

ZOOM

BY FATEX

Fashion manufacturing

20. 21.22 Sept. 2011

Paris Nord Villepinte - Hall 2

PRESS KIT



CONTENT

The show continues to grow	p3
The Premiere Vision Pluriel evening and party trail	p3
Market news	p6
Focus - The new exhibitors taking part	p6
Zoom by Fatex exhibition	p7
Madagascar textile conference	p8

ZOOM

BY FATEX

The industry event dedicated to garment manufacturing in Europe, the Mediterranean region and the Indian Ocean

Contacts :

Agnès Etame-Yescot : +33 (0)1 47 56 32 32 - aetame-yescot@eurovet.fr

Frédéric Pellerin : +33 (0)1 40 22 63 19 - fpellerin@re-active.fr

Next meeting
14.15.16 February 2012
Paris Nord Villepinte

The 7th session of ZOOM by Fatex, the industry event dedicated entirely to fashion manufacturing (ready-to-wear men's, women's and children's fashions, accessories and services) with the focus on **local suppliers** and **quality**, will take place from **20 to 22 September 2011** at the **Paris Nord Villepinte exhibition centre** as part of "Première Vision Pluriel".

THE SHOW CONTINUES TO GROW

With a 13% rise in the number of new exhibitors and a 20% increase in exhibition space, the show constantly attracts new participants and new expertise. Two additional countries, Albania and Moldavia, are joining ZOOM's hand-picked exhibitors, making a total of 13 countries showcasing their manufacturing capabilities for both the mass retail and the luxury and designer markets. Morocco, Tunisia and Romania are still the countries with the strongest representation at the show, followed by France and Portugal.

In response to demand from contractors, this season will see the debut of a specific exhibition area devoted to leather and accessories manufacturing, a sector that is still booming, particularly in the luxury market.

In the first half of 2011, sales of accessories (excluding shoes) grew steadily, averaging 4.9 %, mainly thanks to distance selling (+16.2 %) and hyper/supermarket sales (+15.5 %).

Shoe sales remained steady in the first half of the year with an average increase of 4% in retail sales.

All the channels recorded sales increases: distance selling (+19.1 %), hyper/supermarkets (+11.1 %), city centre shoe chains (+5.6 %) clothing chains (+5.5 %) and mass-market shoe retailers (+4.7 %).

Source IFM

THE PREMIERE VISION PLURIEL



« EVENING AND PARTY » TRAIL

Brings together 14 ZOOM exhibitors, manufacturers of luxury evening and bridal gowns, with appropriate signage. Participate in trail: ACC- JB (F), ATELIER D'ARIANE (F), CABILUX/MOSAIC (MA), CONFETEX ALBO/ ATELIANE (MA), EDMUNDAS & PARTNERS (LT), ESCURIAL (RO), KATTY FASHION (RO), LCM TEXTILE (MA), LECARPENTIER (F), LG COUTURE (F), LGP (F), MODE STUDIO FÈS (MA), PROXIMA MODA (RO) et VENT DES MODE (F).

