



Promoting economic development in the Fashion & Garment Industry

Factors to strengthen cluster formation and value chains

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THE CARIBBEAN ASSOCIATION OF
INDUSTRY AND COMMERCE (INC.)
The Caribbean Private Sector Organisation

Overview

- Composition of the fashion and garment industry
- The industry's evolution
- Fashion and garment industry value chain
- Identification of gaps
- Strengthening the gaps



Source: Gereffi (1999)

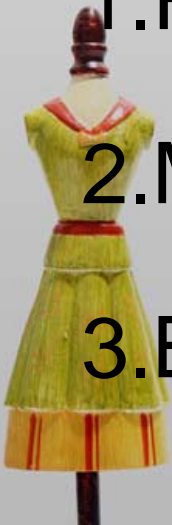
Composition

Globally, the fashion and garment industry is a buyer-driven value chain that contains three major types of lead firms:

1. Retailers

2. Marketers

3. Branded manufacturers



Fashion & Garment Industry Evolution

Global value chains motivated by cost advantages. Evolution is centered in terms of manufacturing and retailing with relocation of manufacturing across the value chain



Catalyst for Evolution

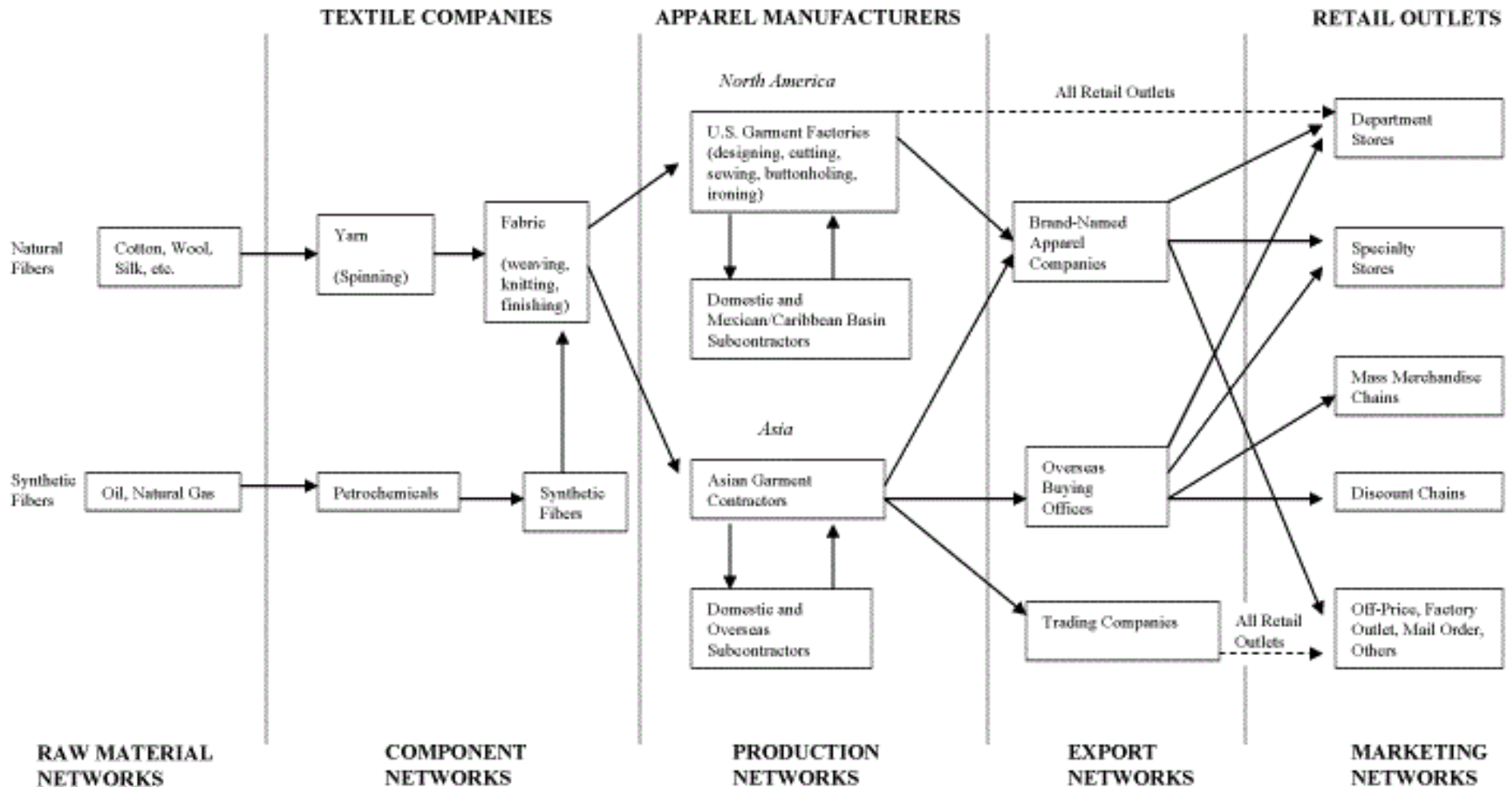
This relocation of manufacturing is due to:

a. Emergence of new markets e.g. *Brazil, Russia*

b. New techniques of attracting consumers
e.g. *fast fashion and turnover of garments*



The Global Fashion & Garment Industry Value Chain



Source: Appelbaum & Gereffi (1994)

Of the Caribbean; where are we?

1. Raw material input- Synthetic fibres? No-natural resource, yes
2. Designers- Global Brands?
3. Manufacturing- TT, Haiti, Jamaica....what of CBI and HOPE Act? What is the competitive advantage of our manufacturers?

1. Creation of Institutions
2. Technical Assistance

What's
missing?



Clusters and Value Chains

Categories	Main Subcategories	Main Functions
Manufacturing players	Traders and overseas buyers; Licensed apparel manufacturers (contractors); Apparel retailers and store-brand marketers.	Manufacturing and selling apparel;
Intermediate players	Fashion shows and fashion producers or stylists; Fashion designers; Fashion media; Fashion groups; Fashion apparel manufacturers and retailers; Textile mills.	Fashion apparel production & consumption
Cultural players	Designers; Costume designers; Entertainers; Photographers; Artists.	Fashion production & consumption



Gaps in the Value Chain

- Business linkage and understanding
- Building brand identity
- Defined need to belong to something
- Action imperative / culture of the Caribbean
- Lack of leverage on relevant best practices



Strengthening the Value Chain

1. Cluster or set up Caribbean Fashion Council?
2. Seek definition and prioritisation by Caribbean Governments?
3. Build trust and leverage networks of already established medium?
4. Give strength and support to regional initiatives rather than reinvent?



CAIC Commitment

- Provide a support network to developing business support infrastructure and culture
- Create linkages for B2B constructs
- Provide access to International markets
- Provide information on International market opportunities to regional businesses
- Provide information to International buyers and investments on opportunities in LAC
- Facilitate conversion of development initiatives



Thank You



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