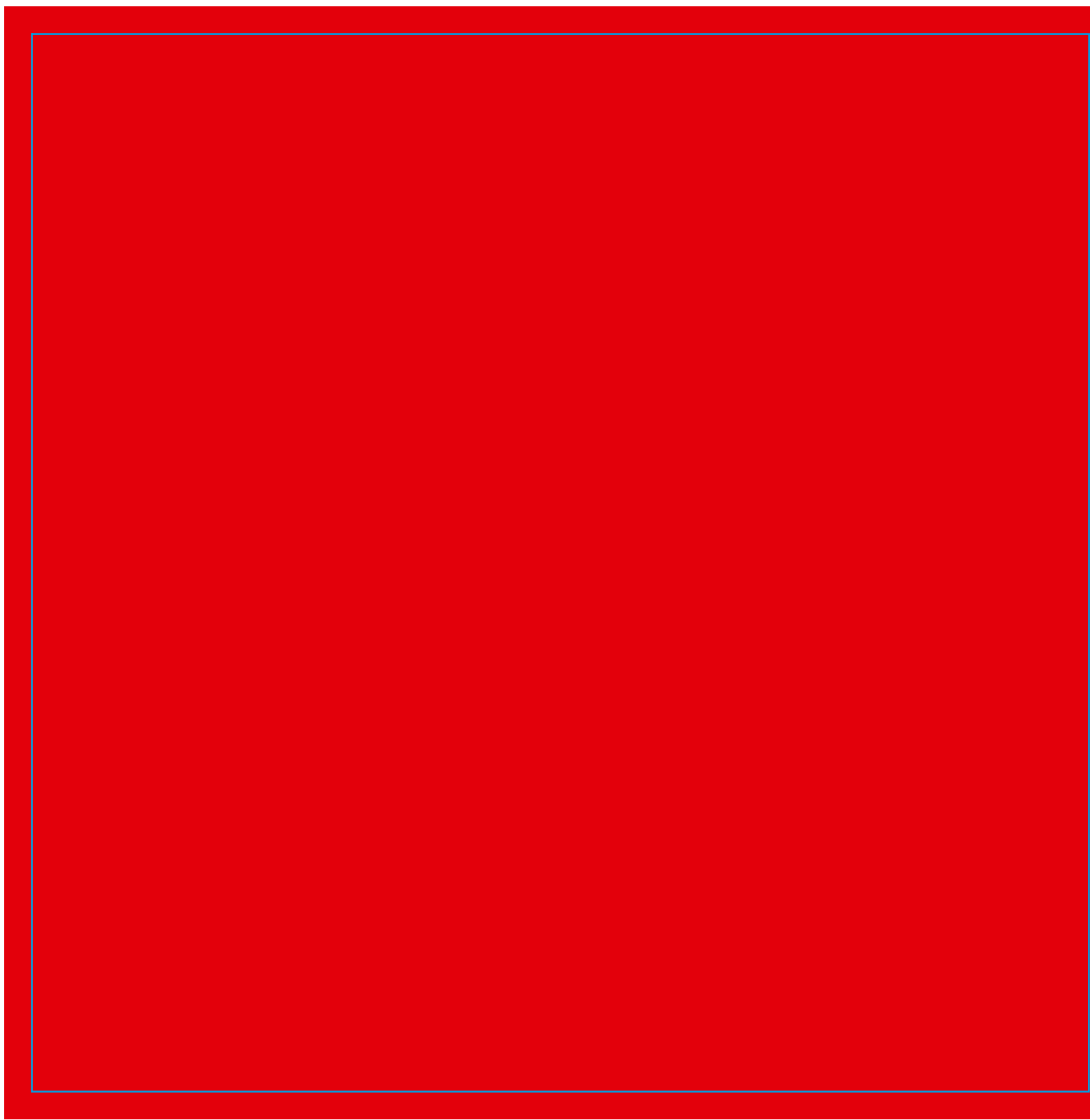


Peru: The Collection

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Ready to dress up
the world
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Peru: The Collection

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Designers that dare to take risks, top-class materials, avant-garde manufacturers, responsible entrepreneurs and cultural wealth. Peru has got all the conditions needed to dress the world with modern, comfortable and original garments.

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Why Peru?

