



# APPAREL MARKET RESEARCH

GERMANY, TURKEY, UKRAINE

FINAL

Sunday, August 28, 2011

This publication was produced for review by the United States Agency for International Development. It was prepared by Deloitte Consulting LLP.

# **APPAREL MARKET RESEARCH**

GERMANY, TURKEY, UKRAINE

FINAL

USAID ECONOMIC PROSPERITY INITIATIVE (EPI)

CONTRACT NUMBER: AID-114-C-10-00004

DELOITTE CONSULTING LLP

USAID/CAUCASUS

SUNDAY, AUGUST 28, 2011

## **DISCLAIMER:**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

# DATA

Author(s): Margaret L. Bishop

Reviewed By: Zviad Kvlividze, Apparel Sector Manager

Alan Saffery, Non-Agriculture Sectors Component Leader

Name of Component: Non-Agriculture Sectors

Practice Area: Apparel

Key Words: market research, apparel, clothing, garments, export

# 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

# CONTENTS

I.	EXECUTIVE SUMMARY .....	1
II.	APPENDICES.....	3
A.	BACKGROUND .....	4
B.	METHODOLOGY .....	5
C.	FINDINGS.....	7
D.	RECOMMENDATIONS .....	11
E.	RETAIL SURVEY DATA.....	15
F.	COMPANY INFORMATION: FASHION BRANDS .....	50
G.	COMPANY INFORMATION: UNIFORMS.....	56
H.	APPAREL TRADE SHOWS .....	59
I.	MANGO, S.A.: INSTRUCTIONS FOR APPLYING TO SUPPLY.....	61
J.	BIBLIOGRAPHY .....	62

# 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**

**C. FINDINGS**

**D. RECOMMENDATIONS**

**E. RETAIL SURVEY DATA**

**F. COMPANY INFORMATION: FASHION BRANDS**

**G. COMPANY INFORMATION: UNIFORMS**

**H. APPAREL TRADE SHOWS**

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

**J. BIBLIOGRAPHY**

## 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.

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

---

<sup>1</sup> 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.

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

## E. RETAIL SURVEY DATA

### GERMANY – WASHED JEANS (Women's)

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

### GERMANY – WASHED JEANS (Women's)

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

### GERMANY – WASHED JEANS (Women's)

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

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

### GERMANY – WASHED JEANS (Women's)

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

### GERMANY – WASHED JEANS (Women's)

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

**GERMANY – WASHED JEANS (Women's)**

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

**GERMANY – WASHED JEANS (Men's)**

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

**GERMANY – WASHED JEANS (Men's)**

<b>Retailer</b>	Jack & Jones	More & More	G-Star Raw	Gas	Dry Korn	Replay
<b>Brand</b>	Jack & Jones	More & More	G-Star Raw	Gas	Dry Korn	Replay

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

### GERMANY – CARGO PANTS (Women's)

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

### GERMANY – CARGO PANTS (Women's)

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



**GERMANY – CARGO PANTS (Women’s)**

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

**GERMANY – CARGO PANTS (Men’s)**

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

**GERMANY – TRENCH COATS (Women’s)**

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

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

### GERMANY – TRENCH COATS (Women's)

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

### GERMANY – TRENCH COATS (Men's)

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

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

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

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

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

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

<b>Retailer</b>	Cinque	Cinque				
<b>Brand</b>	Cinque	Cinque				
<b>Price</b>	280	389				
<b>USD Equiv.</b>	\$394	\$548				

<b>Brand</b>	Germany	Germany				
<b>Production</b>	Macedonia	Macedonia				
<b>Notes</b>						

### GERMANY – CARGO JACKETS - (Women's)

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

### GERMANY – CARGO JACKETS - (Men's)

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

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

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

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

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

**GERMANY – BLAZERS (Women's)**

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

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

### GERMANY – BLAZERS (Women's)

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

### GERMANY – POLO SHIRTS (Women's)

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

**GERMANY – POLO SHIRTS (Men's)**

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

**GERMANY – PRINTED T-SHIRTS (Women's)**

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

**GERMANY – PRINTED T-SHIRTS (Women's)**

<b>Retailer</b>	Gas					
<b>Brand</b>	Gas					
<b>Price</b>	45					
<b>USD Equiv.</b>	\$63					
<b>Brand</b>	Italia					

<b>Production</b>	India					
<b>Notes</b>						

### GERMANY – PRINTED T-SHIRTS (Men's)

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

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



**TURKEY – WASHED JEANS (Women’s)**

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

**TURKEY – WASHED JEANS (Women’s)**

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

**TURKEY – WASHED JEANS (Women’s)**

<b>Retailer</b>	Max & Co					
<b>Brand</b>	Max & Co					
<b>Price</b>	309					
<b>USD Equiv.</b>	\$186					

