

BACKGROUND ...

CURRENT SITUATION ...

IMPORTS OF JEWELRY BY PRODUCT CATEGORY - 1988

	Value S\$Million	% Total	Growth (1985-1988)	Major Country Supplier
Imitation earrings, necklaces & neck chains	*30	31	28	Hongkong - 16%
Other imitation jewelry	6	6	28	Hongkong - 44%
Jewelry of precious & rolled precious metal	50	51	8	Italy - 32%
Gold & silversmiths wares of precious or rolled precious metal	3	3	7	Hongkong - 29%
Articles containing pearl precious or semi-precious stones	6	6	25	China - 45%
Other articles of precious or rolled precious metal	3	3	10	Canada - 56%
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	98	100		

Source : Singapore Trade Statistics

FUTURE TRENDS

Despite the limited size of the domestic market (S\$921m in 1987), market opportunities are available to suppliers of fashion and jewelry products.

Demand for fashion and jewelry is expected to increase because of the growing affluence of the population as well as the projected increases in tourist arrivals.

Potential growth areas are in casual clothing for men, ladies and children. This is because, in general, Singaporeans prefer subdued, casual and practical clothing.

Furthermore, it should be noted that the Singapore market is quite choosy and may require new collections every month.

Another growth area in designer children's wear : Imported labels in Singapore include Osh Kosh (US), Mickey House (Japan), and French Absorba. In order to tap this market, Fluire and Co and apparel concepts which carry Mickey House and French Absorba are investing S\$100,000-S\$500,000 on promoting these brands.

Whereas historically most clothing and apparel was imported, there is now a growing potential for selling locally produced labels.

In the production aspect, because of the current labor shortage, most local manufacturers of clothing will be upgrading their equipment as well as investing in automation.