

Market Development

MARKET BRIEF ON
SWEATERS

OVERVIEW OF THE EUROPEAN COMMUNITY
1992

ITC



INTERNATIONAL TRADE CENTRE UNCTAD/WTO

Sweaters - EEC Overview

Product description

HS 6110	Jerseys, pullovers, cardigans, waist-coats and similar description articles, knitted or crocheted:
HS 6110.10	Of wool or fine animal hair
HS 6110.20	Of cotton
HS 6110.30	Of man-made fibres
HS 6110.90	Of other textile materials

Production

In 1989, production of jerseys, pullovers, slipovers and twin sets was as follows (in thousands of pieces): United Kingdom 80,052; Germany 43,364; France 38,941; Belgium-Luxembourg 7,525; Netherlands 4,920; Ireland 2,801. Figures for Italy, a major European producer, were not available.

(Source: Industrial Production, Eurostat.)

Imports

EEC imports of sweaters

V: ECU '000		1989	1990	1991
HS 6110.10	Total	1,358,208	1,466,889	1,919,195
	Intra-EEC	983,495	1,039,645	1,282,679
	Extra-EEC	374,684	427,231	636,294
HS 6110.20	Total	1,440,529	1,605,190	1,862,094
	Intra-EEC	857,307	955,557	1,078,199
	Extra-EEC	583,188	649,597	783,738
HS 6110.30	Total	1,564,586	1,606,600	1,986,042
	Intra-EEC	902,942	979,194	1,132,491
	Extra-EEC	661,635	627,376	850,520
HS 6110.90	Total	101,731	120,654	196,201
	Intra-EEC	61,526	71,664	76,907
	Extra-EEC	40,186	48,976	119,108

Source: Eurostat

Top ten non-EEC suppliers, 1991 (ECU '000)

HS 6110.10 Hong Kong (194,160); Mauritius (91,436); Macao (71,968); China (71,449); Austria (30,287); Korea Rep. (21,525); Switzerland (15,619); Turkey (15,598); Taiwan Province (12,076); Singapore (8,014).

HS 6110.20 Turkey (217,052); Hong Kong (115,811); Mauritius (40,027); India (39,155); Korea Rep. (37,772); Macao (33,344); China (30,876); Thailand (28,800); Indonesia (26,055); Austria (24,868).

Market characteristics

Sweaters constitute a large part of knitwear production and include polo-shirts, jumpers and slippers. Most knitwear manufacturers have to adapt their output to the vagaries of consumer demand, i.e., trends in fashion. The high quality sector of the market is dominated by Italian, French and German brands, while Italy and France are the main influences on style and design.

The yarns used for articles vary according to the season: cotton is in high demand during spring and summer, and wool or fine animal hair during autumn and winter. Some blends such as wool and silk, or wool and linen, are proving popular. Special animal fibres that add quality and warmth to knitwear, such as cashmere, mohair, angora or alpaca, camel and more recently "cashgora" (a blend of cashmere and angora), are increasingly in demand.

Demand for imported hand-knitted sweaters is relatively limited; China and Turkey are the largest suppliers.

Sweaters appear in several market segments, from dress clothing to leisure wear and sports apparel. Women's and girls' sweaters constitute the leading sector and import category. Currently the body stocking, a tight-fitting garment, is very successful, as are turtle necks and high-neck sweaters. Chunky sweaters with big collars have recently been coming back into fashion.

Fashion predictions for summer 1993 emphasize several themes such as nature and plants, the 1940s and the post-war atmosphere. The materials used are likely to include viscose, shiny and pearly fabrics with iridescent effects, chinés, non-run knits, macramé and lacy knits, vegetable yarns from raffia, ramie, pineapple, coconut or banana. There is much fluidity in most textiles. Aquatic colors, such as blue-green, gray-green, emerald and coral, are likely to be in fashion. (For further details on future trends, see annex I.)

Market access

The Official Journal of the European Communities, No. L 341, dated 12 December 1991, sets out the legislation applicable to imports from developing countries under the Generalized System of Preferences (GSP) scheme. The EC Common External Tariff is available in the Official Journal of the European Communities, No. L 267, dated 14 September 1992.

Under the GSP, textile products can be imported duty free from some countries into the EC within tariff ceilings. A certificate of origin is required. Import quotas are fixed for textile products in bilateral agreements between the EC, East European countries and developing countries, if they are part of the Multi-Fibre Agreement (MFA).

Some garments must comply with individual country regulations on flammability. In most cases, the fibre content, country of origin and care instructions must appear on the label. EC directives have been adopted for marking and fibre content of textile products. See the "Export Packaging Note" No. 31.2 published by the International Trade Centre UNCTAD/GATT, May 1992.

