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SHERATON GRAND  
BENGALURU, INDIA

APPAREL  
SOURCING  
WEEK | 2020



INDIA'S PREMIER SOURCING SHOW

# APPAREL SOURCING WEEK | 2020



## 3-DAYS INTERNATIONAL APPAREL SOURCING SHOW

### India has the wherewithal to host an international show

A platform curated on the three pillars of opportunity, knowledge and inspiration, ASW invites sourcing specialists from India and around the world, offering them an opportunity to evaluate top global garment manufacturers, hand-picked for their focus on creativity, quality, delivery commitments and compliance to social obligations.

Till ASW '19, India did not have an international sourcing event that covers the needs of major retail markets, including India. This is despite India being the third largest fashion exporter with a huge and growing fashion retail market.

Open economy, vibrant culture and political stability with English as an official language has in the past made India an ideal choice for setting up of operations by international brands and retailers for their sourcing needs from south-east Asia.

Now, the country is also an exciting marketplace and after the enthusiastic response at the first edition of ASW, the event needs to grow bigger to become the 'to-be-place' for sourcing of diverse market needs, from across the world.

### India has established itself as Sourcing Base for International Buyers

1500 big and small international brands have already established offices in India or are working through their offices with agents in India and other countries.

International buyers and manufacturers from all major consumption centres and manufacturing destinations frequently visit the country to create collections and source fabric, yarns and other fashion accessories.

Indians are everywhere, working with all international retailers and brands across the region and they are comfortable to handle sourcing of the entire south-east Asia working from here.

### India is also an Emerging Fashion Consumption Market

The current fashion retail market, which is worth US \$ 50 billion today, is projected to grow at a promising CAGR of 9.7 per cent to reach US \$ 115 billion by 2026.

More than 100 International brands and retailers have entered the Indian market in the past 5 years.

200 local brands and retailers with 100+ Stores & 300+ Brands & Retailers with 30+ Stores; all are on an expansion spree.

E-commerce is bridging the consumer divide between the metros and Tier-2 & Tier-3 cities. Large number of well-established home-grown e-commerce platforms like Flipkart, Myntra, Tata Cliq, beside numerous start-ups are looking for manufacturing partners. Even international e-commerce giants like Amazon and ASOS have strong operations in India.



# APPAREL SOURCING WEEK | 2020



## SOURCING EVENT: THAT IT WILL BE!

### 3-Days Show promises more sourcing opportunities

*The show will cover 2 weekdays and a weekend so that visitors can comfortably attend it.*

The second edition of the event – to be hosted in Bengaluru in February 2020 – will be in line with the vision to develop Apparel Sourcing Week as a Go-To Sourcing Platform for all retailers and brands looking for premium manufacturers from around the world. **The show will open its doors to 100 manufacturers from India, Bangladesh, Vietnam, Sri Lanka, Myanmar and China.** ASW 2020 will encompass the luxury manufacturers from these destinations that are into high value apparel, in addition to mass producers of fashion.

The visitation of the event will also be extended beyond Indian and international retailers/brands working in Indian market to include buyers from traditional markets like USA and Europe, as also the non-traditional markets like China, Japan and Australia where we believe lies the future.

**100 MANUFACTURERS FROM INDIA, BANGLADESH, VIETNAM, SRI LANKA, CHINA, INDONESIA, NEPAL & MYANMAR** will participate and present a diverse portfolio of products such as lingerie, denim, shirts, trousers, sweaters and jackets. The companies that exhibited in ASW 2019 saw some of the pioneering names participate like Standard Group, Pacific Jeans, Epic Group, Bando Designs, Giant Group, Pratibha Syntex, Well Group, Anowara, Armana to name a few.

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**50 MANUFACTURERS/SUPPLIERS OF FABRIC AND ACCESSORIES WILL DISPLAY LATEST COLLECTIONS** for the Visitors and Exhibitors to visualize and plan future assortments. Understanding that buying teams are always on the lookout for new ideas, a special section is being developed for showcasing the latest developments in fabric and accessories.

