

# Apparel

Essential sourcing intelligence

June 2011

US\$395

## China supplier profiles

Detailed profiles of 33 verified suppliers and contact details of an additional 19 exporters

## Product gallery

Specifications and full-color images of 97 top-selling products

## Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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## Supplier capability in China

## APPAREL

Apparel suppliers in China are gearing up for stronger overseas demand in the year ahead, with the majority anticipating sales to grow 20 percent at most.

Customs data support this outlook. Exports in the line from November 2010 to January this year are on an upward trend. Revenue increased more than 5 percent each month. While February values dipped significantly, figures for the subsequent 30-day periods indicated that shipments are bouncing back.

North America, the EU and the Asia-Pacific region accounted for roughly three-fourths of revenue.

Businesses are carrying out various product-improvement measures under efforts to boost competitiveness. Visual appeal and functionality are the top R&D considerations.

The garments industry is also paying attention to environmental issues, and more companies now adopt earth-friendly practices.

## Key findings

1. Material and labor costs are projected to continue increasing in coming months. As a result, prices will be augmented to cover the additional expenses. Markups are going to be between 5 and 15 percent.
2. Despite elevated rates, cotton is still preferred for garments. Companies, however, are turning away from fabrics that come entirely in the natural fiber. Some are mixing synthetic inputs to bring down quotes, while others incorporate premium yarns to justify raised fees.
3. Many suppliers are currently favoring small orders, which can be finished in a shorter time span. This way, changes in material costs are less likely to cause losses.
4. Makers are taking the "green" route by employing ecologically safe fibers and trimming. These include organic cotton, bamboo rayon, soybean and milk protein fiber, and recycled polyester and PET. Further, factories are revamping processes such as dyeing, washing and printing to reduce waste. The efficient use of energy is being promoted as well.
5. Business are increasing product value by improving aesthetics and functionality. To achieve the former, bright colors and printed patterns are adopted. Stylized sleeves and contoured waists also enhance designs. Quick-drying, and water-, static- and wrinkle-resistant models are gaining ground.
6. North America and the EU will remain the key export destinations for the majority of suppliers.

## Scope &amp; methodology

This report covers the major products of China's apparel industry, namely tops, bottoms, dresses, suits and separates, and outerwear and sports garments.

Each category has its own section discussing design trends specific to the line. The segments also detail the features and prices of low-end, midrange and high-end models. The supplier base is illustrated as well.

The Industry Overview describes how businesses are coping with high production costs. Further, it talks about the steps taken by factories as they embrace environment-friendly fabrication.

A number of featured exporters come from Shanghai and Guangdong province, which are the major apparel hubs.

Reflecting the industry's structure, 52 percent of companies included in the survey are local, privately owned businesses. The rest comprises publicly

listed, state-run and foreign-invested enterprises.

To produce this report, Global Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice.

Results were calculated based on the actual number of valid responses to each question.

## Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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## Beijing Dahua Tiantan Garments Co. Ltd



INQUIRE NOW

Established in 1954, Beijing Dahua Tiantan is a state-owned enterprise that manufactures tops, and corporate suits and separates.

Apparel accounts for 90 percent of the company's \$15 million total sales. Approximately 150,000 pieces are produced every month in its Beijing factory. Eighty-seven percent of output is exported.

Fifty-five percent of shipments go to Brazil and Venezuela, while 40 percent is sent to the Asia-Pacific region. The rest is absorbed by the EU.

The last destination will be the target market in the next 12 months. During this time, foreign revenue is expected to climb 10 to 20 percent.

Beijing Dahua Tiantan will hold capital expenditure at current levels.



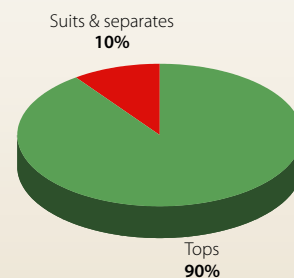
**Model:** DHY2011-3

**MOQ:** 600 pieces

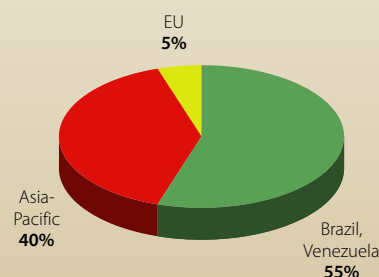
**Description:** Men's dress shirt; pure cotton; 50x50 yarn count; 210x90 density; yarn-dyed; 7-button closure; 2-button cuffs; striped; sizes S to XXXL; 0.15kg; in various colors

See more popular export models in the [Product Gallery](#).

### Exports by product



### Exports by market



### Company facts

Year established	1954
Business type	Manufacturer
Company ownership	SOE
Head office location	Beijing
Factory location(s)	Beijing
No. of full-time employees	800
Annual sales (all products)	\$15.0mn
Annual R&D spending	\$100,000

### Sales & output: Apparel

Annual sales	\$13.5mn
Share of total sales	90%
Annual export sales	\$12.0mn
Total monthly capacity	180,000 pieces
Average monthly output	150,000 pieces
Capacity utilized	83%
Average monthly exports	131,000 pieces
Export ratio	87%
Major customers	Itochu, Yamaki (Japan); Bable, YSL, DZ (France); Rori (Venezuela)

### Contact details

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Address	Renmin University, Nanlu, Sanyimiao, Zhongguancun Avenue, Haidian, Beijing, China

## PRODUCT GALLERY

### Tops



**Changshu Eastar**

(profile page 40)

**Model:** ESG0910550008

**MOQ:** 1,000 pieces

**Description:** Men's casual shirt; pure cotton flannel; 240gsm; yarn-dyed; 7-button closure; plaid; custom sizes, colors



**Changshu Eastar**

(profile page 40)

**Model:** ESG1010250002

**MOQ:** 1,000 pieces

**Description:** Men's T-shirt; pure cotton; 280gsm; piece-dyed; solid color; printed motif optional; custom sizes, colors



**Dyontex**

(profile page 41)

**Model:** Lotus Top-002

**MOQ:** 1,000 pieces

**Description:** Tank top; pure cotton single jersey; 150gsm; piece-dyed; embroidered tape on straps, chest; solid color; custom sizes



**Excellent**

(profile page 42)

**Model:** 10A099

**MOQ:** 1,000 pieces

**Description:** Women's long-sleeved T-shirt; 93:7 cotton-spandex; 220gsm; printed motif; custom sizes, solid colors



**Excellent**

(profile page 42)

**Model:** 10A097

**MOQ:** 1,000 pieces

**Description:** Women's long-sleeved T-shirt; 93:7 cotton-spandex; 220gsm; surplice neck; allover print; sequin trimming; custom sizes, colors



**Excellent**

(profile page 42)

**Model:** 10A100

**MOQ:** 1,000 pieces

**Description:** Women's long-sleeved Henley shirt; 93:7 cotton-spandex; 220gsm; 3-button placket; printed motif; custom sizes, colors

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