Heading	Description	Rate of duty (%)	
		Autonomous	Conventional
6110.10 6110.10-10	Of wool or fine animal hair: Jerseys ...containing at least 50% by weight of wool and weighing 600 g or more per article Other:	25	10.5
6110.10-31	Men's or boys: of wool	21	14.0
6110.10-39	of fine animal hair	21	14.0
6110.10-91	Women's or girls: of wool	21	14.0
6110.10-99	of fine animal hair	21	14.0
6110.20 6110.20-10	of cotton: Lightweight fine knit roll, polo or turtle- neck jumpers & pullovers	21	13.0
6110.20-91	Other: Men's or boys'	21	14.0
6110.20-99	Women's or girls'	21	14.0
6110.30 6110.30-10	Of man-made fibres: Lightweight ... & pullovers	21	13.0
6110.30-91	Other: Men's or boys'	21	14.0
6110.30-99	Women's or girls'	21	14.0
6110.90 6110.90-10 6110.90-90	Of other textile materials: of flax or ramie Other	21 21	14.0 14.0

Source: International Customs Tariffs Bureau.

Prices

Prices vary enormously according to such criteria as the fabric, designer, country of origin and outlet. Hand-knitted sweaters are generally more expensive than machine-knitted sweaters; pure wool, silk and pure cotton are some of the more costly materials. Mail-order catalogues providing product specifications and prices can be useful for fixing export prices.

Distribution channels

Imports are handled by agents, wholesalers, importers, manufacturers and chain stores (a list of importers is given in annex II).

In the United Kingdom, Germany and the Netherlands, distribution is relatively concentrated, with sales dominated by large chains. In France and Italy, an increasing number of manufacturers able to react quickly to market requirements are becoming involved in retailing and distribution. This trend, known as vertical integration, is gaining importance in the clothing industry.

The major retail outlets are department stores, multiple stores for clothing, independent and specialized retailers, sports shops, supermarkets and mail-order houses.

Commercial practices

Personal visits among traders can prove useful. In most cases, samples or photographs are required by buyers before they place an order. A trial collection might be requested and tested among consumers. Payment is generally made by letter of credit.

Sales promotion

Contacts can be established at fairs for fabrics, knitted goods and ready-to-wear clothing. The major fairs are held in Italy, France and Germany. Advertising is mainly through consumer magazines and specialized journals.

Market opportunities

Producers of sweaters are always looking for better weaving materials, and current trends are in favour of natural products. New fibres, for example fleece of vicuna from Chile, are appearing on the market. Other fibres, like cashmere, are expected to enjoy a growing popularity.

There is also a substantial market for moderately priced synthetic sweaters. Competition is strong and buyers demand that delivery terms are met exactly. New exporters from developing countries must be prepared to fulfil all orders regularly and on time.

Useful addresses

France

Fédération française
de l'industrie de la maille
et de la bonneterie
(Federation of Knitwear Industry)
37-39, rue de Neuilly
B.P. 249
92113 Clichy Cédex
Tel: (1) 47 56 32 32
Fax: (1) 47 56 32 99

Secrétariat international de la
aine
(International Wool Secretariat)
23-25, avenue de Neuilly
75116 Paris
Tel: (1) 40 67 16 31
Fax: (1) 40 67 18 07

Comité central de la laine
et des fibres associées
(Address as above)
Tel: (1) 47 56 31 41
Fax: (1) 47 37 06 20

Germany

Bekleidungsfachgeschäfte E.V.
(Association of Clothing Stores)
Cecilienallee 42
4000 Düsseldorf 30
Tel: (0211) 43 43 24

Bundesverband des Deutschen
Textile-Einzelhandels E.V. (BTE)
(Association of textile retailers)
Sachsenring 69
5000 Cologne 1
Tel: (0221) 336 99 0
Fax: (0221) 336 99 10

Gesamtverband des Deutschen
textilgrosshandels E.V.
(Association of German Textile
Wholesalers)
Neumarket 35-37
5000 Cologne 1
Tel: (0221) 21 70 92
Fax: (0221) 21 28 98

Internationales Wool-Secretariat
Hohenzollernstrasse 1
Postfach 4409
4000 Düsseldorf
Tel: (0211) 160 50
Fax: (0211) 160 5208

Italy

Associazione italiana industriale
abbigliamento
(Association of Apparel Industries)
Foro Bonaparte, 70
20121 Milano
Tel: 02/80 90 16
Fax: 02/72 00 21 78

Federazione italiana
agenti e rappresentanti della
moda (FEDERMODA)
(Federation of Fashion Agents
and Representatives)
Corso Venezia, 51
20121 Milano
Tel: 02/775 04 02
Fax: 02/775 04 70

Spain

Centro de información textil
y de la confección
Rosellón, 216-5o
08008 Barcelona
Tel: 3/215 0170
Fax: 3/487 2362

Consejo Intertextil
San Quirico, 30
08021 Sabadell (Barcelona)
Tel: 3/725 9311
Fax: 3/726 1526

Gesamtverband der textilindustrie
in der BRD EV
(Association of the German Textile Industry)
Schaumainkai 87
6000 Frankfurt 70
Tel: (069) 330 40
Fax: (069) 631 16 41