- ⦿ A strategic location on the western coast of South America, which enhances its projection as a regional hub.
- ⦿ A talented and creative human capital that has inherited traditions that prioritize the sustainable and responsible use of resources.
- ⦿ An innovative corporate sector and an entrepreneurial spirited population. —•• ————— ••
- ⦿ Peru's export supply is on the rise, constantly adding up new products and presentations that respond to the needs and trends of the international market.
- ⦿ The joint work between the private and public sectors is helping to position Peru as a trustable and serious exporting country that offers the world a premium portfolio, quality certifications, high productive standards and increasing added value. ←————

Generating wealth

Peru is enjoying a prolonged period of economic growth which is sustained by an orderly macroeconomic policy and by the confidence of both national and international investors.

The textile and apparel industry has been one of the beneficiaries of that economic stability, and along with the increase of its production and exports, it has modernized, expanded and diversified its supply.



Peru:

13 years of consecutive economic growth: 1999-2011

5.7% average GDP growth: 2001-2010

5.1 times exports growth: 2001-2010

Textile and apparel sector:

22% growth in production of yarns, textiles and finishings: 2010

8.9% annual average growth in textile exports: 2001-2010

Second non-traditional exports

Main job creator of the manufacturing sector

128,000 workers in clothing production

32,000 workers in yarn and textile production

200,000 workers in fiber production (cotton and alpaca)

It all began 5,000 years ago

The first traces of civilization in Peruvian territory date from five thousand years ago. Archeological excavations not only have uncovered temples and palaces but also garments that in their time dressed up rulers, priests, warriors and commoners. What is striking about these pieces is their manufacturing quality, thus reflecting that ancient Peruvians paid special attention to what they wore.

Cotton and alpaca wool – a camelid that was domesticated out of the vicuña – were the main inputs of an activity that was practiced by artisans whose knowledge and techniques were transmitted along generations.

Astonishing — .. ————— ..

The mantles weaved by the Paracas, a culture that emerged one thousand and five hundred years before the Inca Empire, show off the mastery reached by the artists of the past. Even today it is possible to appreciate the refined techniques applied in their manufacturing, and the colors still look as bright as when they were worn, several centuries ago. Experts assert that the secret was the use of pigments obtained from vegetal, mineral and animal sources that were submitted to complex conditioning processes. .. ————— ..

Also, the Moche culture reached extraordinary levels of development in the manufacturing of ornaments made out with gold, silver, bronze, precious and semi-precious stones, Amazon birds' feathers and coral. A glance at the tomb of the

Lord of Sipán, which was discovered in 1987, is enough proof of the fact that Inca predecessors already knew how to adorn themselves with style. This treasure outstands because of its originality and delicacy, two attributes that have passed the test of times and nowadays live on in the country's jewelers.

Perdurable ←————— .

The Incas adopted the best of each culture they conquered and perfected it, a wise approach that made it possible the enrichment of activities such as textile manufacturing, thanks to the contributions that came from every corner of the Empire.

Centuries have passed by, but something stands still: Peruvian textiles and garments continue to raise admiration. Today's designers, weavers and manufacturers have made good use of the traditions they inherited from their ancestors and are ready to dress up the world.

Limitless imagination

Today's designers, weavers and manufacturers have made good use of the traditions they inherited from their ancestors and are ready to dress up the world.





Attention to detail

The care that is put to the making of traditional costumes is replicated in the manufacturing of contemporary garments.

A colorful world

Pigments used in the processing of dyes are obtained from natural sources and outstand due to their brightness and variety.

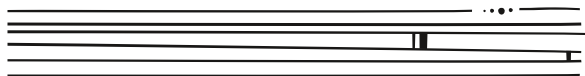
A stylish tradition

The mixing of native cultures with those that came from Europe and Africa has created wonders with Peruvian music as well as with the outfits that accompany it. A nice example is the marinera, a dance that is performed everywhere in the country, which demands elegance in its attire. In the huaylarsh, a must-see in central Peru, the stand-out is the exquisite and colorful embroidery. And in the hundreds of dances from Puno, performers really put on a competition on who looks the sharpest.

The attention and care in the details that the making of these pieces demands is enormously eased thanks to the existence of technique that have been perfected throughout the centuries. For instance, in northern Peru clothes are made with especially mercerized cotton threads, in the south, weavers work with back-strap looms and in the Colca Valley, embroidery is accomplished with inimitable precision.

Creativity

What makes these traditional costumes authentic works of art? We have already mentioned that the mixing of culture has a lot to do with it. Inheritance is also a key factor because inventiveness does not emerge spontaneously. It is something innate, a natural gift.



