

6.1 GENERAL ECONOMIC SITUATION

The Swiss economy is highly integrated internationally, capitalizing on an open trade regime for industrial products. Tariffs on manufactured products are generally low, and in principle there are no quantitative restrictions, anti-dumping, countervailing or safeguard actions. However, in a number of sectors, the market entry has long suffered from "private" or "informal" barriers that can be attributed to a legacy of weak anti-cartel legislation, specific and protective technical regulations, certain investment restrictions etc.

About two third of the area of Switzerland is covered with forests, lakes and mountains. In Switzerland, there are four different official languages: German, French, Italian and Rätoromanisch (to be translated). Given that Switzerland has no mineral resources, it must import,

process and resell them as products. The sector service is the most important part of the economy, employing more than 50% of the population. The service sector specifically includes banking, insurances and tourism. Industry and trade are the second important sectors (about 40% of the population are employed there) and include the machine and metal industry, watch industry and textile industry.

The main trading partner of Switzerland is the EU, absorbing 61% of the exports and supplying 79% of the imports. Merchandise exports are concentrated in a few sectors, particularly machinery, instruments, watches, chemicals and medicinal products. Exports of commercial services are also important with about one quarter originating from the financial sector.

Table 6-1: Key indicators of the Swiss Economy, 1999–2002

	1999 (a)	2000 (a)	2001 (a)	2002 (b)
Real GDP growth in %	1.5	3.2	0.9	0.7
Industrial production growth in %	3.5	7.9	0.6	0.5
Unemployment rate (average) in %	0.8	1.6	1.0	0.7
Exchange rates				
CHF: € (av)	1.6	1.56	1.5	1.47
CHF: US\$ (av)	1.5	1.69	1.6	1.44

Explanation: (a) actual (b) estimations based on data of Economic Intelligence Unit EIU)/onvista.de/SFSO Neuchâtel/DZ Bank Frankfurt – November 2002

Switzerland has one of the highest per capita income in the world, and recent economic improvements have encouraged consumer spending.

Since 1999, the exchange rate fluctuation of the CHF (CHF = Swiss Franc) to the € (Euro) was low with only 14.5% from an absolute high of 1.6623 (€ to CHF) at the beginning of 1999, to an absolute low of 1.4447 at the end of 2001. The Euro fluctuation to the USD was much higher with 41.5% within the same period. The CHF exchange rate developed closer to the Euro than to the USD. In the past few years, the relation of the CHF to the Euro slowly but continuously grew stronger. One CHF is worth 0.69 Euro (30.07.2002).

6.2 THE MARKET FOR OUTERWEAR

6.2.1 Market size

Switzerland has a small but very competitive apparel market. In 1999, the total size of the Swiss clothing market was about CHF 5.7 Billion. Domestic production accounts for only about 10 % of apparel sales in Switzerland. This low share is mainly due to the fact that Switzerland has very high labour and production costs, and therefore the industry has the tendency to concentrate on high-end niche products. The number of companies and employees in the apparel industry sector has declined by more than half within the last decade, so imported apparel covers about 90 % of the Swiss market. Switzerland's apparel industry is experiencing a resizing process, based on the following key factors:

- Worldwide overcapacities
- Growing competition from low-wage economies

- Strict displacement competition
- Lack of market dynamics
- Stagnation of the consumption
- consumer price sensibility
- Demographic developments
- Discrimination of passive value-added trade (eliminated by the principle of the Pan European Cumulation since January 1, 1997), comprising EU member States, EFTA¹ and MOES².

The Moes agreement benefits exporters and manufacturers of clothing by providing them more competitive advantages on the European market and has brought an end to the discrimination against Swiss textile products that have been produced in Eastern and Central European countries.

The clothing imports amounted to 5.122 Million CHF in 2001 (see Table 6–2), meaning a 1.5 % increase over the previous year. At the same time, clothing exports accounted for 1.014 Million CHF. Due to the fact that Switzerland is a relatively small country, the Swiss clothing industry depends mainly on exports. 71% of clothing exports go to the EU. More than 75% of Swiss clothing imports originate from other European countries. The local production accounts for 1.697 Million CHF. Thus, the imports are three times higher than the local production. The total market amounts to 6.136 Million CHF and increased by 2.5% in 2001.