Assomoda
(Federation of Fashion Agents &
Representatives)
Via Paestro, 24
20121 Milano
Tel: 02/78 03 27
Fax: 02/78 03 27

Istituto Nazionale per il commercio
estero
Fashion Division
Via Liszt, 21
00144 Rome
Tel: 06/599 21
Tlx: 610 160
Fax: 06/592 40 98

Centro de Promoción, Diseño y Moda
Paseo de la Castellana, 149 40 dcha
28046 Madrid
Tel: 1/572 10 83
Fax: 1/571 15 64

Switzerland

International Textile
Manufacturers' Federation
Am Schanzengraben 29
8039 Zürich
Tel: 01/201 70 80
Fax: 01/201 71 34

International Organization for
Standardization
1, rue de Varembe
Case postale 56
1211 Geneva 20
Tel: 022/749 01 11
Fax: 022/ 733 34 30

United Kingdom

British Clothing & Knitwear Assn.
British Apparel Centre
Oxford Circus
7 Swallow Place
London W1R 7AA
Tel: 071/408 00 20
Fax: 071/493 62 76

The Clothing and Footwear Institute
71 Brushfield Street
London E1 6AA
Tel: 071/247 16 96

British Fashion Council
(address as above)
British Knitting & Clothing Export
Council (address as above)
Tel: 071/493 66 22
Fax: 071/493 62 76

British textile Confederation
Lobe Gate
London SW1
Tel: 071/ 828 52 22

International Wool Secretariat
Wool House, Carlton Gardens
London SW1Y 5AE
Tel: 071/930 73 00
Fax: 071/930 88 84

Specialized publications

Apparel International
The Journal of CFI Int.
The White House
60 High Street
Potters Bar, Herts EN6 5AB
United Kingdom
Tel: 0707/56828
Fax: 0707/45322

The Fashion Book
Prestige European Group Deutschland
Konigsallee 60 F
4000 Dusseldorf 1
Germany

The Fashion Guide Int. Designer
Directory
The Fashion Guide Publications
20, rue Danielle-Casanova
75002 Paris
France
Tel: (1) 42 60 54 45
Fax: (1) 42 60 59 91

Knitting International
Ferry Pickering Publishers Ltd
East. Boulevard
Leicester, LE2 7BN
United Kingdom

Wool Quaterly
Commonwealth Secretariat
Marlborough House
London SW1Y 5HX
United Kingdom

Textile Manufacturer & Knitting
World
Alpha House, Beech Lane
Macclesfield
Cheshire SK10 2DY
United Kingdom

Journal du Textile
61, rue de Malte
75541 Paris Cedex 11
France
Tel: (1) 43 57 21 89
Fax: (1) 47 00 08 35

Trade fairs

France

EXPOFIL
Textile Yarns Exhibition
(Twice a year)
Association Française pour
la promotion des fils textiles
B.P. 249
37-39 rue de Neuilly
92113 Clichy Cédex
Tel: (1) 47 56 31 63
Fax: (1) 40 87 16 22

Première vision
Clothing Textiles Fair
(Twice a year)
Première Vision
Le Britannia A
20, bd. Eugène Deruelle
69432 Lyon Cédex 03
Tel: 78 60 70 60
Fax: 72 61 87 23

Inter selection grande diffusion
Apparel trade fair
(twice a year)
Intersélection
B.P. 249
92113 Clichy Cédex
Tel: (1) 47 56 32 86
Fax: (1) 47 56 32 99

United Kingdom

Fabrex-Fashion Fabrics Exhibition
(Twice a year)
Philbeach Events Ltd
Earls Court Exhibition Centre
Warwick Road
London SW5 9TA
Tel: 071/385 12 00
Tlx: 919746 f
Fax: 071/2447617

Stitches-Stitches Trade Exhibition
International Craft and Hobby Fair Ltd
Dominic House
Seaton Road
Highcliffe, Dorset, BH23 5HW
Tel: 0425/272711
Fax: 0425/279369

Vetimat
Exhibition of Equipment for the
Clothing and Knitwear Industry
(Every three years)
Comité des expositions de Paris
55, Quai Alphonse Le Gallo
B.P. 317
92107 Boulogne-Billancourt Cedex
Tel: (1) 49 09 60 88
Fax: (1) 49 09 61 58

Import Fair Berlin "Partners for
Progress" (Annual)
AMK Berlin Ausstellungs-Messe-
Kongress-GmbH
Messedamm 22
1000 Berlin 19
Germany
Tel: 030/30380
Fax: 030/30392325

Design in Knitwear Trade Fair
Barker Brown Ltd
23/25 Eastcastle Street
London W1N 7BP
Tel: 071/6373313

Italy

Pitti Immagine Filati
Exhibition of yarns, Fibres and
and Knitted Fabrics
(Twice a year)
Pitti Immagine srl
Via Faenza, 109
50123 Firenze
Tel: 055/36931
Fax: 055/3693200

