

BACKGROUND

DIRECTIONAL EMPHASIS OF SECTOR

The Singapore government is extremely interested in developing Singapore into a business center for the fashion and jewelry industry. This development includes both production and trading activities with particular emphasis on the export promotion of local brands and labels.

The Trade Development Board (TDB) is a national trade promotion agency which aids in the development of the country's international trade. Its objective is to develop Singapore into an international hub for all forms of trading activities. The EDB therefore is encouraging both local and foreign companies to use Singapore as a trading base for all types of activities including fashion and jewelry. Today, several large international trading houses such as Dodwell Singapore, JC Penny Purchasing Company, Liz Claiborne International and K Mart Singapore have set up operations in Singapore.

In addition, TDB also promotes Singapore's exports of fashion and jewelry through its network of overseas trade offices and the organization of international exhibitions for Singapore companies.

The Textile and Garment Association of Singapore (TGAS) is the national organization of the textile and garment industry. Its membership of 277 represents almost 90% of the labor force and capital investment in the industry. Through the efforts of both the TDB and the TGAS, Singapore's domestic exports of garments have grown by 27% in the last 4 years from S\$877 million in 1985 to S\$1,18 million in 1988.

Today, locally produced garments are exported globally and particularly to international fashion centers. A wide range of these products are manufactured under contract for designers such as Calvin Klein, Yves Saint-Laurent, Cacharel, Liz Claiborne, Perry Ellis, Givenchy, and Christian Dior. International fashion houses and mail order houses in the US and Europe like Sears Roebuck, Macys, Harrods and Quelle also use Singapore as a manufacturing center for their house-brand garments. Furthermore, silk and batik clothing and garments ranging from fashion wear, t-shirts, jeans and others are also steadily making inroads into countries all over the world.

Likewise, in the jewelry industry, exports have been growing steadily. Between 1985 and 1988, growth was up by 30% from S\$112 million to S\$247 million.

ECONOMIC OVERVIEW

The market for fashion in Singapore includes clothing and apparel (eg : outer garments and undergarments for men, women and children) and other clothing accessories (eg : scarves, stockings). The jewelry market includes imitation jewelry, precious metals' jewelry and semi-precious stones.

The demand for fashion and jewelry in Singapore is largely affected by factors such as the private domestic expenditure patterns of the population and the number of tourist arrivals.