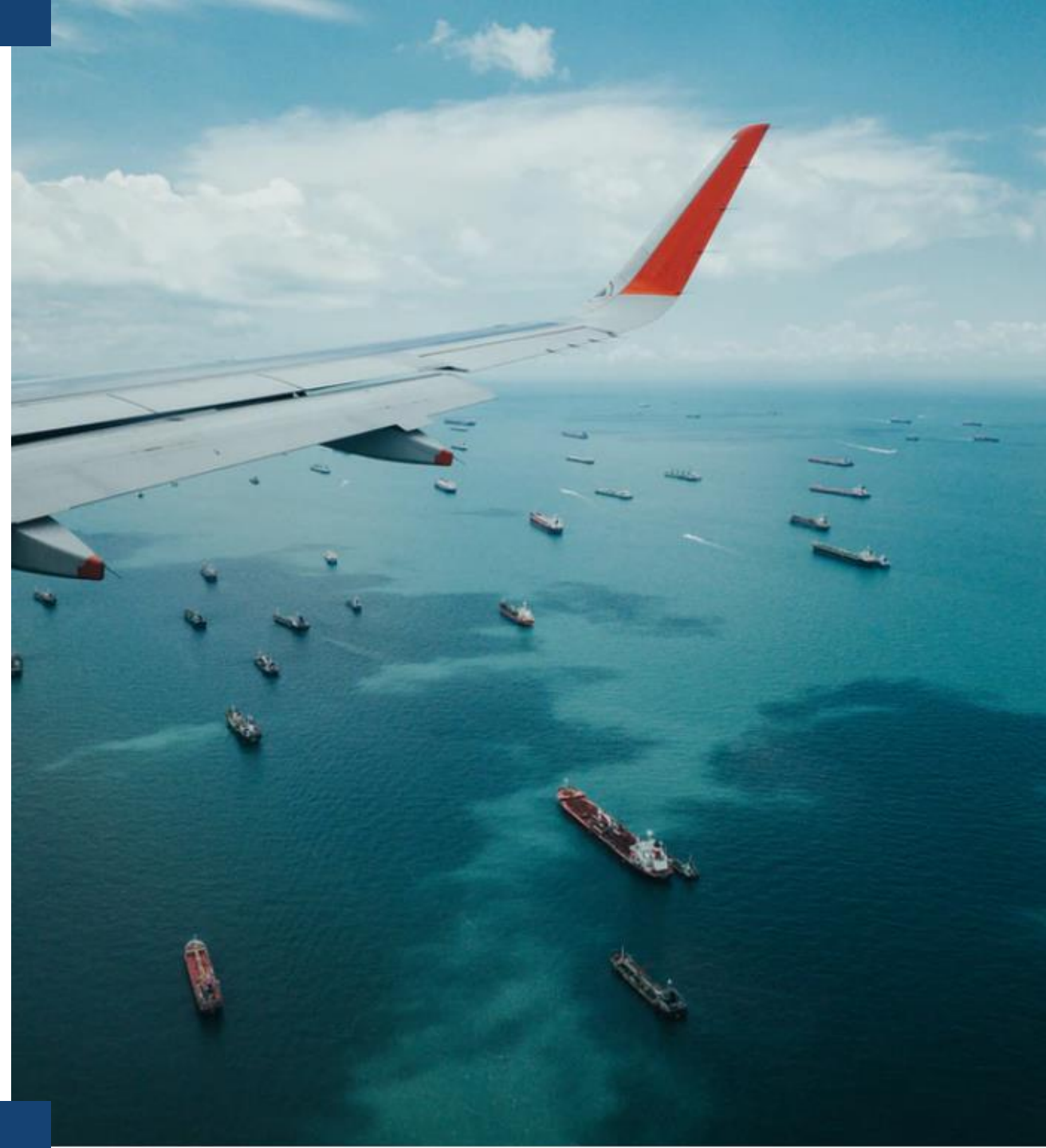


Brands we work with



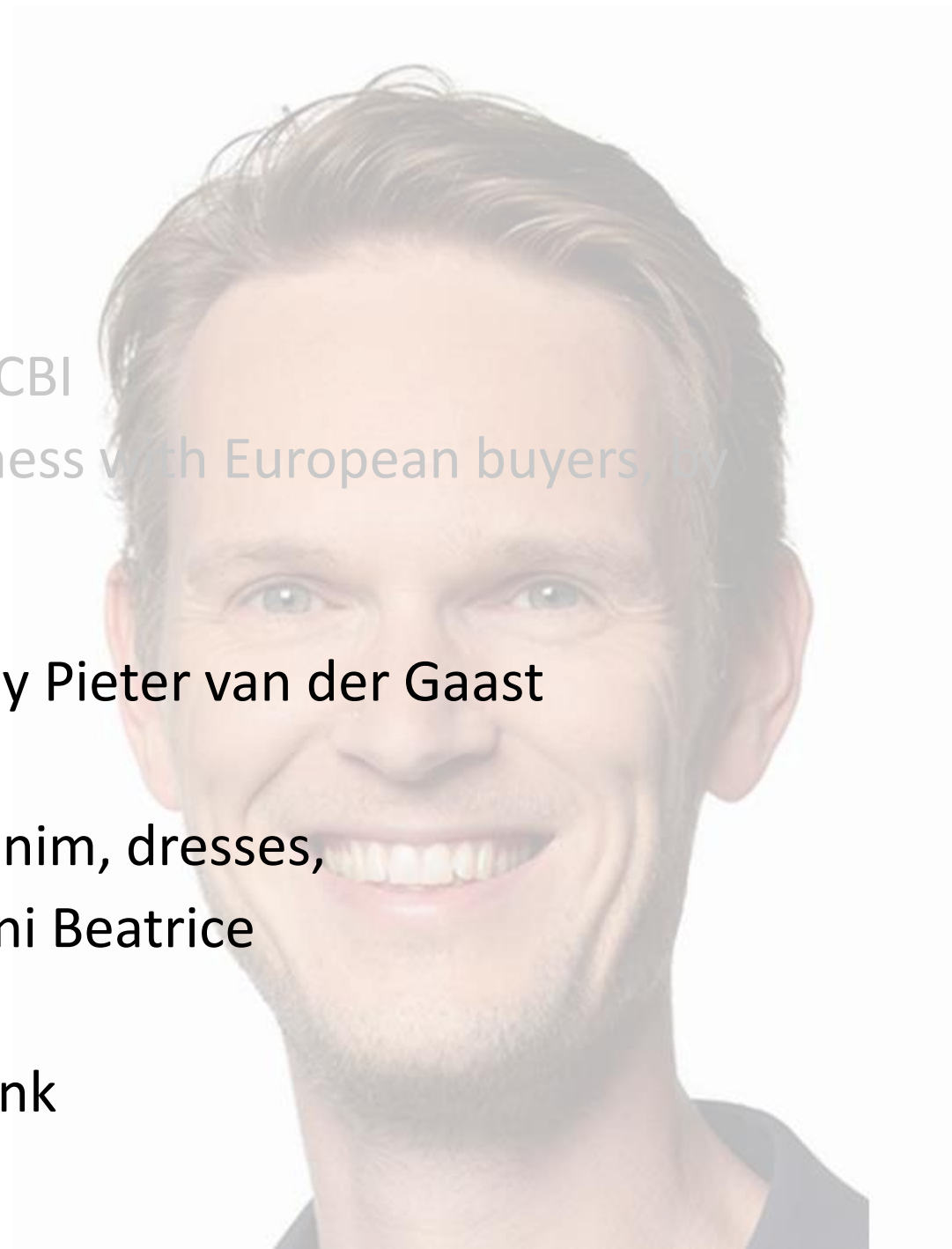
Organising exports

- Chose the right payment terms
- Shipment and delivery
- Type of transport
- Customs and paperwork
- Pack according to the buyer manual
- Minimise disputes over quality
- Check your contract
- Invest in a transparent supply chain



Thank you for listening

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A close-up, profile view of a man with long, wavy, light brown hair and a full, light brown beard. He has light blue eyes and is looking off to the side. The background is dark, and the lighting is dramatic, highlighting his facial features. The image is split vertically by a yellow bar on the right side.

