

- *Estimated size of apparel market in Canadian dollars for men, women and children's clothes.*

CDN\$ 475 MILLION

Total imports of apparel products into Colombia for the years 1990 and 1991, based on a FOB value, are as follows:

1990 - CDN\$ 30,000

1991 - CDN\$ 129,000

- *Description of opportunities that exist (including market size in Canadian dollars) for menswear, womenswear and childrenswear, (e.g. cold weather clothing, jeans, high-end fashions, etc.).*

There are market opportunities, especially for moderately priced apparel, all year round, provided it is competitive with domestic manufacturing. Fashion outerwear and women's dresses are of particular interest. High style fashion and luxury products are limited to a few stores in major cities. Importers generally buy in Europe and the United States.

- *The importance of designer brand names versus private labels.*

Apparel of designer brands is very much appreciated, especially by women but, due to its high price, it is outsold by private labels.

- *Where do buyers get their knowledge of fashion trends. Which style magazines are the most influential.*

Foreign European and North American magazines.

- *Seasonality (please indicate if requirements are for spring, summer, fall or winter apparel).*

There is a market for all seasons, all year round, provided above points of climate, economic strata, etc. are considered.