Milanovendemoda
Fashion and ready-to-wear exhibition
(twice a year)
EFIMA
Viale Sarca, 223
20126 Milano
Tel: 02/66103555
Tlx: 335899 i
Fax: 02/66101638

Spain

Clothing Machine Exhibition
(featuring design, fashion and
knitwear equipment)
(every three years)
Feria de Barcelona

Av. Reina Ma. Cristina s/n
08004 Barcelona
Tel: 3/4233101
Tlx: 50458 e
Fax: 3/4238651

Annex II

EEC Imports of sweaters by country, 1991
(by value: ECU '000)

	HS 6110.10	HS 6110.20	HS 6110.30	HS 6110.90
Total EEC	1,919,195	1,862,094	1,986,042	196,021
of which:				
Germany	870,368	921,693	748,864	95,770
United Kingdom	155,383	214,215	319,823	44,068
France	350,921	225,181	410,408	12,446
Netherlands	133,853	206,462	251,443	3,457
Belg.-Luxbg.	86,586	96,921	118,287	15,404
Italy	122,023	61,971	25,820	11,401
Denmark	24,459	47,406	23,062	4,276
Ireland	33,295	28,580	41,903	3,890
Portugal	43,109	14,842	13,877	1,154
Spain	80,010	38,260	28,724	4,024
Greece	17,475	6,625	3,288	138

(Source: EUROSTAT.)

FASHION TRENDS Spring-Summer 1992-1993 (Source: PROTRADE)

Women's wear - Sweaters

Tiny ribs are all-important in a category where the bust is small; shoulders are well-proportioned, styles are cinched or high waisted, and bottoms, both long and short, are flared. Layering is important for a comfortable and cuddly elongated look or a close-to-the-body technical style. Draped styles, long and short, are body-hugging, worn under squared and structured or slightly flared and fluid shapes. They are also seen in sober, masculine silhouettes.

Sweater styles to watch for: cardigans and sleeveless vests, polos and unmatched twin-sets. Perfectly proportioned sweaters with cut-out sleeves, inverted V, plunging V or tailored necklines. Vests with deep-cut V necks and fine closures, cut-out sleeves and lowered collars. Also, oversized sweaters and vests in single-stitch knits, with maxi-detailing, tunnel necks, pagoda sleeves and mini-zippers. Bare midriff corsaire tops and small tops with flounced jabots, lacing and beehive inserts, tunic-styles and poor-boy looks.

Knit bottoms feature long skirts, pants with inverted pleats, wide or skin-tight bermudas, body-hugging combi-shorts, tight trapeze-shaped shorts, leggings, soft pants, low-waist corsaires with smocking and knots, long or short slips with crisp flounces.

Men's wear - Knitwear

Wool, wool blends and cotton knits dominate this category where heavy and dense weaves and cable knits are featured. Cardigans are very basic, in classic beachwear or Irish country styles. In junior lines, they are worn to mid-thigh. A classic summer piece, the fisherman sweater, is oversized and basic this year. It should be done in monochromes. The sweater vest makes a return, in heavy knits with basic accessories, worn like a long blouson.

There are very few details, aside from natural buttons made of corozo or wood and some retro badges.

Annex II List of importers (non-exhaustive)

France

Pascal Tricots
27, rue Romarin
69001 Lyon
Tel: 78 27 13 61
Fax: 72 00 85 46

Escojido S.A.
4, rue la Lampèze
B.P. 1162
30014 Nîmes
Tel: 66 67 39 46
Fax: 66 21 04 37

Deffrance Sarl
3, Allée Mozart
94470 Boissy Saint Léger
Tel: (1) 45 98 04 04
Fax: (1) 45 98 08 89

Rouvières Jeune S.A. (Ets)
53, rue Notre Dame
30000 Nîmes
Tel: 66 67 36 08
Fax: 66 67 08 63

Carel S.A.
26-28, rue d'Aboukir
75002 Paris
Tel: (1) 45 08 46 00
Tlx: 680784 f

Fabries-Riba sarl
3, rue des Champs Pinsons Z.I.
31650 Saint Orens de Gameville
Tel: 61 34 90 84

International Trade Agency
6, rue Lamartine
75002 Paris
Tel: (1) 40 16 81 62
Tlx: 250303 attn sumar/vidaloria

Lewinger S.A.
50, rue Saint Alban
42300 Roanne
Tel: 77 71 66 46
Fax: 77 71 22 61

Yangtzekiang Tomen S.A.
40-62, avenue du Général Malleret
Joinville
B.P. 75
94403 Vitry sur Seine Cédex
Tel: (1) 45 73 15 58
Tlx: 265 721

Codiba S.A.
131, rue de l'Abbaye des Prés
B.P. 9
59501 Douai
Tel: 27 88 50 79
Fax: 27 87 84 72

Nantua (Tricotage de)
Chemin du Passolet
B.P. 3
01130 Les Neyrolles - Nantua
Tel: 74 75 21 66
Fax: 74 75 22 51

