

## **MANUFACTURER'S STORES AND BOUTIQUES**

Manufacturer's brand-name stores sell only garments produced or imported by the parent firm. These stores give apparel producers closer contact with the market and better margins. In addition, manufacturers can present their products in a more sophisticated manner. They consider this important because some retailers have been slow to respond to new demands from more fashion-conscious consumers. Some examples of brand-name stores are provided below.

### **HIGH LIFE**

*High Life* is the retail outlet owned by the *Grupo GFT*, licensor for Giorgio Armani and others, and owner of the high-end suit manufacturer *Confitalia*.

### **JULIO**

*Julio* is the trade name for a chain of 11 stores that sell garments imported or manufactured by *Proyecciones de la Moda*. *Julio* also distributes this label to major department stores such as *El Palacio de Hierro* and *El Puerto de Liverpool*.

### **VITOS AND ESCORPIÓN**

*Vitos* and *Escorpión* are brand names of *Grupo ALSA*. These labels are sold through 33 company-owned boutiques, as well as through 950 retailers throughout Mexico. The company's target is middle-income customers. Sales in 1992 were US \$24 million with total production of about one million garments. In addition to its own manufacturing, the company imports garments for these trademarks. It has also begun an export program for the U.S., Canada and South America.

### **MODEM**

*Modem* is a chain of children's boutiques with 12 stores in the Mexico City area. It is owned by *Manufacturas Yedid* which makes its products in Mexico using imported fabrics. Its customers are in the medium- to upper-market and it competes directly with imported children's clothing.