<b>Brand</b>	Italy					
<b>Production</b>	Bulgaria					
<b>Notes</b>						

### TURKEY – WASHED JEANS (Men's)

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

### TURKEY – WASHED JEANS (Men's)

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

**TURKEY – WASHED JEANS (Men's)**

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

**TURKEY – CARGO PANTS (Women's)**

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

**TURKEY – CARGO PANTS (Women's)**

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

<b>Brand</b>	Spain	Turkey	Switzerland			
<b>Production</b>	Morocco	Turkey	Romania			
<b>Notes</b>	INDITEX					

### TURKEY – CARGO PANTS (Men’s)

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

### TURKEY – CARGO PANTS (Men’s)

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

**TURKEY – CARGO PANTS (Men's)**

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

**TURKEY – KHAKI PANTS (MEN'S)**

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

**TURKEY – TRENCH COATS (Women's)**

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

<b>Brand</b>	Turkey	Spain	Turkey	Turkey	Turkey	Turkey
<b>Production</b>	China	China	China	China	China	China
<b>Notes</b>		INDITEX				Miroglio Group

### TURKEY – TRENCH COATS (Women’s)

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

### TURKEY – TRENCH COATS (Men’s)

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

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

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

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

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

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

<b>Retailer</b>	Mudo Collection	Mavi	Jack & Jones	Sabri Ozel	Mavi	Adidas
<b>Brand</b>	Mudo	Mavi	Jack &	Sabri Ozel	Mavi	Adidas

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

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

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

### TURKEY – BLAZERS (Women's)

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



**TURKEY – BLAZERS (Men's)**

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

**TURKEY – POLO SHIRTS (Women's)**

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

**TURKEY – POLO SHIRTS (Men's)**

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

<b>Production</b>	Bangladesh	Pakistan	Turkey	Turkey	Turkey	Bangladesh
<b>Notes</b>					Tema Group	Tema Group

### TURKEY – POLO SHIRTS (Men's)

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

### TURKEY – POLO SHIRTS (Men's)

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

**TURKEY – POLO SHIRTS (Men's)**

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

**TURKEY – POLO SHIRTS (Men's)**

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

**TURKEY – POLO SHIRTS (Men's)**

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

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

### TURKEY – POLO SHIRTS (Men's)

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

### UKRAINE – WASHED JEANS (Women's)

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

**UKRAINE – WASHED JEANS (Women's)**

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

**UKRAINE – WASHED JEANS (Women's)**

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

**UKRAINE – WASHED JEANS (Women's)**

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

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

### UKRAINE – WASHED JEANS (Women's)

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

### UKRAINE – WASHED JEANS (Men's)

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

**UKRAINE – WASHED JEANS (Men's)**

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

**UKRAINE – WASHED JEANS (Men's)**

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

**UKRAINE – CARGO PANTS (Women's)**

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

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

### UKRAINE – CARGO PANTS (Men's)

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

### UKRAINE – TRENCH COATS (Women's)

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



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

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

**UKRAINE – BLAZERS (Women’s)**

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

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

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

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

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

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

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

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

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

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

**UKRAINE – POLO SHIRTS (Men's)**

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

**UKRAINE – POLO SHIRTS (Men's)**

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

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

### UKRAINE – POLO SHIRTS (Men's)

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

### UKRAINE – PRINTED T-SHIRTS (Women's)

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

**UKRAINE – PRINTED T-SHIRTS (Women’s)**

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

**UKRAINE – PRINTED T-SHIRTS (Women’s)**

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

**UKRAINE – PRINTED T-SHIRTS (Women’s)**

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

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

### UKRAINE – PRINTED T-SHIRTS (Women's)

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

### UKRAINE – PRINTED T-SHIRTS (Men's)

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

### UKRAINE – PRINTED T-SHIRTS (Men's)

<b>Retailer</b>	Peacocks	Columbia	Adidas	Bosco		
-----------------	----------	----------	--------	-------	--	--

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

## 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](http://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](mailto: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](http://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 55<sup>th</sup> 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&amp;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](mailto:ipekyol@ayaydinmirogilo.com)

## JACK &amp; 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.com](mailto:info@jackwolfskin.com)[www.jack-wolfskin.com](http://www.jack-wolfskin.com)Kalyna 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](mailto: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](http://www.northlandfashion.com)

Oleksandryt (*Clothing Importer*)