Delporte Frères et Cie
15, rue du Château
B.P. 36
59310 Mouchin
Tel: 20 79 60 58
Fax: 20 79 62 79

Wolff Frères
27, rue Carnot
B.P. 59
03203 Vichy
Tel: 70 98 59 89

Urbain Pierre (Sté)
70, avenue Dampierre
59300 Valenciennes
Tel: 27 46 24 62

Piat Textiles
158, avenue Chomedey de Maisonneuve
B.P. 107
10002 Troyes
Tel: 25 81 26 66
Fax: 25 76 00 59

Olivier (Sté Léon)
rue de l'Egalité
Z.I. 1
62290 Noeux les Mines
Tel: 20 70 50 44

Altex
3, rue Terraille
69001 Lyon
Tel: 78 28 39 58

Kalber Diffusion (Jack)
131, rue Vauban
69006 Lyon
Tel: 78 52 67 69

Fanellia
34, rue Francine Fromont
Z.A. Est
69120 Vaulx-en-Velin
Tel: 72 04 31 04
Fax: 72 04 34 81

Pascal
27, rue Romarin
69001 Lyon
Tel: 78 27 13 61
Fax: 72 00 84 46

Dexter (Charles)
100, bd Sébastopol
75003 Paris
Tel: (1) 42 77 56 02
Fax: (1) 42 77 15 69

Expansion Simo France
7, rue de Paradis
75010 Paris
Tel: (1) 42 46 03 01
Fax: (1) 42 46 69 31

Floréal Création
10, rue de la Grange Batelière
75009 Paris
Tel: (1) 45 23 23 60
Fax: (1) 48 24 17 12

Newstar S.A. (tricotages)
10, rue Jean-Poulmarch
75010 Paris
Tel: (1) 42 02 07 85

Pamaco
13, rue Commines
75003 Paris
Tel: (1) 42 72 88 15
Fax: (1) 42 72 71 23

Sama Internationale
20, rue Sainte Croix de la Bretonnerie
75004 Paris
Tel: (1) 42 71 26 22
Fax: (1) 42 71 92 66

Ton sur Ton
54, rue N.D. de Nazareth
75003 Paris
Tel: (1) 48 87 26 65
Fax: (1) 48 87 11 78

Sarah "B"
38, rue Cauchy
94110 Arcueil
Tel: (1) 45 47 33 13
Fax: (1) 45 47 31 08

Germany

Steidtmann & Nagel
Monckelbergstrasse 17
2000 Hamburg 1
Tel: (040) 309 525 0
Tlx: 2161543

Esge-Textilwerk Maag GmbH & Co.
Postfach 210
7470 Albstadt 1 - Ebingen
Tel: (07431) 57 80
Fax: (07431) 57 81 00

Hebestreit KG
Karlsbader Strasse 12
8506 Langenzenn
Tel: (09101) 60 80
Fax: (09101) 60 82 58

Lorch GmbH & Co. KG, Friedrich
Postfach 11 65
7472 Winterlingen
Tel: (07434) 20 81
Fax: (07434) 21 07

Zellner KG, M.
Postfach 12 40
8626 Michelau
Tel: (09571) 880 17
Fax: (09571) 831 29

Rozex
7-9, rue Grenier Saint Lazare
75003 Paris
Tel: (1) 42 72 13 03
Fax: (1) 42 72 10 84

Tamrock
23, rue de Clery
75002 Paris
Tel: (1) 45 08 80 00
Fax: (1) 45 08 84 02

Trading Diffusion
2, rue Jean Moulin
Z.I. le Vaillant
93350 Le Bourget
Tel: (1) 48 38 24 00
Fax: (1) 48 38 23 77

Werner Heinz
Neustaedter Strasse 23
8741 Wollbach
Tel: (09773) 1424/ 741
Tlx: 0672531

Hammermüller & Naundorf GmbH
Postfach 9
8501 Tuchenbach
Tel: (0911) 751 075
Fax: (0911) 754 146

Isarporta GmbH
Postfach 260133
8000 München 26
Tel: (089) 228 53 14
Fax: (089) 29 76 56

Sauer GmbH & Co. KG, Gottlieb
Gottlieb-Sauer-Strasse 4-7
7419 Sonnenbühl 4
Tel: (07128) 831
Fax: (07128) 37 24

United Kingdom

Hyundai Corporation UK Limited
St Martin's House
1 Hammersmith Grove
London W6 0NB
Tel: (081) 741 1531 / 748 6719
Fax: (081) 741 56 20

Jeffrey Rogers Plc
Elsley House
24/30 Great Titchfield St.
London W1P 7AD
Tel: (071) 631 41 42
Fax: (071) 436 53 69

Tyack Export Sales Services
Powell Duffryn House
39 Mapperley Road
Nottingham NG3 5AQ
Tel: (0602) 62 46 58
Fax: (0602) 62 46 59