¹ Switzerland, Norway, Iceland, Principality of Liechtenstein

² Poland, Czech Republic, Slovakia, Hungary, Bulgaria, Romania, Slovenia, Estonia, Latvia, Lithuania

Table 6-2: Size of the Swiss Clothing Market, 1999–2002

in mio. CHF	1999	2000	2001	Change from previous year
Import Market	4,834	5,046	5,122	+1.5%
Local Production	–	941	1,014	+7.7%
Exports	1,650	1,647	1,697	+3.0%
Total Market	–	5,987	6,136	+2.5%

Source: *Textil-Revue* (May 2002)

6.2.2 Market characteristics

The present situation in the clothing market in Switzerland can be characterised by the following brief statements:

Switzerland has one of the highest per capita incomes, and recent economic improvements have encouraged consumer spending. This should result in improved prospects for the clothing sector.

Sports activities like snowboarding, roller-skating, skateboarding, etc. have spurred demand for young and trendy fashion wear. Casual and leisurewear have also become more popular in recent years. Highly fashion conscious young people are willing and able to pay higher prices for well-known labels.

A new trend has been the use of natural fabrics and fibers. Ecologically friendly clothes have been introduced and have shown signs of increased demand.

The German ecological standard 'Öko-Tex 100' was introduced more than ten years ago, and plays also an increasing role in Switzerland. The aim is to ban certain coloring methods, chloride products and heavy metal to prevent the danger of cancer or allergies.

The retail market is becoming more concentrated with a trend towards factory outlets, brand chain stores and brand stores within larger department stores ('shop-in-shop'). The increased use of e-commerce in the fashion world will pose a challenge in the future. Trends are towards multi-channeling, pre and after sales support and mass customized offers.

6.2.3 Demographic Characteristics

Table 6–3 shows the population development in Switzerland over the years 1998 to 2000.

Table 6-3: Age structure of the Swiss population by sex and age groups, 1998–2000

	1998	%	1999	%	2000	%
Switzerland	7,123,537	100.0	7,164,444	100.0	7,204,055	100.0
Sex	1998	%	1999	%	2000	%
male	3,478,689	48.8	3,500,708	48.9	3,519,698	48.9
female	3,644,848	51.2	3,663,736	51.1	3,684,357	51.1
Age groups	1998	%	1999	%	2000	%
0–19	1,657,571	23.3	1,663,861	23.2	1,664,351	23.1
20–39	2,106,937	29.6	2,092,988	29.2	2,080,757	28.9
40–64	2,279,231	32.0	2,313,332	32.3	2,349,761	32.6
65–79	798,143	11.2	810,778	11.3	817,774	11.4
80 and over	281,655	4.0	283,485	4.0	291,412	4.0