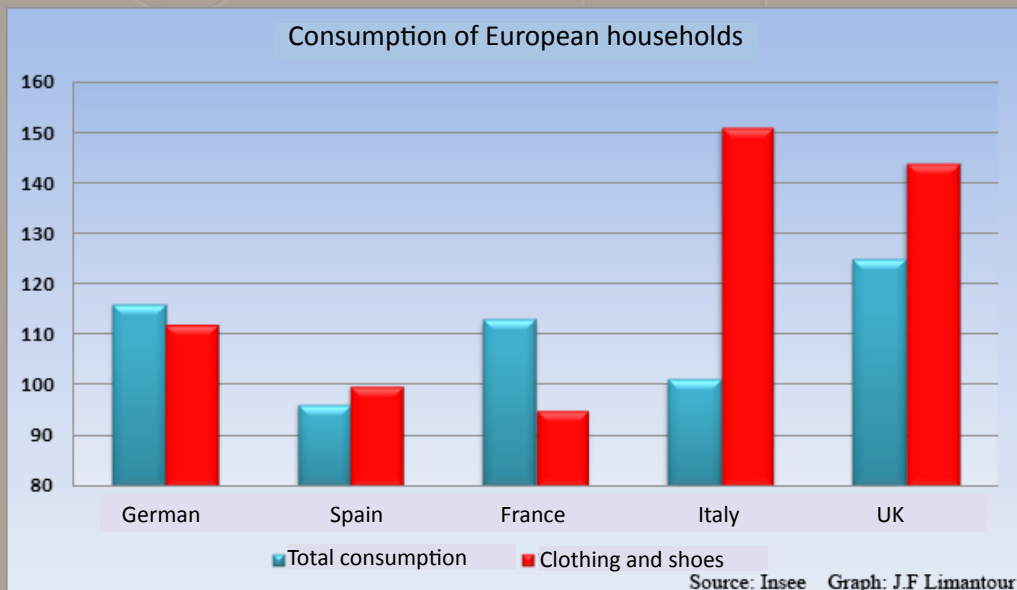
The ZOOM exhibition "The Couture Generation: a Diary of French Fashion Design" offers a visual backdrop to this quality trail.

MARKET NEWS

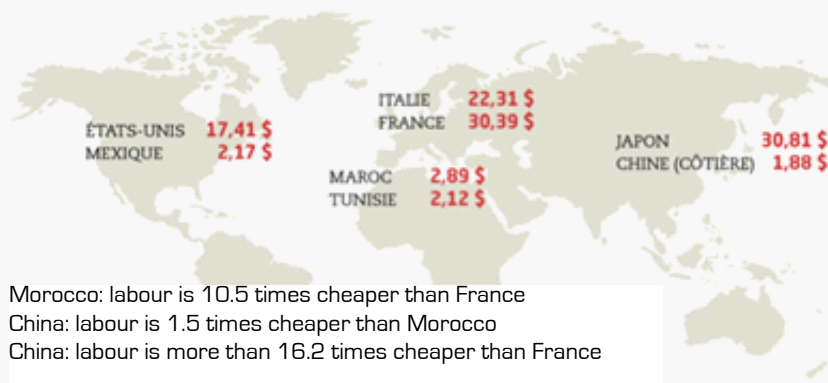
After a relatively satisfactory season but disappointing revenues from the sales period, consumption of textiles and clothing remains unpredictable given the threat of recession hanging over the western economy. This upcoming season will see the rise in labour costs impact more on prices than the increasing cost of raw materials. While the cost per minute rose as much in the Mediterranean region as in China, it actually affected the level of European imports only marginally, although one might think that in a period of recession, this factor could impact on consumption. The yo-yoing price of cotton should in fact affect prices less than feared.

Clothing consumption in France seems lower than that of its European neighbours and the drastic new measures to reduce the deficit in France and other European countries is likely to impact on household budgets.

Less quantity, more quality is a message that could, in the future, encourage the shift of production to the European and Mediterranean region.



