

COMPETITOR ANALYSIS...

KEY CUSTOMERS IN THE SECTOR

The key customers for clothing and jewelry are trading/importers wholesalers and retailers (eg department stores and boutiques).

CURRENT MARKETING TRENDS

Clothing and jewelry products for the Singapore market are usually marketed through trading houses (eg : Bata, FJ Benjamin, Melwani) or sold directly to retailers (eg : CK Tang, Metro, Yaohan).

Marketing is also done through trade missions sponsored by the TDB and exhibits like the Fashion Connection which is organized by the Association and Society of Designing Arts and sponsored by the Economic Development Board (EDB) and the TDB.

Retailers engage in direct advertising in newspaper, television and magazines. Fashion shows are regular features in shopping malls and in association with dining establishments as a means of promotion labels and retail outlets.