What is more, in many zones of the country people still wear their typical costumes every day: alpaca ponchos of incredible red shades, llicllas (mantles) of seductive blues and greens, and an infinite array of hat models that even indicate the marital status of young women. — .. ————— ..

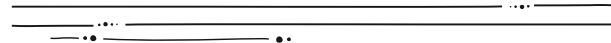
Inventiveness or something else, call it what you want, but the truth is that in Peru the talent to work textile materials is immense.

Inspiration

From traditional to vanguard. Such a process would seem complex at first glance but it turns out to be simple in the hands of Peruvian artists. That's because talent encourages inspiration and young designers are basing their work in the wide array of traditional styles in order to transform them in modern and original creations.

And the sources of said inspiration are countless. They come from the coast, the Andean region and also the Amazon, where the stand out is kené, which is more than a style for it is the way that the shipibo-conibo people understand their world.

The young Peruvian garment makers are combining the widespread techniques with the new ones, but what makes them unique and competitive is their ability to create collections based in the country's cultural wealth. Having those attributes, there is no limit for their imagination.





Source of inspiration

Novel designers and clothing makers combine the techniques they inherited from their elders with those that are defining the modern fashion industry.

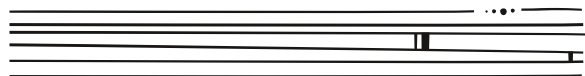
Ready to create

The Peruvian textile and apparel industry has the characteristics of a full package industry. It is vertically integrated from the procurement of raw materials until the final product, employs highly qualified human capital all along the value chain and works backed by a regulating framework which facilitates business and by a free trade policy that already has accomplished the subscription of agreements with the most important countries and economic blocks (United States, China, Canada, the European Union, etcetera). ————— ➔

Tradition that encourages inspiration, high-valued materials, the ability to adapt to clients' requests and an industry working with modern quality standards are the bases of a sector that is leading the economic growth in Peru.

Freedom

The Peruvian apparel industry owns an additional advantage that the fashion world has begun to appreciate: the ability to interpret trends and to create complete collections. It is a new and fundamental export-quality input. .. ————— ..



The close contact that the industry and the young designers keep with artisans, the inherited mastery and the astonishing freedom they display in their creative processes give as a result modern and original urban designs. These are artists with a clear mission: their garments have to be comfortable, eye-catching and versatile.

Trust

Peruvian fashion is entering the world stage and experts foresee that the impact will be as formidable as that achieved by gastronomy, which already is the talk of the town everywhere.

That is the reason why international brands are beginning to trust their Peruvian partners in the development of their collections. Many of the most renowned and prestigious labels are already making their collections with domestic manufacturers. In Peru, the creative process is an impressive mix of a culture in constant reinvention and avant-garde inventiveness. ————— ←



Strengths in sight

In Peru, the creative process is an impressive mix of a culture in constant reinvention and avant garde inventiveness.





A highly-valued advantage

The Peruvian apparel industry has the ability to interpret fashion trends and to create complete collections.

Andean treasure

Alpaca fiber presents ten different colors ranging from white to black. Its softness and knitting versatility are widely celebrated.

The basis of the industry

Gossypium barbadense is the scientific name of the cotton type that is cultivated in Peru. The pre-Incan cultures used it to make the fabrics that even today keep their properties almost intact. In the beginning of the 20th Century, two new varieties emerged: Pima and Tangüis, which remain amongst those with the longest, finest and most resistant fiber in the world. Pima cotton garments present a special lustrousness and an unsurpassable softness whereas Tangüis cotton is ideal for mixing with wool and other fibers, both natural and artificial.

Alpaca (Vicugna pacos) shines among the finest animal fibers, along with vicuña, cashmere and mohair. Its quality is easily noticed in its variety – up to ten natural colors – and its versatility. .. ————— ..

Production chain

Alpacas are bred in the southern Andean region, mainly by peasant communities towards whom programs aimed to improve the genetic handling and fiber selection are being implemented. Cotton production is concentrated on the central and northern coast, whose weather is ideal for its cropping. The cultivation of organic cotton is being promoted for its international demand is on the rise.
— .. ————— .. — .. ————— ..

The textile industry is beginning to work under the principles of **fair trade** in its relations with fiber suppliers.

The main competitive advantage of the Peruvian apparel industry is its level of integration. The production chain, starting with the fiber up to the yarn and fabric manufacturing and the making of garments, is fully integrated.