Bul. I. Lepse 6, Kyiv UKRAINE

## POLO GARAGE

Polo Garage

Istanbul TURKEY

[pologarage@turk.net](mailto: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](mailto:info@stefanel.com)

## TALLY WEIJL

Tally Weijl

Service &amp; 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  
receptsabaz@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 <a href="http://www.cpi-istanbul.com">www.cpi-istanbul.com</a>
	Turkey	IFEXPO – apparel, denim, accessories 17-19 January 2012 <a href="http://www.ifexpo2012.com">http://www.ifexpo2012.com</a>
	Turkey	TEXBRIDGE – textiles & accessories 13-15 October 2011 <a href="http://www.cnrtextbridge.com">http://www.cnrtextbridge.com</a>
	USA	Apparel sourcing (concurrent with TexWorld) (combined: 400 exhibitors / 1600 visitors) Apparel Sourcing Show <a href="http://www.interstiff.com">www.interstiff.com</a>
	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 <sup>st</sup> Edition: April 2012 www.texprocessamericas.com
<b>Security Industry</b>	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](http://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](mailto:Garments.sourcing@mango.com) or [accessories.sourcing@mango.com](mailto:accessories.sourcing@mango.com)

## J. BIBLIOGRAPHY

Apparel Retail in Germany – Industry Profile. (May 2010) Data Monitor.

Apparel Retail in Hungary – Industry Profile. (May 2010) Data Monitor.

Apparel Retail in the Netherlands– Industry Profile. (May 2010) Data Monitor.

Apparel Retail in Poland – Industry Profile. (May 2010) Data Monitor.

Apparel Retail in the United Kingdom – Industry Profile. (May 2010) Data Monitor.

“Beyman.” *Market Achievements History Product – Superbrands.* Superbrands. Pgs. 34-35. Retrieved August 2011 from [www.superbrands.com/turkeysb](http://www.superbrands.com/turkeysb).

Bishop, Margaret, Romanie Garcia, and Chloe Zang. “Germany: The Fashion Retail Environment.” (November 2010). Fashion Institute of Technology. New York.

“Bulgaria: the Best Opportunities and Advantages in European Apparel Industry.” (May 2011) Bulgarian Association of Apparel and Textile Producers and Exporters.

“Clothing and Footwear Industry Report – Germany,” (2010) First Research, retrieved from [www.reportlinker.com](http://www.reportlinker.com).

“Countries of the World,” (2010), retrieved from <http://www.worldatlas.com/atlas/populations/ctypopls.htm>.

Country Report Germany. (2010) Planet Retail. [www.planetretail.net](http://www.planetretail.net).

Country Report Poland. (2010) Planet Retail. [www.planetretail.net](http://www.planetretail.net).

Country Report Turkey. (2010) Planet Retail. [www.planetretail.net](http://www.planetretail.net).

Country Report UK. (2010) Planet Retail. [www.planetretail.net](http://www.planetretail.net).

“Czech Republic.” *World Factbook.* Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

EINOOO Berlin Shopping Guide. (2011) Eintausend Berlin.

Espino, Nathaniel. “Ukraine. How Bazaar.” The Economist Intelligence Unit. Business Russia (June 2001) page 5.

“European Commission Enterprise & Industry Textile & Clothing Stats EU27.” Retrieved July 2011 from [http://ec.europa.eu/enterprise/sectors/textiles/statistics/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/textiles/statistics/index_en.htm).

Fact Sheet Germany. The Economist Intelligence Unit. (July 2011) Retrieved from <http://country.eiu.com>.

Fact Sheet Poland. The Economist Intelligence Unit. (July 2011) Retrieved from <http://country.eiu.com>.

Fact Sheet Ukraine. The Economist Intelligence Unit. (July 2011) Retrieved from <http://country.eiu.com>.

“Garment Trade – List of Exporters for the Selected Product in 2010.” International Trade Centre – Garment Trade. Retrieved July 2011 from [www.intracen.org](http://www.intracen.org).

“Germany,” *World Factbook.* Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Germany. Lonely Planet (2010). Lonely Planet. USA.

“Global Apparel Markets. Business and market analysis of worldwide trends in the global apparel industry.” No 13. (Q1 2011). International Apparel Federation. Textiles Intelligence Limited 2011.

Hazlett, Carl. “Enter the Mall – Retail Development is “Just Starting to Bubble” in Post-Communist Ukraine. Shopping Centers Today. (March 2007) International Council of Shopping Centers.

“How to Apply to Become a Supplier.” [www.mango.com](http://www.mango.com). Retrieved August 2011.