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**VISITATION OF 10000+ BRANDS & RETAILERS** – An international buyer's program has specially been created to invite and host 200 international buyer delegates. These buyers will be accorded special privileges and will be made to visit all the manufacturers. The buying delegates will be from all leading national and international bricks-and-mortar retail chain stores and e-commerce platforms.

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**NETWORKING OPPORTUNITIES** – The multiple networking platforms will ensure to bring together the decision makers from the Indian and international retail industry to wine and dine with the top manufacturers from Asia. It is a fact that the best businesses happen when people meet informally as it allows people to build relationship of mutual trust which comes from better understanding.

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# APPAREL SOURCING WEEK | 2020



## LEARN MORE TO EARN MORE

Although retail is the prime industry segment, the downside has been the fast changing consumer preferences, which keep the brands and retailers always on their toes to know what will sell, to whom, at what price point and where to source from... Today, retail is the fastest growing business opportunity in India, challenging entrepreneurs to constantly re-look at the evolving matrix. Being updated is the only way to survive. ASW 2020 will play a major role in bringing forth new directions and initiating dialogue for the future. Entrepreneurs and brands will be inspired at the 3-day event with many knowledge and business platforms with special focus on intense debate and thought-provoking discussions on the various aspects of the retail industry.

### 6 SEMINARS, 6 WORKSHOPS, 4 OPEN HOUSE DISCUSSIONS

The focus on knowledge dissemination at ASW '20 will continue through stimulating debates and thought-provoking forums encapsulating new and current topics and bigger panel of experts.

### ACCELERATOR PROGRAM FOR 'START-UPS'

ASW 2020 will be a great opportunity for fashion start-ups to make healthy and strong business relationships with renowned and established international fashion enterprises and accelerate their journey in the segment they are dealing with.

### UNWIND YOURSELF AFTER A DAY OF INTENSE INTERACTION

After such long hours of work, it is necessary to unwind with peers and colleagues. ASW 2020 offers you many options from the following to de-stress:

- Golf Tournament (Lunch will be provided)
- Post Event Retail Tour
- Shopping Tour
- Wine Tasting Tour to Vineyard
- Fashion & Awards Show
- Yoga & Meditation classes on all three days



# APPAREL SOURCING WEEK | 2020

## BUSINESS OPPORTUNITIES AT ASW '20

ASW '20 will be much more extensive and interactive with 100 exhibitors having a larger and more diversified product portfolio. It will be an opportune time and place to meet and negotiate deals with not only decision makers of Indian retailers and brands but also the international retailers and brands. An additional 50 companies from fabric and accessories will complete the value chain like never before.

### Exhibitor Profile at ASW 2020

**Apparel manufacturers** from south-east Asian Countries - **Bangladesh, China, Vietnam, India** and **Sri Lanka**

**Compliant factories** with capability and capacities to do big and small runs for **various type of buyers**

Select manufacturers of **Luxury products** in fashion from **Asian Countries**

Large diversity in product categories including **ladieswear, kidswear, denims, formal & casual suits, sportswear, jackets, lingerie, swimwear, sweaters, sustainable** garments to name a few

Manufacturers and suppliers of **fashion fabrics** and **accessories**

### Visitor profile at ASW 2020

**CEOs, Designers & Sourcing heads** of Indian Retailers and brands

**Sourcing Teams** from International Brands & Retailers from **USA, UK, Europe, Australia** and **Japan**

**Buying Houses** present in the **South East Asia** representing and sourcing for global brands and retailers.

**Wholesalers & Importers** from around the world looking at importing products from **south-east Asia**.

**Manufacturers** from the region who are looking for collaborations with other manufacturers to **present complete product package** to their **buyers**