What are buyers looking for?

Pieter van der Gaast

30 years experience in buying, sourcing, sales and product development in the textile industry

Companies I have work(ed) for

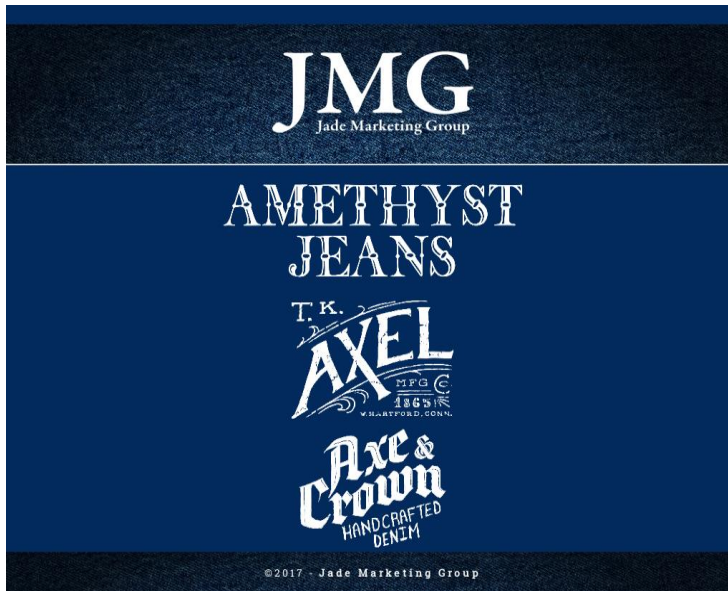


INTERSTAR MODES BV

stonefashion



NETRACO



Mayerline
BRUSSELS



My situation

- Salesdirector Oriental Europe with focus on Dutch, Belgium and dach market's (specialised in sustainable production)
- Consultant for online and wholesale brand Blackbananas (outsourcing outerwear, circular knit, sportswear)
- Consultant for Fashion Xpress BD marketing strategy, sales strategy
- Selling stocklots for factories in China, Turkey and Bangladash (Covid stock) to (off price) retailers
- Fashion consultancy

Retailers I have work(ed) with

jbc

ZARA



Carri's
WELCOME HOME
Paprika
Sizes 44-54



APRANGA
GROUP



zebra



L O L A
L I Z A



KK
K A T A G
THE FASHION PEOPLE



KESKO

THE STING



familia
OFF-PRICE STORES



Peek&Cloppenburg



V&D



Jola | mode



CORTEFIEL

SUITSUPPLY



CIS
COSTES

Brands I have work(ed) with



MEXX

noppies

JOSH V

TENSON
A way of living since 1951

Geisha

O'NEILL

CARS JEANS

TERRE BLEUE.

Freebird

SIMPLE

ESPRIT

BSB

LES SOEURS



CAST IRON

VANGUARD



INDIAN
BLUEJEANS

C'est Beau
la Vie!