Source: SFSO, Annual population statistics 2000

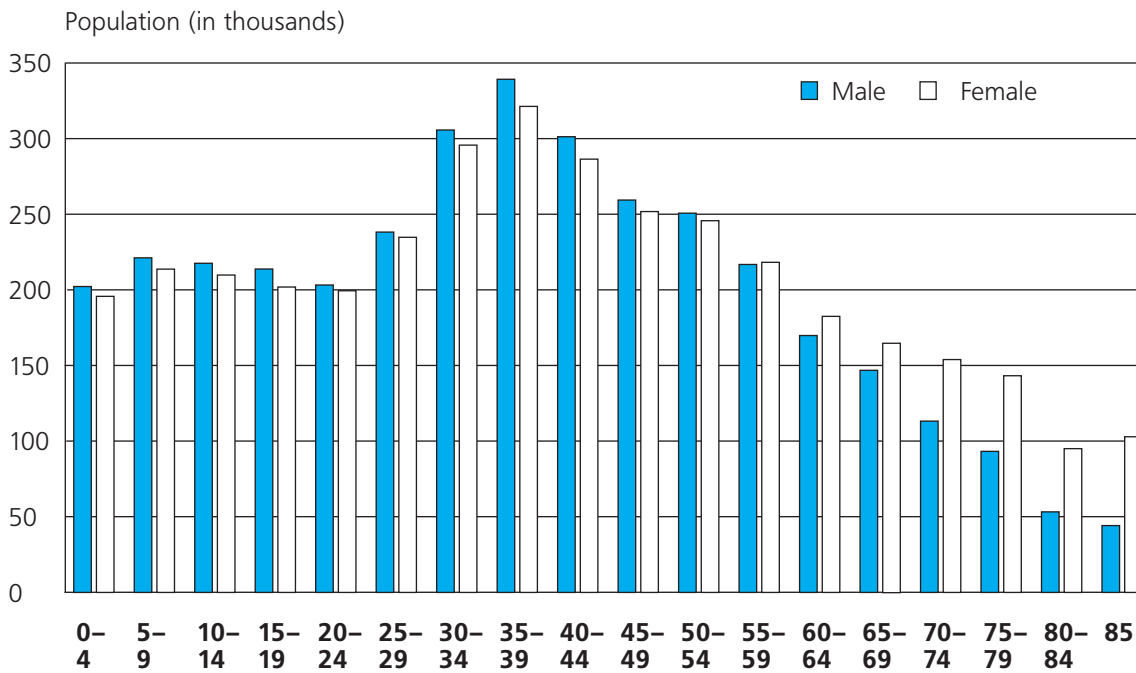
The Swiss society can be briefly characterized as an aging society. There are now many more elderly people than 50 years ago. The number of over 64-year-olds has more than doubled since 1950, while that of over eighty-year-olds has even quadrupled. In contrast, the number of under twenties has increased much less and has actually declined since the early seventies. This aging process is the result of longer life expectancy and fewer births. According to birth scenarios drawn by the Swiss Federal Statistical Office, this trend will continue over the next few decades.

The population pyramid shown in Figure 6–1 gives in detail recent (2000) population figures of male and female divided

into age groups (on the whole 7.1 million inhabitants).

According to this population statistics by the US Census Bureau, the major population segment is between 35 and 39 years old (approximately 670,000 male and female), followed by population between the ages of 30–34 years (app. 600,000 male and female) and 40–44 years (app. 590,000 male and female). Thus, population in the thirties (still) represents the main target group in the market. The target group “young people” is relatively small (about 400,000 in the age between 20 and 24). It is obvious that the “older generation” will be increasing in the next decade.

Figure 6-1: Age structure of the Swiss Population by sex, 2000



Source: U.S. Census Bureau, International Data Base.