Pelmark LTD
Pelmark Warehouse
Station Road
Ware SG11 2PB
Tel: (0920) 821 155
Fax: (0920) 821 406

Jefferson International LTD
30 Market Place
London W1N 8QQ
Tel: (071) 580 95 14
Fax: (071) 636 23 80

Inex Products LTD
40-43 Chancery Lane
London WC2A 1JB
Tel: (071) 405 5226
Tlx: 27771

Italy

Amita S.r.l.
Via Arturo Chiari, 9-13
50100 Florence
Tel:(055) 315 141

Campofiorito S.r.l.
Via dell'Agricoltura
41012 Carpi
Tel: (059) 64 13 31

Casalini S.r.l.
Presso Centergross
Via dei Tintori - Blocco 16
40050 Argelato
Tel: (051) 86 18 94

Tarantola Alberto & Co. S.a.s.
P. San Pancrazio, 9
16125 Genova
Tel: (010) 20 74 40
Fax: (010) 29 64 87

Daritex Sport Wear S.r.l.
Via V. Veneto
24060 Rogno
Tel: (0359) 671 04

C. Itoh & Co. Italiana S.p.A.
V. le Abruzzi, 94
Centro Direzionale Loreto
20131 Milan
Tel: (02) 277 01
Fax. (02) 29 40 28 56

Forind Glove S.r.l.
Via Filippino degli Organi, 10
20135 Milan
Tel: (02) 548 42 00
Fax: (02) 540 83 88

Ivy-Oxford Co. S.r.l.
Strada Statale del Brennero, 4
46035 Ostiglia
Tel: (0386) 312 70
Fax: (0386) 319 40

Maglificio di Perugia S.p.A.
Loc. Solomeo
06073 Corciano
Tel: (075) 69 33 21
Tlx: 660075

Parma Trading
Via Bruno Ferrari, 1
43100 Parma
Tel: (0521) 29 26 74
Fax: (0521) 948 27

Netherlands

Budibon BV
Patrimoniumlaan 28
Postbus 4
3900 AA Veenendaal
Tel: (08385) 10 648

Dröge BV
Osloweg 93A
9723 BK Groningen
Tel: (050) 13 06 47 / 13 06 48
Fax: (050) 18 42 08

Leeghwater Tricotages BV
Zijtak WZ 29
7833 BB Nieuw-Amsterdam
Tel: (05915) 51 600
Fax: (05915) 52 237

Belgium

Becopa NV
Brogniezstraat 172A
1070 Brussels
Tel: (02) 520 50 46
Fax: (02) 521 05 90

BZ International Sprl-Bvba
Heideveld 4
1951 Lot
Tel: (02) 378 02 75
Fax: (02) 377 96 31

Golden Eagle Bvba
Lentedreef 8
2360 Oud-Turnhout
Tel: (014) 42 63 59 / 42 46 81
Fax: (014) 42 47 46

Selected department stores and buying groups

Germany

Karstadt AG
Theodor-Althoff-Strasse 2
Postfach 10 21 64
4300 Essen Bredeney 1
Tel: 0201/72 71
Tlx: 8579751
Fax: 0201/713 870/713 938

Hertie Waren-und Kaufhaus Gmbh
Bürostadt Niederrad
Postfach 71 02 10
6000 Frankfurt 71
Tel: 069/6681-1
Tlx: 412 128 60 he d

Sutex Textil Verbund EG
12-14 Eschenbrünnlestrasse
Postfach 460
7032 Sindelfingen
Tel: 07031/61020
Tel: 7265776

Kaufhof AG
Leonhard-Tietz-Strasse 1
Postfach 10 10 10
5000 Cologne 1
Tel: 0221/22 301
Tlx: 8813

Textil Einkaufsverband
"Nordwest" EGMBh
Nordwest-Strasse
4715 Ascheberg bei Munster
Tel: 02593/318
Tlx: 089809

Sütegro Textilgrosshandel-
seinkaufgenossenschaft EG
Rosenaustrasse 4
8500 Nürnberg 125
Tel: 0911/26 04 51
Tlx: 06 22227

France

Au Printemps
102, rue de Provence
75009 Paris
Tel: (1) 42 82 50 00
Tlx: 660 511
Fax: (1) 42 82 57 10

Nouvelles Galeries
66, rue des Archives
75150 Paris Cédex 03
Tel: (1) 42 74 82 12
Tlx: 211840
Fax: (1) 42 74 88 07

Galleries Lafayette
40, bd. Haussmann
75446 Paris Cédex
Tel: (1) 42 82 34 56
Tlx: 280357
Fax: (1) 45 26 56 88

Kiabi
137, Avenue du 8 Mai 1945
59650 Villeneuve d'Ascq
Tel: 20 91 60 58
Tlx: 135 540
Fax: 20 67 12 06

La Samaritaine
19, rue de la Monnaie
75001 Paris
Tel: (1) 40 41 20 20
Tlx: 210 946
Fax: (1) 40 41 28 28