# APPAREL SOURCING WEEK | 2020

## WHY APPAREL RESOURCES

### Apparel Resources is the Right Company to create the Sourcing Platform

- Apparel Resources is committed to representing manufacturers in their endeavors to expand market and explore new opportunities. Its past endeavours are testimony to the fact.
- Apparel Resources, the parent company of Apparel Sourcing Week, has a strong presence in the apparel & textile manufacturing and retail industry in India, Bangladesh & Vietnam.
- Apparel Resources is very well known for its benchmark publications – Apparel Online India, Apparel Online Bangladesh, Apparel Online Vietnam, StitchWorld and Resource Guide in India, Bangladesh & Vietnam. These publications, respected for their content and analysis, have been around in the industry for a very long time... over 25 years, supporting, guiding and standing by garment exporters and the retail industry in good and difficult times.
- Through its magazines the company is at ground zero of the sourcing and manufacturing destinations and understands their needs.
- Apparel Resources as the voice of the industry has represented the industry at many international and National forums making sure that they are heard.
- In the last 25 years, AR has held many significant seminars and workshops that have been highly appreciated by the industry. With the ASW 19, held at ITC Gardenia in Bengaluru, the benchmark has been set very high. And ASW20 will have many more surprises in store for the Exhibitors and Visitors.



# APPAREL SOURCING WEEK | 2020



## Fabrics and Garment Accessories

### The new section adds an Edge to sourcing at ASW 2020

Apparel Sourcing Week, India's premier garment sourcing show with special focus on Indian retail, is now expanding to include fabric and garment accessories' manufacturers, and suppliers from the region, in a specially created section within the show.

Having a strong understanding that garment sourcing is not complete unless it is backed by the strong support of fabric mills and accessory suppliers, ASW '20 has taken on the challenge to bring to the show chosen few innovative companies in the segment which understand trends and are compliant as well as sustainable.

To accentuate the fabrics and trims display and emphasis on their importance in the textile value chain, the floor plan for this segment has also been designed in a unique open booth style to enhance visibility from all sides.

The visitors will enjoy the experience of being able to touch and feel the material which is important in the garment industry. For buying teams, the opportunity to see future trends in fabric and accessories along with garments will help build the collections faster.

50 companies will showcase fabric and trims that are all about sustainability and brilliance. Over 10,000 visitors from the national and international retailers and brands that will visit the show are the potential customers. In addition, the 100 garment manufacturers that are exhibiting at the show will also visit the section, all of whom are the target audience of fabric and trim players.

The exhibitors will present manufacturing strengths of Indonesia, Sri Lanka, Vietnam and China as well as Bangladesh, India and Hong Kong. These countries together represent the major sourcing hubs of Asia, covering almost all product categories in the apparel fashion supply chain – trousers, shirts, sweaters, ladies' fashionwear, lingerie & swimwear, jackets, suits, athleisure & sportswear, denim, kids wear and much more.

## Fabric & Garment Accessories in line with Latest Trends

The 50 companies showcasing fabric and trims at ASW '20 will present their latest collections. The product profile of these companies will include fabric in a variety of cotton, man-made and sustainable fabrics in numerous blends and compositions, striking the balance between man-made and natural. Apart from earthy neutral tones for sustainability, vibrant colours, glamorous value addition techniques such as sequins and metallics along with busy prints and brilliant solids will be the top choices to keep ostentatious fashion alive in fabrics.

The garment accessory players will showcase buttons, zippers, laces, interlining, threads, labels and all such things that garment manufacturers need to value add in their products. The focus for trims for S/S '20 will be on elements that are exaggerated using bold pigments, finishes or eccentric sizes, to make them stand out on the garments. Interestingly, neon will be a buzzword due to its street influence, incorporated using embroidered labels with neutral yarns or airbrushed over chains, zips and buttons.