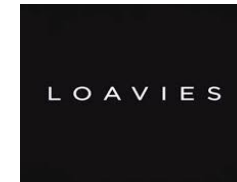


ARROW
USA-1851

The actual market

- Complex because of Covid-19 and closed stores
- More focus on CSR and more (new) rules (REACH etc)
- Sustainability is becoming more important but buyers do not (always) want to pay for it
- Buyers are looking for flexible suppliers with short lead times
- Difficulty to get insurance on clients
- Online market share is growing
- Increasing transparency (internet, LinkedIn, Facebook, Instagram)
- 'Push-and-pull' selling doesn't work (anymore)
- Big pressure on buyers to realise their (entry) margin
- Still many opportunities if you think outside the box

New players

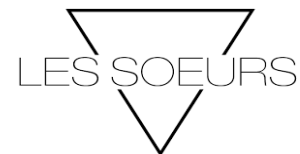


JOSH V

BALR.



my
JEWELLERY



MR MARVIS
AMSTERDAM

COLOURFUL REBEL
THE YOUNG & RESTLESS



bol.com



IN GOLD WE
TRUST

Change = opportunity

- Think outside the box
- New marketing tools (Linkedin, clear overviews, presentations)
- Sell directly to the consumer by online platforms
- Work with stock yarns stock fabrics/ close contact with fabric/ yarn suppliers
- Never out of stock programmes
- Product focus (for example sustainable production)
- Offer styling and design
- Local production

What are buyers looking for?

- Solutions and pro-active suppliers
- CSR (BSCI, Accord, FAIRWEAR, et c)
- Workable leadtimes
- Partnership
- Flexibility
- Design and fashion input
- Companies that can deliver the right product on the right moment with the right margin, made in a good factory

How to deal with this?

- Select your clients (breathe and think as your client)
- Clients you work with have to fit in your business model
- Work only with clients that click with you
- Visit your clients often and try to understand what they really want/ need
- Say no to things you are not good at
- Be open, honest and transparent
- Try to look for new market opportunities
- Make a good business and marketing plan and follow it

The future

- The Covid-19 effect
- Payment situations: no credit limit (and what to do about it?)
- Shorter lead times, local production
- Flexibility
- Increasing transport costs
- Retail prices (rat race)
- Sustainability

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A close-up portrait of a man with dark hair, a beard, and glasses, smiling. He is wearing a dark suit jacket over a light-colored shirt. The background is a blurred green landscape under a blue sky.

Interesting developments in denim, dresses,
swimwear, trousers, fashion sportswear
and leather bags

Giovanni Beatrice



FORWARD
IN FASHION

Covid has changed market demand

- Reduce risk (stock)
- Increasing online sales
- Increase flexibility
- Flexible MOQ
- Stock service
- Extended payment conditions



Denim

'Green' is the new gold

Sustainability

- Covid has influenced long term orders. Recovery will take time
- Green deal/denim deal Recycled content
- Organic cotton
- Eco-fibers (Hemp, Tencel, Modal, PLA, Milk, Seaweed, Soy)
- Waterless dying (foam dying, Kitotex, Jeanologia)
- Vegan 'Jacron paper' replacing leather patches
- Design for circularity (no metal rivets, no patches or re-usable)

Today's niche is tomorrow's mainstream



Jeans van Re/done

Merk: re/done
Artikelnr: 140-3w7strt-blauw

KLEUR

blauw ↕

MAAT

25

26

27

28

29

30

[maattabel](#)

1 ↕

€319,95

IN SHOPPINGBAG 

New business models:

Re-done, Re-use, Upcycle, leasing, Re-cycle, Refurbishing

Growing second hand market

Competing countries: what makes the difference?

Bangladesh

Turkey

Pakistan

India

China

Tunisia

Cambodia

Morocco

First generation jeans long-term

Second generation jeans short-term





Dresses and skirts

'Green' is the new gold

Sustainable related trends

- Organic cotton
 - Responsible wool standard
 - Eco-friendly fibres
 - Waterless dyeing
 - Natural dyes
 - Recycled content
 - Bio degradable
 - **New concepts**
 - 3d printed dresses
 - Re-cycled wedding dresses
- 

Product Developments

- On-trend materials such as organza, taffeta, tulle, crochet, mesh, lace, feathers, leather and 'vegan' leather.
- Special finishes such as metallic and fluorescent (neon) coatings and prints, preferably using sustainable techniques.
- Stretch fabrics for extra comfort.
- Fabrics with soil-resistant, breathing, waterproof, anti-bacterial or UV-protective properties for athleisure and active wear.
- Quick drying, easy iron and crease-resistant fabrics.

