



THE ROLE OF THE GARMENT MAKER

BRAND OWNER OR
PRODUCT DEVELOPER

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TRADITIONAL METHODS OF THE GARMENT MAKER

- THE BRAND OWNER
- THE BRAND WILL DELIVER ON ITS PROMISES
- HAS A REPUTATION TO MAINTAIN
- WILL DESIGN PRODUCT TO MEET ITS MARKET EXPECTATION
- THE FOLLOWING ARE EXAMPLES OF SOME OF THE INTERNATIONAL AND LOCAL BRAND OWNERS

TRADITIONAL METHODS OF THE GARMENT MAKER

■ INTERNATIONAL BRAND OWNERS

■ HUGO BOSS

■ RALPH LAUREN

■ ZARA

■ DIOR

■ ARMANI

■ AUSTRALIAN BRAND OWNERS

■ SPORTSCRAFT

■ CUE

■ STAFFORD'S

■ COUNTRY ROAD

■ DAVID LAWRENCE

TRADITIONAL METHODS OF THE GARMENT MAKER - KNITWEAR

- THE FIBRE SELECTION FOR KNITWEAR IS BASED ON:
- TRADITION:-E.g. Wool or Wool blends for Winter, Cotton or various blends for Summer.
- MARKET POSITION :- The Youth market does not care what fibre is used in the fabrics as long it is fashionable

TRADITIONAL METHODS OF THE GARMENT MAKER - KNITWEAR

- PRICE:- The fibre/fabric must meet the final price target or cheaper blends are selected
- TRENDS:- Fashion trends are identified (such as the use of metallic in knits)
- KNITWEAR is a large consumer of wool fibre in the apparel market – although wool only makes up 14% of all fibres used to produce knitwear



TRADITIONAL METHODS OF THE GARMENT MAKER

Product Chain

- **BRAND MANAGER** sets the brief for the designer.
- **THE DESIGNER** researches, reviews, travels and identifies the trends
- **FABRICS** are selected that will meet the needs of the brand's position in the market



TRADITIONAL METHODS OF THE GARMENT MAKER

- AS FABRICS are selected they are individually identified to see how they will present in garment form
- ASSESSMENT is made before final selection of fabrics to ensure they the key elements of the collection are being covered

TRADITIONAL METHODS OF THE GARMENT MAKER

- THESE INCLUDE:-
- WOVEN OR KNIT FABRICS
- TEXTURED OR PLAIN
- NATURAL AND OR MMF
- PRINTS, JACQUARDS OR PATTERNED
- COLOUR PALETTE TO BE USED
- THE RRP ARE NOT BEING EXTENDED BY USING ANY OF THESE FABRICS



TRADITIONAL METHODS OF THE GARMENT MAKER

- When the final fabric selection is made estimated consumption are made for each style in the collection
- SAMPLES are produced, assessed and presented to the customer for final acceptance before the bulk production proceeds.



THE BRAND OWNER

FABRIC SELECTION

- THE BRAND OWNER will make the decision on what fibre/fabrics to use based on the following:-
- THEIR POSITION IN THE MARKET PLACE, E.G. Men's mid-to-upper suiting market will select Pure Wool or Wool blends as this is what the market expects.



THE BRAND OWNER IN THE ROLE OF THE GARMENT MAKER

- IN WOMEN' S FASHION the choice may vary each year unless the brand' s market position or its image requires it to offer Wool or other natural fibres especially in winter collections.
- Some of the fashion trends will drive the use of other fibres/fabrics such as viscose, polyester, nylon, silk as this is what the trends dictate.

THE BRAND OWNER INFLUENCES IN SELECTING FABRICS


- THE FINAL SELECTION OF FABRICS is as much dictated by the final price points the collection needs to retail at and the desire to have the best looking fabrics with the drape, handle and presentation that the designer wishes for.

THE BRAND OWNER

SUMMARY of STEPS

- SELECT FABRICS THAT SUPPORT THE BRAND
- MINDFUL OF THE TRENDS
- KNOWS WHAT WORKS
- AWARE OF PRICE POINTS

- NATURAL FIBRES WILL BE USED IF THEY ARE EXPECTED TO BE PART OF THIS BRAND OR THE MARKET TRENDS ARE MOVING IN THIS DIRECTION



PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- **PRODUCT DEVELOPER** does not own the brands – converts or further develops the requirements of the retailer.
- **A MAJORITY OF THE MANUFACTURING** of these products is concentrated in low-cost countries

INFLUENCES ON DESIGN

- Each layer in the chain affects design (and therefore fabric) decisions differently.
- **RETAILERS** - Retailers directly influence designs on their own brands.
- Very few design themselves but will ensure their requirements are met in terms of selection and price.
- They expect other brand owners to produce tailored versions such as Levi producing variants specially engineered to meet Wal-Mart's needs

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- **INTERMEDIARIES Sourcing intermediaries** have no influence in range choice
- They do play a crucial role in advising their customers on yarns, fabrics and other sourcing processes
- **Branding intermediaries** play an important role in range choice, they make the detailed recommendations on yarn and fabric sources

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- **BRAND OWNERS** Mostly decide on ranges and everything that goes with it.
- **APPAREL MANUFACTURERS** very little input from the manufacturer.
- Decisions about fabric innovation normally the result of dialogues between textile companies and the retailer/brand owners, with the manufacturers being asked to make the innovation work.

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- THERE ARE 3 KEY GROUPS IN THE RETAIL SUPPLY CHAIN
- **Branding Intermediaries** (such as Jones Apparel in the US)
- They design garments, select fabrics, present ranges or items to the brand owners or retail chains

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- **Sourcing Intermediaries** (such as Li & Fung in HK) these companies find manufacturers and manage the operation of sourcing.
- They rarely add any design or brand value.
- They source globally and market their offer to a number of rich countries.
- They have a very large network of fabric, trim and garment suppliers.

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- **The Manufacturers.** In practice are located in low-cost countries.
- Do not have much influence on the strategic decisions about the garment.
- Will design for their own local market but have no or very little say in the choice of fabrics or style of garments for their international customers.

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL


- THE RETAILER OR BRAND OWNER will present to the supplier one or some of the following:
 - Like sample from another brand
 - Piece of fabric with an associated sketch or design to convert into a garment sample.
 - Designed sample with specifications

PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- Delivery requirements
- Cost Price for garment

THE SUPPLIER WILL THEN:-

- Source fabrics as presented
- Alternatively offer something else that looks the same but at a workable price



PRODUCT DEVELOPER – CONVERTER RELATIONSHIP BETWEEN MANUFACTURING AND RETAIL

- THE RETAILER will either approve or request further options before approving the sample for production
- UNLESS the retailer specifies the fibre requirements, the supplier will offer the fabrics that they think will meet the retailers needs
- .SOME of these suppliers influence design and fabric selection as relationships grow with the retailer.