# APPAREL SOURCING WEEK | 2019

## SOURCING EVENT: THAT IT WAS!

The first edition of ASW, held in March 2019 in Bengaluru at the prime location of ITC Gardenia, was primarily focused on the Indian apparel retail market; it not only attracted Indian retailers but also the international retailers & brands as well, searching and seeking quality manufacturers from the Asian region.

Great business happened at ASW '19 for the 30 top manufacturers, representing a total of US \$ 8 billion in revenue. These 30 exhibitors presented a diverse portfolio of products such as lingerie, denim, shirts, trousers, sweaters and jackets. The companies that exhibited were among the best names from the region – Standard Group, Pacific Jeans, Epic Group, Bando Designs, Giant Group, Pratibha Syntex, Well Group, Anowara, Armana to name a few.

Overall, around 3000 buying delegates from all leading bricks-and-mortar retail chain stores, e-commerce platforms and national and international brands interacted with the exhibitors and placed orders. Many among them were the representatives of retailers and brands sourcing for western markets.

The confidence built among the fashion retailers at ASW '19 edition and the work that has gone into making ASW a recognised sourcing platform for all is now attracting larger number of retailers and fashion brands from all over the world, who are adding ASW '20 to their travel itinerary to make successful use of the platform to source apparel in line with already established events like HKFW (Hong Kong) and Magic (USA).

### ASW '19 key highlights

**30 TOP MANUFACTURERS** FROM **INDIA & BANGLADESH**, AS EXHIBITORS

**500 BRANDS & RETAILERS** FROM INDIA REPRESENTED BY OVER **2500 SOURCING SPECIALISTS**

**500 VISITORS** FROM BUYING HOUSES, MANUFACTURERS, CONSULTANTS & SERVICE PROVIDERS

**20 TOP CEOs** AND **100 SOURCING PROFESSIONALS** GRACING THE NETWORKING DINNER

### Two days of interactive sessions and industry deliberation

**6 PANEL DISCUSSIONS** BY INDUSTRY EXPERTS ON THE **FUTURE OF RETAIL, MANUFACTURING & THE NEW WAYS OF SOURCING**

**2 VENDOR SESSIONS** – ONE EACH BY **MYNTRA & RELIANCE TRENDS**

**2 TREND FORECASTING WORKSHOPS** BY FASHION SNOOPS

**2 OPEN HOUSE DISCUSSIONS** ON INFLUENCER MARKETING AND ITS IMPORTANCE WITH SOME **RELEVANT CASE STUDIES** BY **WINKL**

**2 CONSUMER BEHAVIOUR TRENDS** SESSION BY **WGSN**

## PHOTO GALLERY OF ASW 2019



Blue Bay team discussing the variety of products that they cater to with a prospective customer



Busy day for the denim manufacturer Armana Group



Pratibha Syntex proud to share their path to sustainability



Alfaz Uddin Biswas, Manager Marketing at Pakiza Knit Composite, exchanging cards with a retailer



Niket Lulla, Director, SWF, busy in order negotiations



Anzir Apparels had a busy booth at ASW 2019



### Md. Sajjadur Rahman

Director, Laila Styles Limited

*"We are quite happy with ASW as we met few very good and big retailers. They were impressed with our collections and wished to start sourcing from us soon. I must say Apparel Resources should organise such events in other countries as well so that we can meet more global retailers to get bulk orders."*



## PHOTO GALLERY OF ASW 2019



### Sandeep Golam

Group Operations Director, Armana Group

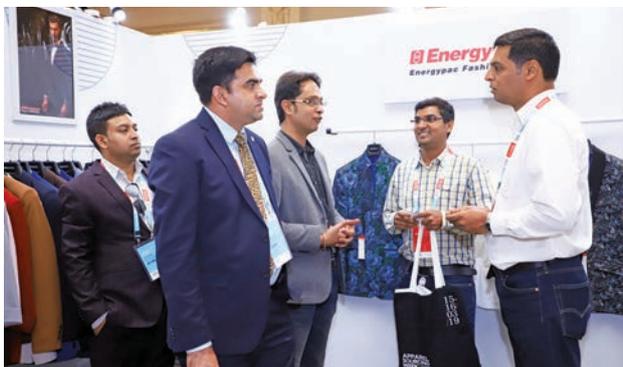
*"A great show that gave me an opportunity to meet new clients and entertain my old ones. I met teams from Bestseller, Celio and many more. The show gave equal emphasis on educating the industry through many well-attended panel discussions, workshops and open house forums by industry experts."*