- Stay dark fabrics (colour fastness).
- Garment dying during production to increase flexibility.
- Popular silhouettes
- Rise of competing categories: athleisure, loungewear, trousers





Today's niche is tomorrow's mainstream

Gala dresses (rental)

Wedding dresses

Retro styles

Corporate skirts and dresses

Hospital dresses/ uniforms (anti bacterial)

Special sizes (big sizes)

Adaptive wear (aging population)

Modest wear (growing number in EU)

Active wear, outdoor skirts

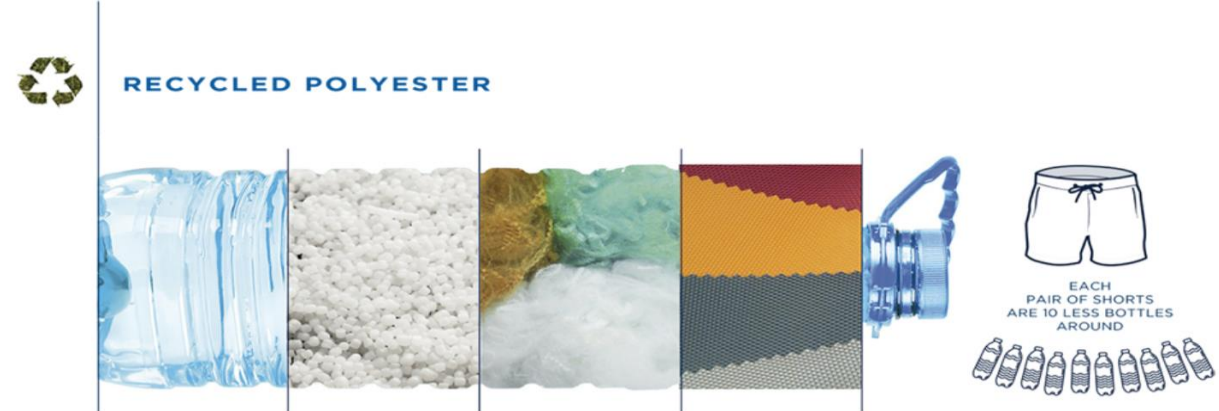


Swimwear

- Sustainability

- Recycled content

- Econyl, (fishing nets), Repreve, Miphan
 - Re-cycled polyester
 - Waterless dyeing
 - Sustainable waterproof coatings (Neoseed)
 - Natural dyes
 - Rubia, Fibre Bio, Greendyes, Adalberto
 - Recycrom (recycled dyestuffs)



Product Developments

- Fabrics with UV-protective properties
- Fabrics and padding that enhance a consumer's shape
- Fabrics which provide long-lasting fit such as Lycra® T400®
- Performance increasing materials (for instance special knits that reduce drag, improve blood circulation or give extra support in specific body areas)
- Integrated wearable technologies (activity trackers, heart rate and blood pressure sensors, or sensors that let you keep track of your child or prevent them from entering deep water)
- (Sustainable) prints