This feature is strengthened by the constant technological modernization of plants and the high level of specialization that entrepreneurs and workers have reached. It is estimated that this industry creates more than 350 thousand direct jobs.
— .. ————— ..





White gold
Cotton varieties Pima and Tangüis are ranked at the top among the longest, finest and most resistant of their type.

World-class production

.. ——— ..

**Excellence and
competitive advantages**

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Avant-garde manufacturing

The Peruvian textile and apparel industry offers the fashion world its capacity to quickly respond to requirements in short delivering periods as well as the neat and thorough finishing of garments. Entrepreneurs are able to match the exigent demands of the international market in terms of price, manufacturing excellence and delivery time.

Peruvian companies that export apparel optimize their processes in order to improve their competitiveness and gain further advantages over exporters from other countries. It is estimated that companies working at the limit of their production capacity have improved their processes at a 20% rate.

The expansion experienced by this activity in the last decade has created a wide array of specialized jobs. Among them, the stand-outs are laboratory technicians (fiber and dyeing), sewing, ironing and drying technicians, fabric printers, plant maintenance and, of course, quality supervisors – whose thorough and perfectionist labor is immensely appreciated.

Following is a selection of the best that Peru offers in fabric, clothes and accessories. We have included the most representative items and products.







Alpaca fiber garments

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Peru concentrates 80% of the alpaca fiber production worldwide. But instead of quantity, what characterize Peruvian alpaca wool are its intrinsic values such as softness, adaptability to dyeing and knitting versatility. Besides its ten natural colors – white, grey, black, brown and beige, among others – alpaca also shines in a countless array of colors and combinations. And in the expert hands of our artists, in infinite shapes, styles and textures.

Currently, specialized programs are being developed to help breeders to optimize alpaca breeding and to improve its genetic handling and fiber selection. This effort is aimed to perfect the whole productive process in order to increase the economic situation of this population, which mainly comprises communities living in the Andean region whose income strongly depend on this camelid.

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Peruvian brands

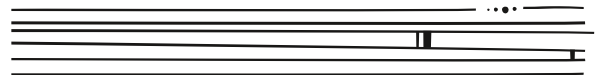
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A growing number of Peruvian companies is opening stores all over the world, showcasing and selling their collections that are representative of the materials and creativity that constitute the strengths of our apparel industry. A look at their creations will help to understand what we have been telling: it is possible to be well dressed and feel comfy at the same time.

Brands under this internationalization process include garments made with luxury fibers of Peruvian origin such as alpaca, vicuña and Pima cotton. Besides the care paid to detail (color, texture, finishing), designs are amazingly attractive. It is worth mentioning that good taste is another of our strengths.

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Furthermore, the production of these companies is widely diversified. From the touch of distinction applied to shawls, sweaters and coats that are ideal for the city, to the T-shirts with incredible printings and pants that are perfect for outdoor sports. And let us not forget the delicacy that kids and baby clothes made in Peru have.





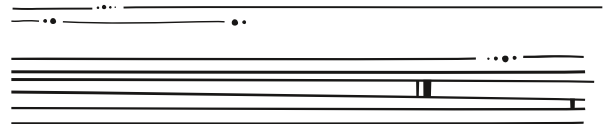


Cotton fiber garments

Knitted cotton garments are the main specialization of the Peruvian apparel industry. Pima cotton is ideal to create and make comfortable, eye-catching and modern pieces. Its great softness is consequence of its length and fineness, which also provides fabrics with lustrousness and freshness. Tangüis cotton presents a high capacity of dye absorption, a perfect attribute for printing.

Iconic international brands, especially those oriented to the urban and youth segments which are the most demanding in terms of fashion trends, are already manufacturing their collections in Peruvian companies. Other highly specialized market segments have also been conquered – such as the infantile.

A sample of these brands includes Armani Exchange, Lacoste, Hugo Boss, Perry Ellis, Nautica, Abercrombie & Fitch, Adidas, Polo Ralph Lauren, Fila, DKNY, Claiborne, Gap, Gant, Calvin Klein, Izod, Edun, Tommy Hilfiger, American Eagle, Ashworth, La Martina, Zara, Massimo Dutti, The North Face, El Corte Inglés, Palacio del Hierro, Desigual, Custo Barcelona, Marc Jacobs and Petit Bateau.