Green Smart Shirts had two busy days at the event with some successful order conversions



Bipan Jain (2nd from right), MD, Madame was quiet impressed with the variety Laila Group had to offer



Team of Energypac discussing future business and explaining their presence in Indian Retail

## VISITORS COMMENTS

### Divya

Ajio.com

*"It's a very nice platform and the first-of-a-kind where I am seeing Fashion Snoops and WGSN coming together and that was the USP which I found. We had a lot of Bangladesh vendors but I feel that may be for the next season, we can have more Indian vendors and even some from the south-east Asian countries like Hong Kong, China, etc. participating as well."*

### Vinit Doshi

Celio

*"I wanted to see the exhibitors a little more prepared with their company info, business profile, product portfolio, etc."*

### Rakhi Vashisht

VF Brands

*"I was very happy with the event. Really loved how equal importance was given to the exhibition and the seminars and panel discussions. Would love to be a part of future events."*



## PHOTO GALLERY OF ASW 2019



Rafee Mahmood, Director, Mahmud Group talking to the team on post order negotiation strategy



Well Group giving a company overview to the visitors at the booth

**Bipan Jain** MD, Madame Apparels

*"I am impressed by the collection displayed by Bangladeshi garment manufacturers and will try to focus more on sourcing from Bangladesh."*

**Amrish Shahi** Design Head - Lee Jeans India

*"Denims is a risky game when it comes to sustainability. Hence, I am visiting Apparel Sourcing Week in order to interact with denim vendors who come with the promise of sustainable and ethical operational practices - with the core agenda being bottomwear."*



Outerwear is Nipa Group's core strength and it attracted quiet a few Indian retailers at the event



At one of the Panel Discussions themed 'Winning at E-commerce', experts aptly dealt with all the pain points of e-commerce



Pacific Jeans connecting with the denim retailers in India for future business



Some serious price negotiations at Epic Group's booth



## PHOTO GALLERY OF ASW 2019



Inaugurating the first-ever ASW: Siddiqur Rahman (C), President, BGMEA; Mohammed Nasir (3rd from left), Vice President (Finance), BGMEA; Gaurav Gupta (5th from left), Principal Secretary, Commerce and Industry, Govt. of Karnataka along with ASW team



Networking team of ASW at the invite only dinner in the evening of Day-1



Just after inauguration of ASW '19, visitors were seen in the exhibitors' area and the number gradually increased

### Sirajudeen Ali

Senior Fabric Technologist,  
Tesco Sourcing India Pvt. Ltd.

*"This is for the first time that something like this is happening in India. I want to learn how the domestic retail is performing when it comes to international trends and positively looking forward to meet kidswear manufacturers across all categories in woven, knit and denim, who follow sustainable processes for production."*

### Yogita

Raymond Ltd.

*"Apparel Sourcing Week is a real eventful show in the history of Indian fashion and retail industry. It was an absolutely organised event put in place by the team here and we got so much of real, constructive interactive sessions with all the industry experts."*

### Kunal Pant

Reliance Retail Ltd

*"I was hoping to see vendors open to certain denims, vendors open to smaller MOQs, vendors into certain fast fashion. The cherry on the cake for me was the Fashion Snoops session; it was very insightful and interesting for Spring/ Summer '20. Getting a different perspective from industry standards and from WGSN was great."*





[www.apparelresources.com](http://www.apparelresources.com), [www.apparelsourcingweek.com](http://www.apparelsourcingweek.com)  
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