Today's niche is tomorrow's mainstream

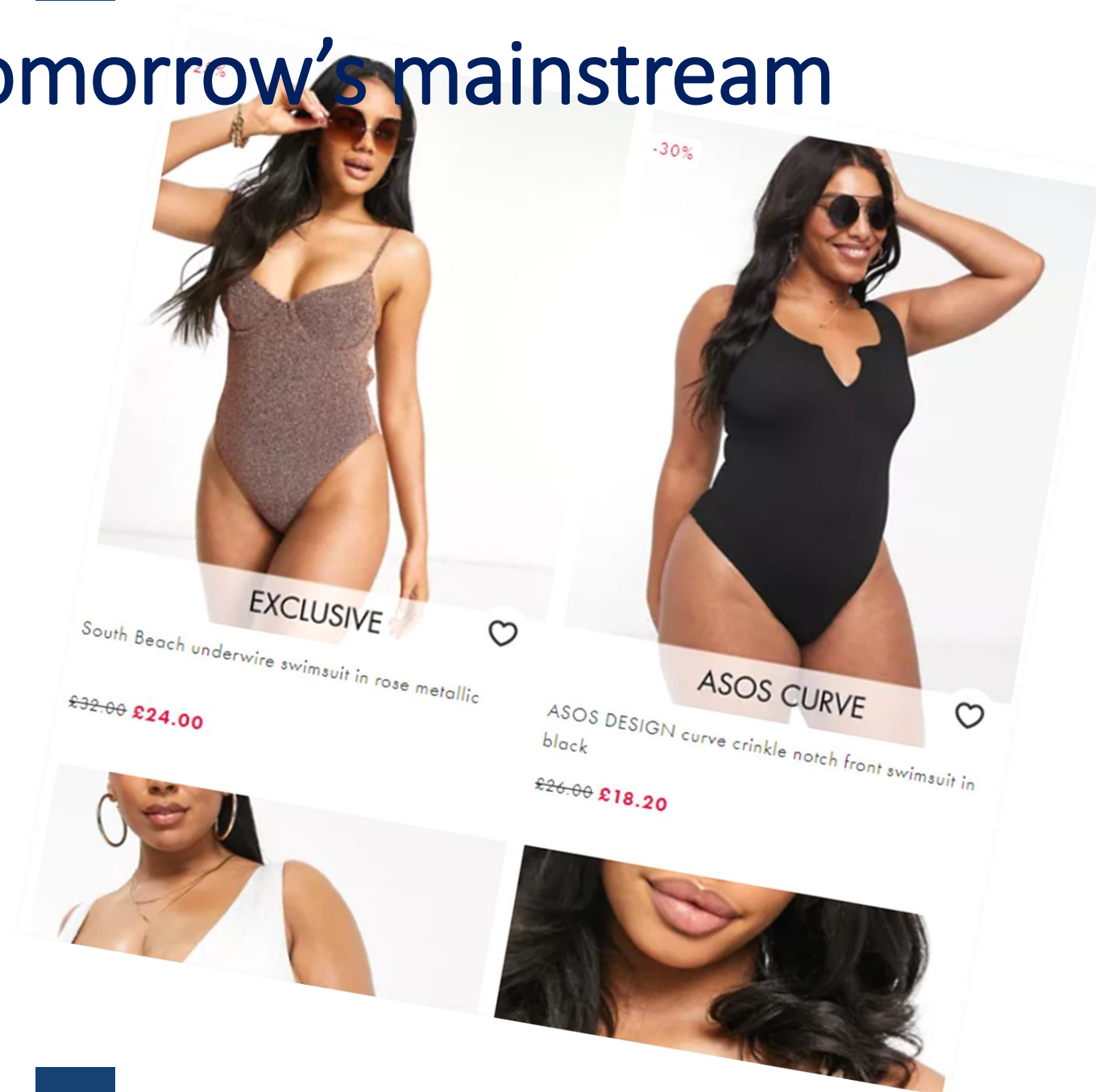
Special sizes

Adaptive wear

Modest wear

Performance enhancing swimwear

UV protective swimwear



Competing countries

New concepts make the difference

China

Vietnam

Tunesia

Bangladesh

Cambodia

Sri Lanka



Re-Verso™

Re.Verso™ is the identifying trademark of an **evolved supply chain**, composed of **Green Line** and **Nuova Fratelli Boretti**, to which selected transforming partners as **Filpucci**, **A. Stelloni Collection by Mapel** and **Antica Valseschio** are added to get yarns, fabrics and knitwear, and all together they create a unique new offer of **Re.Verso™**.