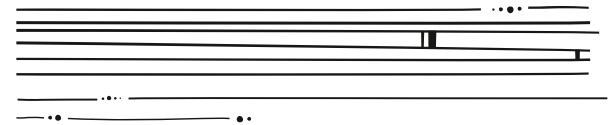


Printing

Today, it is not necessary to wear a psychedelic printing to feel chic. What catches the eye has to do with the eclectic: a daring message or a cultural symbol, as well as drawings and motifs whose interpretation depends solely and exclusively on who is wearing them in their clothes.

Garment printing is the new specialty of Peruvian manufacturers. And as it happens with any activity related to clothing, they are doing it really well. Certainly, cotton versatility is highly useful, but as we have stated before, the key factor is the ability of our designers to transform a piece of apparel into a work of art.

Fabrics, T-shirts and polo shirts, skirts and trousers, or any other garment or accessory, the imagination of Peruvian printers surpasses the expectations of the most exigent client. It is enough to tell them what we want and they will exactly know how to do it.











Accessories

Silver jewelry

The Incas believed that the Moon cried silver tears. That is why this metal was exclusive to dignitaries and priests. Ever since that epoch, Peru is renowned worldwide for the superb use of silver. The pieces that artisans and jewelers make combine talent with technique and original designing that are nurtured by the past but that at the same time are distinctively current.

It is worth pointing out that besides jewelry (enhanced with applications of precious and semi-precious stones), the Peruvian silver industry offers an inimitable variety of utilitarian pieces and ornaments of extraordinary value.

Footwear and leather

The leather industry continues perfecting in Peru thanks to the growing foreign demand for shoes, handbags, belts and other clothing complements. We all are aware that without them, the look would be incomplete and that is why they cannot be left aside.

Companies have acquired a noticeable technological development which allows them to fulfill the international standards of added value. The supply is varied and innovative, and its main strength is the skillfulness applied in its making. The manufacturing of fabric footwear is another Peruvian specialty.



Institutional support

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**International promotion
and development**

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Perú Moda

This fair is a key display case of Peruvian fashion and promotes the establishment of contacts between domestic manufacturers with main importers from all over the world. This yearly event has been especially planned to exhibit the wide array of business opportunities offered by the national production of garments, footwear, accessories and jewelry.

Besides the exhibition, the fair also organizes contests and conferences by international designers. The number of exhibitors and buyers is growing steadily, and so is the amount of deals reached. For instance, the 2011 edition gathered eight thousand visitors and representatives of international brands, among them 130 from the United States and 80 from Brazil, a market that has become the new enthusiastic importer of clothes made in Peru.

Perú Moda is organized by PROMPERÚ with the support of the Ministry of Foreign Trade and Tourism (MINCETUR) and the most important associations of Peruvian manufacturers and exporters.

Young Creators to the World

It is the main contest held in Perú Moda for it gathers together designers from all over the country who have not had the opportunity to show their collections but possess the required talent to conquer the world. Winners get to do internships in renowned fashion houses and apparel companies in Europe, thus giving them the chance to deepen their knowledge and to exchange experience.

Prizes also include state-of-the-art machinery and equipment, for the starting up of a clothing business has to be held up by the adequate technical support. The contest comprises two categories: cotton attire and alpaca attire.



Fair Trade

The project Buenas Prácticas de Comercio Justo – Good Practices on Fair Trade – is being implemented by PROMPERÚ with the support of the Latin American Development Bank (CAF) and the Italian institutions Consorcio B&C and Alltromercado. Its main purpose is to prompt in the participating companies the adoption of practices that allow them to expand their commercial networks and also to promote changes in the commercial structures in order to contribute with the development and sustainability of the less-favored links of their value chain, which in this case are the producers of raw materials.

More than 60 Peruvian companies are taking part in the project. The ones that are selected to showcase their creations in a special stand at Perú Moda are those that are found to have a higher level of application of fair trade principles. Given that corporate social responsibility is key to international success, it is expected that the number of participants in the program continues to grow and that the benefits of apparel export reach out to more people in the country.



Exporta Perú

Exporta Perú: Buenas Prácticas de Mercadeo y Manufacturas (BPMM) – Good Practices on Marketing and Manufacturing – is another initiative created by PROMPERÚ. It is aimed to implement systems of management quality in medium and small sized businesses in order to allow them the development of a more competitive administration as well as a better use of the opportunities being offered by the international market.

The companies that have joined this program are now in the capacity of manufacturing in accordance with the needs and expectations of their foreign clients. It is worth mentioning that a quality certification like BPMM provides an additional advantage for it builds the confidence of buyers on their suppliers' ability of making high-quality apparel, thus generating a permanent and sustainable exporting experience.







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You Too

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