

# Apparel

Technology & Business Insights - From Concept to Consumer

## **Singapore Apparel Manufacturers Looking to Support U.S. Retailers as Trusted Partner**

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NEW YORK, Oct. 28 /PRNewswire/ -- APPAREL SINGAPORE, the Singapore government-supported and newly launched brand for the Singapore-managed apparel industry, is seeking to strengthen their long-term trusted partnership with retailers in the United States.

As global competition in apparel sourcing intensifies, U.S. retailers currently facing the backlash of the economic downturn from the global credit crisis are increasingly reassessing their sourcing strategy for alternative supply chain and apparel partners. Apparel Singapore companies offer the reach and experience to help U.S. retailers stay globally competitive and improve bottom lines amidst ongoing struggles in the apparel manufacturing industry.

Apparel Singapore companies already have a proven 40-year track record of working with 80 percent of Top 10 U.S. fashion goods & diversified retailers. Collectively, Apparel Singapore companies partner with key global retailers such as Abercrombie and Fitch, Adidas, Esprit, Gap Inc, Gymboree, JC Penney, Liz Claiborne, Macy's, Nike, Target and Walt Disney.

Newly launched in July 2008, Apparel Singapore is the first collective brand identity for Singapore-managed apparel companies. It seeks to raise the profile of Singapore apparel companies in today's highly competitive global market, and ultimately grow Singapore's share of the world apparel manufacturing business.

Apparel Singapore extensive global footprint spans 20 locations around the world and connects international retailers to Singapore's trusted apparel companies. It delivers excellence in global apparel supply chain and customer relationship management. It is further backed by Singapore's international reputation for strong corporate governance, Intellectual Property Protection, economic competitiveness and stability.

Apparel Singapore is managed by the Textile and Fashion Federation Singapore (TaFf), and supported by International Enterprise (IE) Singapore and SPRING Singapore. IE Singapore is a government agency supporting the overseas growth of Singapore-based companies. SPRING Singapore is a government agency responsible for growing innovative companies and fostering a competitive SME sector.

Using its global footprint in 20 locations around the world, Apparel Singapore will have the flexibility to re-allocate production to different countries to ensure orders will be met. Apparel Singapore's nine member companies, also known as Brand Ambassadors, own and manage multiple offshore production locations around the world.

Elaine Pang, General Manager, Macy's Merchandising Group International, LLC (Singapore Branch), said, "At Macy's, we are glad to be able to rely on our Singapore partners throughout the sourcing process, from design concept to product development and distribution. What buyers also look for are customized services and uncompromised quality. The manufacturers we work with have manufacturing bases with good geographical spread, which truly reduces our worries of getting fast support and minimizing our trade barrier risks."

Teah Karr-Beasley, Project Manager, for Adidas, said, "We've been working with Bodynits for many years. We have a very strong relationship built on trust. Our Singapore partners are good communicators, timely, sophisticated and understand our needs well." Bodynits is one of the nine Brand Ambassadors of Apparel Singapore.

Mr. Chris Koh, Secretary General, Textile and Fashion Federation Singapore (TaFf) said the launch of Apparel Singapore will cast the

spotlight of Singapore's cutting edge advantage in apparel manufacturing. He said, "The best kept secret is that Apparel Singapore companies have grown over the past 40 years to become the most trusted and well-established. Our apparel companies are producing clothes for several of the largest and most reputable global brand names around the world."

On sourcing challenges in the industry, he said, "Apparel Singapore member brands are all approved manufacturers of global retailers. We are bound not only by client agreements and international regulations, but also business integrity to uphold best business practices and consistent reliability to protect our customers' intellectual property rights."

Singapore's apparel industry continues to grow significantly with rising export volumes, through offshore facilities owned by Singapore-managed companies. The industry contributes significantly to the Singapore economy and generated about US\$4.5 billion (S\$6 billion) in manufacturing output in 2007, a 78 percent increase from US\$2.5 billion (S\$3.2 billion) in 2003.

#### About Textile and Fashion Federation Singapore (TaFf)

The Textile and Fashion Federation (TaFf) was formed through a coalition of the textile and garment associations in 1981. Singapore's textile and garment industry has since then transformed from a manufacturing base to become a regional fashion, marketing and sourcing hub. Many garment manufacturers have relocated their production out of Singapore. TaFf provides support on these fronts: Manufacturing - to educate and provide guidance to encourage industry to safeguard, add value to their products and raise standards; Marketing - expose the ASEAN region and beyond to Singapore textile and fashion apparel design; Sourcing - provide information for local manufacturers on where in ASEAN region and beyond to source for materials; Designing - provide a platform for Singapore designers and brands to display and sell their designs; Distributing - encourage different sectors in the textile and apparel supply chain to become more cost effective logistically. For more information, please visit <http://www.taff.org.sg>.

#### About International Enterprise (IE) Singapore

International Enterprise (IE) Singapore is an agency under Ministry of Trade and Industry spearheading development of Singapore's external economic wing. Our mission is to promote overseas growth of Singapore-based enterprises and international trade. With a global network of more than 30 locations and our "3C" framework of assistance - Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies. Please visit <http://www.iesingapore.com> for more information.

#### About SPRING Singapore

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. We work with partners to help enterprises in financing, capabilities, management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade. For more information, please visit <http://www.spring.gov.sg>.