United Kingdom

C & A
North Row
Marble Arch
London W1A 2AX
Tel: 071/629 1244
Fax: 071/927 0580

The Burton Group PLC
214 Oxford Street
London W1N 9DF
Tel: 071/636 8040
Tlx: 21484

Mail-order houses

Germany

Grossversandhaus Quelle
Nürnbergstrasse 91-95
8510 Fürth
Tel: 7421
Tlx: 626851 pu d

Neckermann Versand AG
Mananet Landstr. 360
6000 Frankfurt 61
Tel: 069/740 401

Otto Versand GmbH und Co.
Wandsbeker Strasse 3
2000 Hamburg 71
Tel: 040/646 10
Tlx: 217 11 0 or d

France

La Redoute
35, av. de la Marne
59290 Wasquehal
Tel: 20 70 85 85
Tlx: 130 569

Trois Suisses
B.P. 61
12, rue de la Centenaire
59170 Croix
Tel: 20 72 59 60

Quelle France
125, rue de Montaran Saran
45048 Orléans Cédex
Tel: 38 80 30 50
Tlx: 280 146

Neckermann
11, rue Roquépine
75008 Paris
Tel: (1) 42 65 99 56

United Kingdom

Freemans PLC
139-143 Clapham Road
London SW9 OHR
Tel: 071/735 76 44
Tlx: 915491
Fax: 071/587 10 59

The Littlewood Organization PLC
J. M. Centre
Old Hall Centre
Liverpool L70 1AB
Tel: 051/235 22 22
Fax: 051/235 32 42

Pitlochry Knitwear Co. Ltd
37/39 Glenburn Road
College Milton North
East Kilbride G74 5BA
Tel: 03552/4390190
Tlx: 777223 Tlx: 267141
Fax: 03552/21700

Marks and Spencer PLC
Michael House
47-67 Baker Street
London W1A 1DN
Tel: 071/935 44 22

Woolworth PLC
Woolworth House
242-246 Marylebone Road
London NW1 6JL
Tel: 071/262 1222
Tlx: 24898

ITC/MBDBS - November 1992.

This market brief has not been formally edited by ITC.

Sweaters - Switzerland

Trade

Q: tons	1989		1990		1991	
V: SF '000	Q	V	Q	V	Q	V
Imports	11,584	692,274	12,574	715,005	13,810	805,636
Exports	736	58,434	846	66,795	852	72,714

Source: Statistiques du commerce extérieur de la Suisse.

Main origins of imports (% value 1991)

Italy (24), Germany (23), Hong Kong (10), China (8), France (7), India (4), United Kingdom (3), Portugal (2), Turkey (2), Austria (2), Thailand (1), Taiwan Province (China) (1).

Other suppliers among developing countries include: Republic of Korea, Macao, Indonesia, Pakistan, Morocco, Singapore, Malaysia, Philippines, Brazil, Colombia, Sri Lanka, Egypt, Peru, Bolivia.

Market characteristics

The market share of total imports by value, for each fabric in 1991, was: cotton 42%, man-made fibres 29%, wool or fine animal hair 27%, other textile materials 2%. The Swiss market for women's sweaters consists mainly of long and loose articles, although some body-stockings in light and finely-knitted fabrics, such as cotton, linen or man-made fibres, are popular in spring and summer. There are few or no motifs on most articles; there are, however, geometrical drawings and twisted fringes. Men's fashion is characterized by a traditional design: sweaters are large, of medium length and available in any fabric, according to the season. Motifs are discreet.

For the autumn and winter seasons, lambs wool sweaters are popular. Special animal fibres that add quality and warmth to knitwear, such as cashmere, mohair, angora or alpaca, camel and more recently "cashgora", are increasingly in demand. There are many types of collars.

The predominant colors are neutral or soft (such as white, black, blue, beige, burgundy or brown); bright colors are rare. Colors are seldom mixed; consumers prefer sweaters with a maximum of two or three colors.

There is little demand for colorful hand-knitted sweaters: prices for these are relatively high, and fashion currently favors more discreet garments.

Market access

The "Bulletin International des Douanes", Switzerland, 16th edition, sets out the legislation applicable to imports from developing countries. Customs preference for goods imported from developing countries is accorded if the importer requests it on the import declaration, if he can prove that the goods have been shipped directly from the beneficiary country to Switzerland, and if the goods are accompanied by a valid certificate of origin (Generalized System of Preferences, Certificate of Origin Form A.).

The Generalized System of Preferences (GSP) does not apply to HS 61 products originating in Hong Kong, Macao, the Democratic People's Republic of Korea, the Republic of Korea, Bulgaria, Romania or China. All designated products from developing countries are imported free of duty.

Prices

Prices for sweaters vary according to the fabric, the designer, the outlet and the country of origin. Articles involving more work than others, such as hand-knitted sweaters, are usually more expensive. In department stores, prices vary between SF 40 and SF 200. Well-known brands are more expensive and sell for the same price as in retail boutiques. Pure cashmere sweaters are priced from SF 150-200. Sweaters in most retail stores are dearer, and consist mainly of articles "Made in Europe" - regarded as a sign of quality.

