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PRESS RELEASE

Women's wear dominates as the 43 IIGF winds up

New Delhi, July 17 – Women's wear dominated as the 43rd India International Garment Fair (IIGF) wound up today on an upbeat note with brisk visits by buyers from over 20 focus countries identified by the Apparel Export Promotion Council (AEPC).

Fashion accessories and tunics evoked positive response with several buyers discussing changes in designs and applications.

“There is great variety here and the balance of modern and traditional applications make this category interesting for international audience,” said Mr Orom Ezra from Israel who sources scarves, belts, jewellery and other fashion accessories from India.

Ms Karen Hutchings, director of Goose Island from Britain who supplies women's wear and fashion accessories to more than a thousand stores, was happy with the array of products. “I found many interesting pieces and prints are very unique in India.”

Mr Phillipe Rosanel from Springway SA in France said Indian exporters need to work on innovation and focus on new designs, cuts, treatments and finishes for a better product. Ms Kamal Setiya of CE Fashions added that India needs to think beyond cotton and expand the product basket with polyester garments.

For supply chain facilitators like STR, the IIGF presented an opportunity to meet industry representatives and offer personalised service. Mr Russ Childrey, vice-president for the company's client services and development division, said: “India is an important market as our clients are finding suppliers in the country meeting all parameters of

stringent requirements as set by international retail businesses – be it delivery, quality, compliance or environmental awareness.”

Among those who visited the fair today included minister of state for surface transport Mahadeo Singh Khandela, joint secretary at the ministry of textiles J.N. Singh, secretary general at the Federation of Indian Export Organisations (FIEO) G.P. Upadhyay.

Garment importers from 21 focus countries identified by the AEPC came in large numbers during the 43rd IIGF. They included delegations from Japan, France, Kazakhstan, Uruguay and Belarus besides those from Mexico, Brazil, Colombia, Spain, Uzbekistan, China and Thailand, organisers said.

A total of 556 buyers and 347 buying agents visited the 43rd IIGF which displayed spring and summer collections for 2010.

The IIGF is organised by the International Garment Fair Association (IGFA), the Apparel Export Promotion Council (AEPC), the Garment Exporters Association (GEA), the Clothing Manufacturers Association of India (CMAI), the Apparel Exporters and Manufacturers Association (AEMA) and the Apparel and Handloom Exporters Association (AHEA).

The products on display include casual wear and city wear, high fashion and occasional wear, lingerie, specialty garments, sportswear besides accessories and fashion jewellery.

India exports apparel worth 10 billion dollars in a year. The AEPC has over 8,000 small, medium and large exporters as its members.