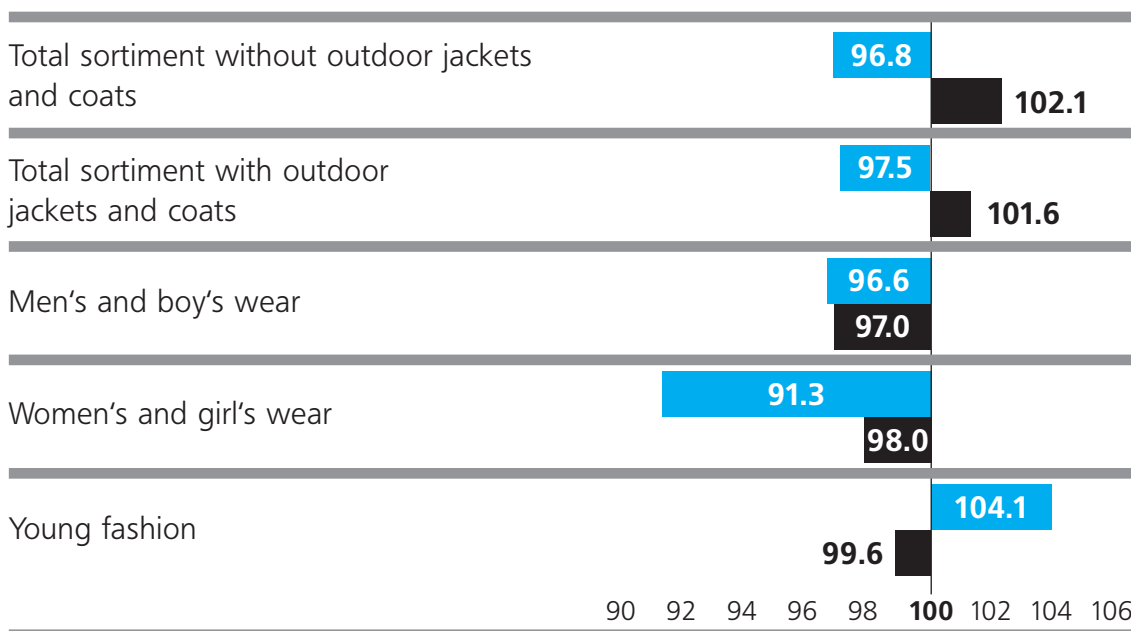
6.2.4 Retail sales by product category

The major product segments in the Swiss clothing market are women's, men's and children's wear. Figure 6-2 indicates the sales developments in Switzerland for specific product groups accumulated for 2001 and for the month of December 2001 only.

The turn-over in 2001 for all product groups has accounted for minus 0.44% compared to the previous year. In the year 2001, all clothing without outdoor jackets and coats grew by 2.1%. Young fashion contributed most to the growth of clothing sales in 2001. The turnover of the young fashion for boys and girls increased by 4.1% in 2001.

Looking at the sales developments in one specific month, in this case December 2001, manufacturers from abroad might get a better picture about individual sales developments in selected product groups and recognize how incalculable the fashion market can be. In December 2001 all product groups, except young fashion, have shown a decrease in turnover. The temporary December downturn can be explained by price reductions by the bigger retailers in the more urban areas. Sportswear turnover in December 2001, on the contrary, increased about 6.3%; knitwear sales increased in about 6.04%, and young fashion increased its sales up to 4.12%.

Figure 6-2: Clothing turnover by product categories, 2001



■ in 2001 ■ in December 2001 / Index: 20000 = 100

Source: *Textil Revue*, January 2002

According to interviews made in Switzerland and desk-research the best sales prospects for Switzerland exist for the following product groups:

- Young and trendy Sportswear/Casual wear
- Jeans wear
- Well-known street wear brands in the middle price range
- High-end designer brands
- Environmentally friendly apparel

The demand for leisure and casual wear has increased continuously over the last few years, especially for the leisure and sportswear segment. Additionally, high-

end designer lines can also be quite successful in Switzerland with its high standard of living. An important new trend is a demand for natural fabrics.

Table 6-4 shows the development of clothing turn-over from 1990 till 2000. It is evident that the turn over in 2000 for women's and men's wear shows a small reduction, whereas the turn over of men's/boy's wear in the past decade has indicated a stronger increase and shows a stronger slowdown now. The turnover in the knitwear sector has also dropped after the outstanding year 1998.

Table 6-4: Index of clothing turnover by product categories, 1990–2000

	Knitwear	Men's/boys wear	Women's/girl's wear
1990	103.8	102.1	101.1
1991	106.5	103.5	106.0
1992	103.0	98.8	100.3
1993	92.6	98.8	91.1
1994	93.2	96.2	96.8
1995	92.2	93.3	92.2
1996	97.0	98.4	94.1
1997	101.9	103.8	100.1
1998	107.8	104.1	99.8
1999	103.2	102.6	102.6
2000	98.4	99.6	99.9

Source: Swiss Federal Statistical Office (SFSO) – 2001

6.2.5 Consumer behaviour

scarf is often used to complement these elegant outfits.

6.2.5.1 Consumer preferences

The Swiss consumers are in general very well informed about the latest trends in fashion and can be considered to be both sophisticated and brand conscious. This is the case especially for people with higher income and a higher standard of living. It is no surprise that well-known clothing brands are popular among Swiss consumers, as they are considered status symbols.