**THE WIDE DIFFERENTIAL IN LABOUR COSTS
WITHIN THE TEXTILE INDUSTRY
HOURLY WAGES (IN US\$) IN THE TEXTILE INDUSTRY**



R3ilab S_e Scénarii2020

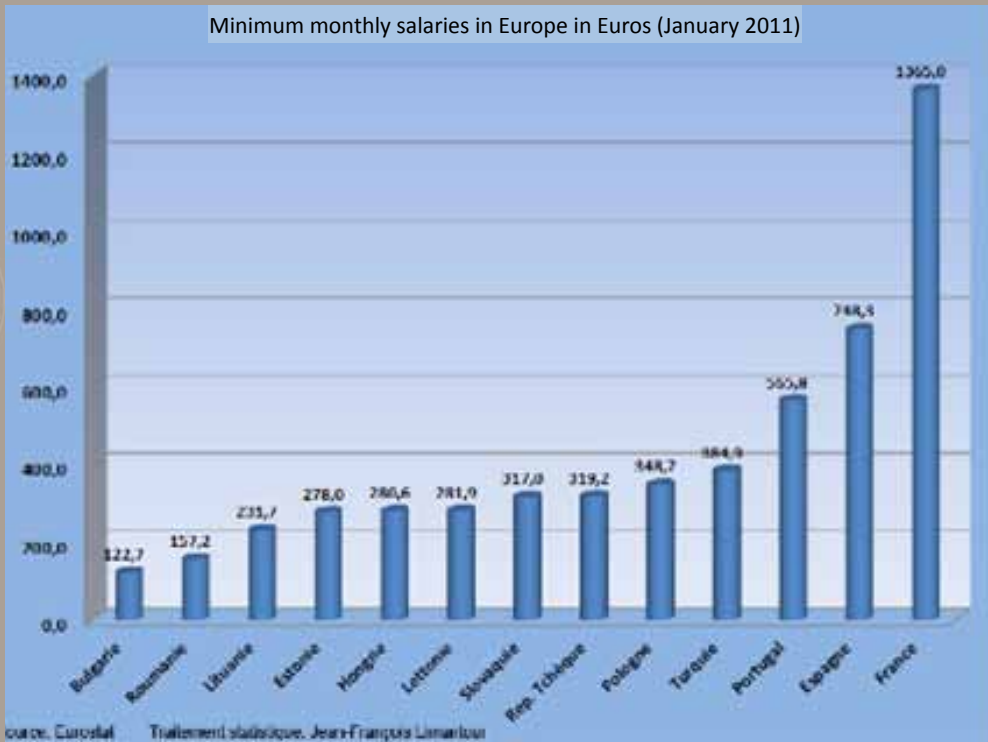
Source : Winter 2008

The Moroccan press reports that the government raised the minimum wage by 10% on 1st July 2011, and will do so by a further 5% on 1st January 2012.

The minimum hourly rate is now 11.43 dirhams, i.e. €1/hour, which will go up to 12 dirhams, i.e. €1.05, in January 2012.

In Tunisia, the minimum monthly wage (based on a 48-hour week) is currently 272,480 dinars, i.e. 1.31 dinars/hour (0.66 euro) and the minimum professional wage set by the collective textiles-clothing industry agreement is 290,436 dinars (based on a 48-hour week), i.e. €0.70/hour.

TUNISIAN TEXTILE INTELLIGENCE GROUP



Eurostat has published a summary of minimum monthly salary figures in the Eastern European EU member states. These are gross salaries (before tax and national insurance deductions) and based on the working week in each of the countries surveyed.

The two member states with the lowest salaries, Bulgaria and Romania, have very low minimum wages, around ten times lower than France, which largely explains why they remain major producers of clothing for the European markets.

The minimum monthly salary for Turkey, included here for the purposes of comparison, is much higher than that of Eastern European member states, but Turkey is still the EU's second supplier after China.



Source Textile Business News

The new exhibitors taking part

ALBANIA

- DONIANNA – ADELCHI
Shoes and accessories for chains.

MOROCCO

- CIB GROUP
Small items and lingerie for men, women and children. Cut-and-sew knitwear integrating transfers, embroidery, silk screen printing, dyeing and treatment, for chains and central purchasing departments.
- FIRST CONTROL
Men's and women's shirts for private labels, chain and department stores. Embroidery and silk-screen printing.
- PANTCO
Specialist in smart trousers, casual and sportswear.
- TEXTIFOR
Men's and children's shirts for chains and hyper/supermarkets, designing.

MOLDAVIA

- ODEMA CLOSED JSC
Ready-to-wear manufacturers for European men's, women's and children's luxury labels. This company, which celebrated its 65th birthday in 2010, can also produce leather goods and lingerie with a style consultancy.
- INTERCENTRE LUX
Production of sleeved items for the luxury market with an own-collection and technical development offer.
- MOBILE SRL
Women's ready-to-wear specialising in technical solutions for gauzy and delicate fabrics.
- ARTIZANA JSC
Specialists in the manufacture of luxury sleeved garments.

PORTUGAL

- AJ GONÇALVES
Specialists in footwear for major European retail chains.
- POSOLIS
Style consultancy and manufacturer for private labels and chains. Specialising in T-shirts.

