

Selected Experience in the Apparel and Textile Industry

- Conducted a comprehensive market assessment of the market size, retail and wholesale volume, segmentation, pricing, imports and exports, and legal issues for the following apparel segments in US:
 - Infant wear
 - Boys clothing
 - Menswear
 - Women's wear
 - Women's suits
 - Swimwear
- Conducted focus groups for upscale women for their attitude on select designer apparel.
- Conducted focus groups in Asia for teens attitudes toward Western clothing.
- Conducted focus groups in Europe, Asia, and the US on handbags and accessories.
- Mall Intercepts in the US on consumers attitudes toward retail clothing of store brand names.
- Conducted focus groups for brand name items.
- Conducted a protective/chemical apparel study in US.
- Conducted several studies in US which analyzed the marketing strategies of chain stores.
- Conducted a fashion study in New York for an Italian clothing manufacturer and designer.
- Conducted a woven fabric market study in US for an Asian firm.
- Conducted a study on "grey" goods imported into US.
- Conducted a study in Japan for sneakers.
- Conducted textile market intelligence study in USA and Europe.
- Conducted focus groups to obtain behavioral, attitudinal, and shopping preference information.



- Conducted market intelligence study of the US textile market for an Asian textile manufacturer.

Sampling of our Current and Past Clients

- Bo Gwang Textile