Modern Swiss men have changed their attitude considerably regarding fashion over the past few years. According to retail trade sources and interviews conducted for this survey, the male customers have “grown up” and know what they are looking for: fashionable and comfortable clothing of good quality. The level of sophistication in men’s attitude is increasing. Well-known brand names are very popular, especially among label-conscious young customers. The typical formal office (banks, insurance, other services) outfit for men consists of a suit, sometimes with a vest, a long sleeve shirt and matching tie.

Swiss women today can be described as decisive and dynamic. They are generally sure of their taste and prefer basic garments, that can be easily mixed and combined. Swiss women occasionally engage in impulsive buying, but generally prefer to invest in high quality basics. Working women prefer simple and elegant garments of high quality and comfort. The formal office outfit for working women usually consists of a costume or suit with matching blouse or shirt. A silk

Switzerland has a very high per capita income. Younger people, in particular, are willing and able to pay high prices for well-known labels. Casual clothing in the mid price bracket is also in demand. There is a trend towards the use of natural fabrics and ecologically friendly

clothes. In general, buyers aged between 25–50 are the most relevant consumer group for apparel, having the most money to spend. Quality, functionality, price and design, in the same order, are the most important factors for this buyers group in taking a buying decision.

Children (beginning with kindergarten age) believe they know what fashion is and what fashion suits them. They have clear wishes and preferences concerning brands; they love Hip-hop and Rap styles with wide trousers (baggy trousers), Jeans and sport shoes. This target market changes its preferences relatively quickly. The result of a survey made by

the institute for Research of youth fashion market shows that 90% of all mothers buying clothing for their kids take their wishes into consideration.

6.2.5.2 Consumer expenditures

The Swiss population has one of the highest per capita incomes in the world. Only 26.7% of Swiss households had an income below CHF 5,000/month according to the last survey of the Swiss Federal Statistical Office (SFSO) in 2000. Table 6–5 summarizes the structure of household income depending on the size of Swiss households.

Table 6-5: Household income by household types, 2000

	All households	Single household	Sole parent family	Sole parent couples	with 1 child	with 2 children	Couples with 3 children and more	Others
Percentage of households	100	26.7	4.5	32	10.9	16	6.4	3.6
People per household	2.4	1	2.6	2	3	4	5.3	3.3
Monthly income per household	8'696	5'695	6'885	9'487	10'466	10'441	9'069	8'795

Source: Swiss Federal Statistical Office (SFSO)

According to a market survey of the **SFSO**, monthly earnings for the average Swiss household (2.4 persons) are 7,684 CHF. 4.35% of this amount, which means approximately 334.25 CHF monthly, is usually spent for clothing items and footwear.

6.2.6 Price development of clothing

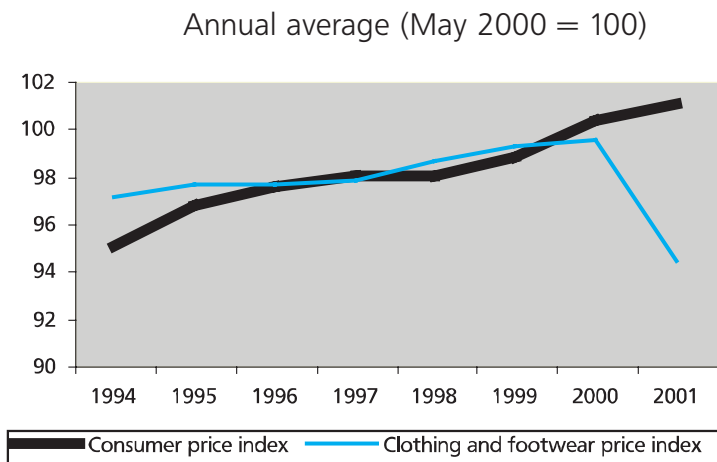
The Swiss clothing market permits no significant price increases. Based on increased procurement costs, the margins in all sectors have the tendency to

become smaller. In this respect, the profit situation has become much worse for companies that are heavily oriented towards inland trade. Therefore, many manufacturers (are forced to) concentrate on high-quality products, niche marketing, new fashion and exclusive lines or on export markets.