Trousers

Sustainability

- Recycled content
- Organic cotton
- Responsible wool standard
- Ecofriendly fibres
- Waterless dyeing
- Natural dyes



From nature - back to nature

Creating sustainable biomaterials

Product Developments

- Blended fabrics, including stretch fabrics with elastane/ Lycra for extra comfort.
 - Different weaving and/ or knitting techniques such as mesh and houndstooth.
 - Innovative finishings that improve hand-feel or improve functionality such as quick-dry and easy ironing.
 - Prints, preferably using sustainable techniques.
 - Garment dying to increase flexibility.
- Popular silhouettes
 - Rise of competing categories: athleisure, loungewear, denim, second hand

Today's niche is tomorrow's mainstream

Workwear

Made-to-measure

Special sizes

Adaptive wear

Modest wear

We make what you need



ABOUT MUNRO TAILORING

Here at Munro Tailoring in Amsterdam, we're passionate about changing the way you buy and sell your suits, shirts, coats, shoes, jeans and neckwear for men.

Forget ordinary, ready-to-wear products for the masses. We believe in custom, one-of-a-kind items made exclusively for you and your customers. A new approach to retail that allows you to enjoy the freedom of realising your own specific needs and desires with a truly personal service at exceptional value for money.

Offering everything from classic formalwear to laid-back, casual-chic apparel, we design, develop and carefully construct CustomMade menswear. Contemporary, sharply tailored and with an eye for detail, we provide you with a nearly endless range of possibilities in order to create a unique wardrobe of CustomMade pieces for every man.

Competing countries

Average standard minute value (SMV)

Bangladesh	€ 0.07
Pakistan	€ 0.074
India	€ 0.085
Moldova	€ 0.091
Myanmar	€ 0.112
Tunisia	€ 0.115
Morocco	€ 0.12
Macedonia	€ 0.128
China	€ 0.146
Jordan	€ 0.16
Portugal	€ 0.20
Poland	€ 0.214
Turkey	€ 0.215



Fashion sportswear

Sportswear is no longer only sportswear

Start Moving: Bershka launches its first sportswear collection

Leather bags

It's all about the leather

Chrome free

Recycle

Pineapple leather

Cactus leather

Mushroom leather

Bio fabricated leather

Supply chain challenges

Desertification

Animal cruelty

Supply chain transparency



Main innovative trends

- **Transparency & Traceability**

- QR code
- Block chain

- **Circular Business Model**

- Reselling
- Recycling
- Refurbishment

- **Chemicals**

- Natural dyes
- Water saving technologies

- **Biodegradable**

- Packaging

- **Automation**

- Manufacturing speed
- Collecting data

- **New concepts**



INNOVATIVE COMPANIES THAT MAKE A DIFFERENCE

- **Transparency & Traceability:**
 - Bext360 (blockchain)
 - Oritain
 - Monochain
 - Vechain
 - Circular.Fashion
- **Circular Business Model/Reselling:**
 - Tommy Hilfiger (Renewal Workshop)
 - Patagonia
 - C&A (Cradle to Cradle)
 - Repack (re-use packaging)
 - North Face (Refurbishment)
 - Fast Feet Grinded
 - Resortecs
- **New concepts:**
 - Reverso
 - Munro Tailoring
 - Mud Jeans
 - Puma new carton box
 - Returnity
 - Re-pack
- **Chemicals:**
 - Nature Coatings (black pigment out of wood waste)
 - Dropel (water repellent cotton)
 - Archroma, Earth colours (natural dyes)
 - Dyecoo
 - Santanderina
 - Cadel deinking
- **Biodegradable:**
 - Pond
 - Packaging: Tipa (biodegradable plastic)
 - Puma (biodegradable sneakers)
 - Tipa compostable packing
- **Recycle:**
 - Wolkat
 - Pure Waste
 - Hallotex
- **Automation/data:**
 - Tamicare (Cosyflex®)
 - KC wearable technologies

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