“Hungary.” *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Istanbul City Guide. Lonely Planet (2010) USA..

“JOY Trend Award 2011 Goes to Tally Weijl.” Tally Weijl Press Release. (May 5 2011) Basel, Switzerland. Retrieved August 15 from [www.tally-weijl.com](http://www.tally-weijl.com).

Kyiv Business Directory. July August September 2011. (2011) No. #. [www.kbd.ua](http://www.kbd.ua).

“Member States of the EU.” EUROPA. Retrieved July 2011 from <http://europa.eu>.

Parker, PhD, Philip M. The 2009-2014 Outlook for Protective Clothing in Europe. (2009) Icon Group International, Inc.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Moldova. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Norway. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Poland. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Slovenia. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Spain. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Sweden. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Switzerland. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Fabrics Excluding Suit Jackets and Blazers in Ukraine. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men’s and Boy’s Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Materials Excluding Wool or Fine Animal Hair in Belgium. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men's and Boy's Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Textile Materials Excluding Wool or Fine Animal Hair in Germany. (2011) ICON Group Ltd.

Parker, PhD, Philip M. The 2011 Import and Export Market for Men's and Boy's Overcoats, Raincoats, Carcoats, Capes, and Similar Articles of Woven Wool or Fine Animal Hair in Belgium. (2011) ICON Group Ltd.

"Poland." *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

"Promotional Merchandise." Suppliers Guide 2010. [Thirdsector.co.uk](http://Thirdsector.co.uk).

"Romania." *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Sandler & Travis Trade Advisory Services, Inc. Seminar "Importing into the EU: A Practical Introduction." (July 2011). New York.

"Shining Star. The Effects of the Retail Industry on the Turkish Economy." Price Waterhouse Coopers. (2011). Retrieved from [www.pwc.com/tr](http://www.pwc.com/tr).

Shop Berlin. Style Edition. Spring/Summer 2011. (2011) Emma Cheevers, Ed. [www.global-blue.com](http://www.global-blue.com).

Shop Frankfurt. Style Edition. Spring/Summer 2011. (2011) Emma Cheevers, Ed. [www.global-blue.com](http://www.global-blue.com).

Shop Germany. Style Edition. Spring/Summer 2011. (2011) Emma Cheevers, Ed. [www.global-blue.com](http://www.global-blue.com).

Shop Istanbul. Style Edition. Spring/Summer 2011. (2011) Emma Cheevers, Ed. [www.global-blue.com](http://www.global-blue.com).

Shop Munich. Style Edition. Spring/Summer 2011. (2011) Emma Cheevers, Ed. [www.global-blue.com](http://www.global-blue.com).

Shopping Guide Munchen. Fruhling & Sommer 2011.

Szaleniec, Marcin. "Russia ranked the most attractive country and Ukrainian Odessa most attractive city for retail investment in CEE." Retail Attractiveness in Central and Eastern Europe. (September 2008) PMR Publications.

"The Future of the Textiles and Clothing in the Enlarged Europe," Commission of the European Communities. (November 2003). Brussels: Commission of the European Communities.

Time Out Berlin. Time Out Group Ltd. London (2010) Random House.

Titze, Ingo R., "Economic Data on German Consumer Market," (2010), retrieved from Ingo R. Titze Research and Consulting.

"Top Emerging Countries for Retail Expansion," Chain Store Age (August 2007) p. 26.

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

"Turkey." *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Twardzik, Katarzyna, Junior Retail Analyst. "Polish consumers on clothing and footwear shopping – the results of the newest consumer survey by PMR Research." Clothing and footwear retail market in Poland 2011. Market analysis and development forecasts for 2011-2013. (July 2011) PMR.

“Ukraine.” *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Ukraine. Lonely Planet. 3<sup>rd</sup> Edition (May 2011) Lonely Planet Publications Pty. Ltd.

“Ukraine.” Market: Europe. Vol. 17 Number 7. (July 2006) Retrieved from [www.globalconsumption.com](http://www.globalconsumption.com).

Ukraine Consumer Goods and Retail Report. (October 2010). The Economist Intelligence Unit Limited.

“United Kingdom.” *World Factbook*. Retrieved July 2011 from [www.cia.gov](http://www.cia.gov).

Yurdakul, Dilek and Ibrahim Baykul. “The Textile and Clothing Industry - Turkey.”

**USAID Economic Prosperity Initiative (EPI)  
6 Samgebro St.  
Tbilisi, Georgia**

**Phone: +995 32 43 89 24/25/26**

**Fax: +995 32 43 89 27**