The total Swiss price index increased continuously and very slowly from 1994 to 2001 at an average rate of +0.8% each year. There was practically no inflation. The prices for clothing even increased less than the total index. Since 1994 the year 2001 was the first year

where apparel became cheaper. There has been even a dramatic price deflation of clothing in 2001. Reasons can be seen in the heavy price cuts of Swiss retailers at the end of that year. On average, in 2001 the prices for clothing in Switzerland decreased by 5.1%. More details can be taken from Figure 2–3.

Figure 6-3: National consumer price index relative to clothing and footwear price index, 1994–2001



Source: SFSO (2002)

By examining at the international 'price differences' it can be stated that Switzerland sells its clothing 5% cheaper than in Germany and Austria (study of the Swiss Retail Federation of 2000). However, compared to the UK, clothing in Switzerland is 2% more expensive. Apparel in Switzerland is 7% more expensive than in France, 9% more expensive than in Italy and 28% more expensive than in the USA. Reasons for the international position of Switzerland in the 'middle field' are given by the very high industrial efficiency combined with a high turnover per employee and liberal import regulations on the one hand, but with overall high costs on the other.

6.3 IMPORTS

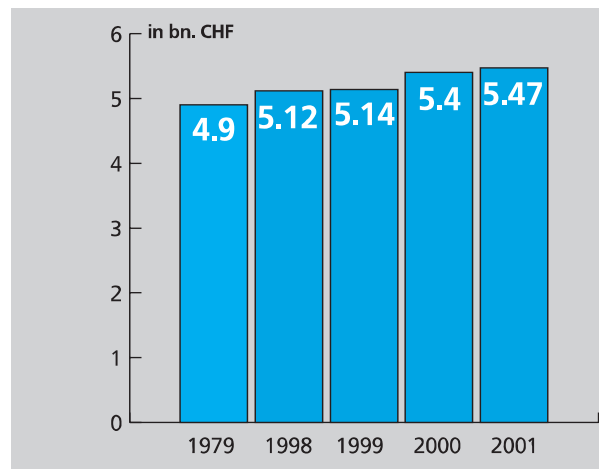
6.3.1 Total imports

Switzerland has an extremely liberal import regime for textiles (no import limitations, and some of the lowest customs duties in the world). In addition, developing countries profit from a 50% import tax reduction.

Nevertheless, since 1997 the increases in clothing imports have always been clearly below 5%, which is very low compared to other European countries. More details can be taken from Figure 6–4 showing the clothing import developments into Switzerland from 1979 to 2001.

The increased value of clothing imports (+4.8% in 2000 compared to 1999) confirms the improved national economic climate. Imports of clothing amounted to a total of 5.4 Billion CHF in 2000. The total imports of clothing and textiles amounted to 7.8 Billion CHF in the same year, out of which the imports of textiles only amounted 2.3 Billion CHF. In the year 2001, the clothing imports were slightly higher with 5.47 Billion CHF.

Figure 6-4: Clothing imports, 1979–2001



Source: Swiss Federal Customs Office – Foreign Trade Statistics Division 2002 (clothing without shoes)

The statistical data about clothing imports to Switzerland gathered by the Swiss Textile Association (Textilverband Schweiz), allow a general look at the import flows of outer- and underwear in 1999 and 2000. The figures are summarized in Table 6–6.

The imports of clothing (under- and outerwear) increased from 1999 to 2000 in terms of volume and value. The outerwear imports were 4373.7 Million CHF turn-over meaning a plus of 4.1% in 2000 to 1999. The latest data shows that the imports of outerwear increased by only +1.4% up to 4432.7 Million CHF in 2001.