ROMANIA

- BIANCOSPINO
Style consultancy and manufacturer of luxury men's and women's sleeved garments and trousers for upscale and luxury retail chains.
- NEW STAR GENERATION
Manufacturer of leather goods and shoes for European and Asian chain stores' own labels.
- ELSIMA CONF
Luxury women's ready-to-wear and designer with design consultancy, washing, button covering and application of jewels.
- PROXIMA MODA
Manufacture of men's, women's and children's ready-to-wear knitwear for retail chains.
- SAMRIC
Subcontracting for wholesalers and manufacturers of men's ready-to-wear, specialising in suits.
- ARTPEL
Manufacturer of bags for the luxury and wholesale sectors and central purchasing departments.
- ESCURIAL
Manufacturer of evening and bridal gowns.
- BD INTERNATIONAL
Manufacturers of men's, women's and children's shirts.

TUNISIA

- CHRISTINE CONFECTION
Integrated production of all men's, women's and children's ready-to-wear clothing. Sleeved garments made from 100% European fabrics.
- DONIA /MANUFACTURE ITALO-TUNISIENNE DE CONFECTION
Specialist in the manufacture of dresses and tops, including silk-screen printing, embroidery and dyeing.
- MARION CONFECTION
Women's ready-to-wear, with the capacity to meet the major retail chains' need for responsiveness and competitive pricing.

TURKEY

- PILI TEKIL
Luxury garments for wholesalers, retailers, and upscale labels specialising in men's shirts.

ZOOM BY FATEX EXHIBITION

THE COUTURE GENERATION: A DIARY OF FRENCH FASHION DESIGN

Fashion blogger and photojournalist Hervé Dewintre has lovingly photographed and compiled a "diary" of catwalk shows by 10 up-and-coming couture designers. These snapshots of behind-the-scenes work are a tribute to the passion of young fashion designers and French couture skills. Designers from all over the world promoted by Fashion festivals such as those of Hyères and Dinard and graduates of the top European fashion schools, they have opted to establish themselves in France. Artistic experimentation, a love for tailoring, exceptional skill and traditional craftsmanship - Paris is hosting a new generation of international designers in a unique atmosphere that stimulates the emergence of a genuine new concept of luxury. Talents that have already gained recognition and that are capable of seducing the world of fashion and the consumer, they are seeking co-branding opportunities with the movers and shakers of tomorrow's fashion industry who'll be at Zoom by Fatex.

The show organisers would like to thank ALEXANDRE VAUTHIER, ALEXIS MABILLE, ANNE-VALERIE HASH, CHRISTOPHE JOSSE, GUSTAVO LINS, JULIEN FOURNIER, MAISON RABI KEIROUZ, MAXIME SIMOENS, ON AURA TOUT VU, STEPHANE ROLLAND.



Our thanks also to Maisons de Mode and Sarah Lespagnol, the talented designer from Ysterike, who has designed the hostess outfits in association with Caudry embroideries and the Lucien Casez establishment.

— MADAGASCAR TEXTILE CONFERENCE —



21 september – 11:00 ZOOM VIP Lounge

Madagascar's manufacturing know-how and business solutions in the spotlight.

Madagascar has been sending a sizeable contingent of loyal exhibitors to recent sessions of the show. At 11:00 on 21 September, in the VIP Lounge, Zoom by Fatex will be presenting an overview of Madagascar's garment manufacturing and accessories expertise for the mens' womens' and childrenswear markets, and highlighting the business opportunities the island offers.

Programme :

- Presentation of Capdev (the Franco-Madagascar Chamber of Commerce and Industry skills transfer programme): M. Sakaizana
- Diversification of supply sources: C. Carlotti: IFM
- Latest developments in the global Textile-Clothing market: R. Zacaropoulos
- Presentation of Madagascan textiles and TMG: B. Iserentant
- The complementary nature of TMG products: O. Cua

Contact : irodriguez@eurovet.fr or shercberg@eurovet.fr

NEXT MEETING
14.15.16 February 2012
Paris Nord Villepinte