Distribution channels

Imports are handled by importers, wholesalers and agents. Major department stores have their own import departments. The principal outlets are department stores, specialized clothing stores, independent retailers (boutiques), sports stores and, to a lesser extent, hyper markets and mail-order houses.

Commercial practices

Importers/wholesalers' buying periods are established each year as follows: for the spring/summer collection, purchases are made from August to October of the previous year and deliveries effected from January to March; for the autumn/winter collection, purchases are made from February to April, with deliveries from August to September.

As the Swiss market is small, exporters must be willing to work in limited quantities. The usual mode of payment for imports from most developing countries is letter of credit. Orders are placed on the basis of samples. Swiss traders are very demanding over delivery schedules and contract terms.

Sales promotion

Contacts are usually made at trade fairs, although specialized Swiss trade fairs are generally open to domestic traders only. Foreign producers should visit international fairs in Europe to meet Swiss importers (see "Trade Fairs" in EEC Overview). Advertising is usually through specialized magazines.

Market opportunities

The latest trends favor natural products, and the market is ready for better weaving materials and new fibres.

As Switzerland's sweater production is virtually non-existent, the market lives on imports. In order to penetrate the market, foreign producers must be aware that the high standard of living in the country means that consumers expect fashionable, high-quality goods and attention to detail.

Useful addresses

Office Suisse d'Expansion Commerciale
OSEC
(Swiss Office for Trade Promotion)
4, avenue de l'Avant-Poste
P.O. Box 1128
1001 Lausanne
Tel: (21) 20 32 31
Fax: (21) 20 73 37

Verband Schweizerischer Grossisten
der Mercerie, Bonneterie
und Strickgarne
(Knitwear wholesalers Association)
Theaterplatz 8
3001 Bern
Tel: (31) 22 32 12

Verband Kaufmännischer Agenten der
Schweiz
(Association of Swiss Commercial Agents)
c/o Textil Mode Centre No. 308
P.O. Box 934
8065 Zurich
Tel: (1) 829 23 30
Fax: (1) 829 23 64

Gesamtverband der Schweizerischen
Bekleidungsindustrie (GSBI)
Utoquai 37
8024 Zurich
Tel: (1) 252 53 34
Fax: (1) 69 58 28

Trade fairs

SERATEX
Professional Swiss Fair for Fashion

(twice a year)
Show management:

SERATEX SA
1000 Lausanne 22
Tel: (21) 45 22 26
Tlx: 454044 ch

ZüSPA
Autumn Fair for Household, Home, Sport and
Fashion)
(annual)
Show management:
Internationale Fachmessen und Spezial
Ausstellungen
Thurgauerstrasse 7
8050 Zurich
Tel: (1) 311 50 55
Tlx: 823276

List of importers and wholesalers

(non-exhaustive)

Datex Trading SA
3, avenue de Rosemont
1208 Genève
Tel: (22) 735 43 50
Fax: (22) 735 43 27

Interfil SA
12, route de Meyrin
Case Postale 87
1211 Genève 7
Tel: (22) 733 76 26
Tlx: 23 102 rofil ch

Mode Wollendorf AG
Weggisgasse 33
6004 Luzern
Tel: (41) 51 74 17
Fax: (41) 51 54 84

Henco SA
Moulin du Choc
Halle 2
1122 Romanel-sur-Morges
Tel: (21) 869 97 37
Fax: (21) 869 97 53

Hahn AG, Peter
Mutergasse 4
Postfach 363
9004 St-Gallen
Tel: (71) 28 84 17
Fax: (71) 28 38 02

Dreyfus-Hauser AG
Brandschenkestrasse 173
8027 Zurich Postfach
Tel: (1) 202 56 96/97
Fax: (1) 201 30 39

Teximport Bekleidung AG
Industriestrasse 30
8604 Volkestwil
Tel: (1) 945 40 02
Fax: (1) 945 16 04

Large retail chains and department stores

Jelmoli SA
Einkaufszentrale Gruppe Jelmoli
8112 Otelfingen
Tel: (1) 849 11 11
Fax: (1) 681 11 92
Tlx: 827103

Neue Warenhaus AG
EPA/UNIP
Bederstrasse 49
8027 Zurich
Tel: (1) 201 66 11
Fax: (1) 201 41 86

Bon Génie
Brunschwig & Cie
34, rue du Marché
1211 Geneva 3
Tel: (22) 310 82 22
Fax: (22) 311 53 61

Spengler AG
(Ready-to-wear Clothing and Textiles)
Binningerstr. 2
4142 Münchenstein
Tel: (61) 415 24 14
Fax: (61) 415 24 74

Placette Grands Magasins
Nordmann & Cie
6, rue Cornavin
1211 Genève 1
Tel: (22) 731 74 00
Fax: (22) 738 75 38