Table 6-6: Imports of outerwear and underwear, 1999–2000

	imports 1999 in tons	imports 2000 in tons	% change	imports 1999 in mn. CHF	imports 2000 in mn. CHF	% change
Outerwear	65,284	66,988	2.6	4,201.5	4373.7	4.1
Underwear	12,405	13,740	10.8	632.8	671.8	6.2
Total	77,689	80,728		4,834.3	5,045.5	

Source: EURATEX, Bulletin 3/2001

Table 6–7 indicates the import flows of different product segments within the categories under- and outerwear. Looking at the figures for outerwear, the major imports are in the segment ‘woven outerwear’ (approximately 60%

of all outerwear imports in CHF), followed by the segment ‘knitted outerwear’ (36.6% respectively). Leatherwear represents only 2.9% of all outerwear imports into Switzerland.

Table 6-7: Imports of outerwear and underwear by product categories, 2000

	imports 2000 in tons	imports 2000, in 1000 CHF
Outerwear		
knitted	28,168	1,603,345
woven	37,081	2,596,980
leather wear	1,135	130,060
fur wear	56	34,704
other materials	547	8,664
Total	66,987	4,373,753
Underwear		
Corsetry	744	102,161
Socks	4,019	142,553
others knitted	8,183	389,094
others woven	793	37,955
Total	13,739	671,763

Source: Swiss Textile Association (2001)

6.3.2 Outward Processing Trade (OPT)

The OPT business of clothing manufacturers in Switzerland has increased in the last few years and contributed to the growth of the Swiss clothing industry. Unfortunately, there are no detailed statistics available for the last few years, because the import data is not specified for OPT and non-OPT imports any more. A spokesman from the Textile Association Switzerland estimated that around 30% of the clothing today is imported by Swiss clothing manufacturers - via OPT or 'normal' (full) imports. The imports based on OPT business mainly originate from the geographically close Eastern European countries.

The direct investments of Swiss textile companies abroad climbed up rapidly since 1996. Within five years, the investments increased – with ups and downs – from 124 Million to 586 Million CHF, meaning an increase by +472%. This figure indicates the strong need of the

Swiss textile and clothing manufacturers to outsource or displace their production into low cost countries.

6.3.3 Largest suppliers

The largest outerwear supplying countries into Switzerland are summarized in Table 6-8. The neighboring countries of Germany and Italy remain the most important clothing suppliers for Switzerland. More than 78% of the clothing imported originates from Europe. Quick and easy communication and overnight truck deliveries are important reasons for this dominant position. Most of the well known European brands are at least partially produced or finished in low labor cost countries, whether in Eastern Europe, North Africa or elsewhere. It is China and India that occupy places three and seven respectively. The East-Asian countries China, India, Hong Kong and Indonesia recorded double figures in their growth rates for clothing.

Table 6-8: Largest supplying countries of outerwear, 1998–2000

Position	Country	1998 in mio. CHF	+/- from 1998	1999 in mio. CHF	+/- from 1999	2000 in mio. CHF
1	Germany	1601.2	3.0%	1649.1	0.8%	1662.9
2	Italy	948.6	-3.0%	920	5.2%	968.2
3	China	510.1	7.9%	550.2	14.1%	627.9
4	France	486.8	0.4%	488.8	-0.6%	486
5	Austria	164.2	-2.4%	160.3	-7.8%	147.7
6	Portugal	182.7	-13.1%	158.7	-3.6%	153
7	India	131.6	-2.9%	127.8	19.2%	152.4
8	Turkey	112.0	-4.0%	107.6	5.1%	113.1
9	UK	111.0	-7.0%	103.2	-5.5%	97.6
10	Netherlands	86.3	6.7%	92.1	7.1%	98.6
11	Hong Kong	n.a.	n.a.	62.0	29.4%	80.2
12	Indonesia	n.a.	n.a.	67.9	12.8%	76.6
All 12 countries				4,487.7	+3.9%	4,664.2
All countries worldwide				5,148	+4.8%	5,396.3

Source: Swiss Federal Customs Office - Foreign Trade Statistics Division (2001)

The EU remains the most important trading partner in clothing by far. (export share 72.2%, import share 79.2%). EFTA countries no longer have any importance as suppliers. The supply from developing countries increases and gains on competitiveness regarding design, fashion and qualitative aspects.

6.4 TRADE STRUCTURE

6.4.1 Developments in the retail trade

The liberalization of regulations governing clearance sales in the retail trade since 1997 enables Swiss retailers to initiate sales all year round, and not just during fixed periods. While smaller retailers especially fear that the department stores and other big clothing stores will continue to put additional pressure on prices and margins by starting the summer sale earlier each year, other trade sources mentioned the positive effect that liberalization has on shops forced to liquidate their goods in order to renovate or move the store.

In general, the situation of the Swiss clothing retail market remains difficult, mainly due to more and more competition from foreign chains (Mango, Zara, H&M etc.). The specialised retailers are pressured and often can only exist by 'mixing of different labels' to be attractive for a specific target group. There is a strong tendency towards 'verticalisation' at the Swiss retail level, meaning to manage and control the whole sourcing and distribution process from design of the collection and production down to the distribution of the product range in self owned retail outlets.

The clothing offered to the Swiss consumer should have a reasonable price, and only in the very upper luxury and

designer market segment, can very high prices be achieved. However, this does not mean that there is a price war. In general, Swiss clothing retailers suffer from the fact that the spending for clothing nowadays only accounts for 3.5% of the total consumption.

Textile experts in Switzerland stress that Swiss retailers have to act quickly to adopt to individual customers needs. The consumer changes his favourite clothing more quickly and more intensively. A concrete 'anticipation' of customers preferences with all consequences involved like product range to be offered, shop design, in-store promotions etc. has become much more difficult for Swiss retailers. In the forecasts it is even estimated that the trend to more individuality on the consumers side would help those independent retailers that offer more 'personal flair' in their shops.

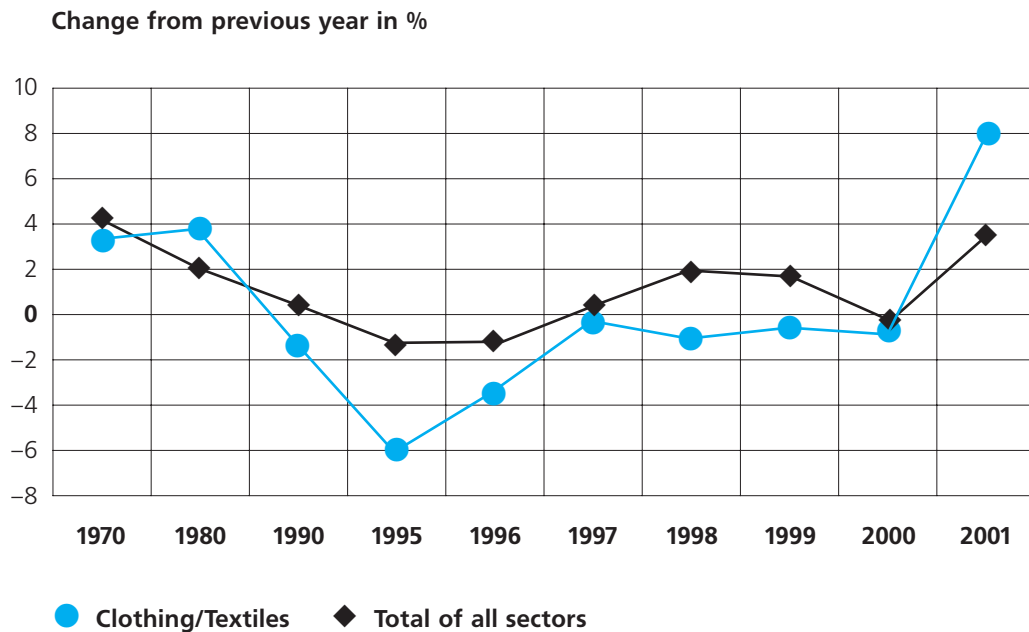
Some bigger Swiss retailers refill their shops with new collections and fashion themes every month. 'Old' clothing ranges are sold via a reduced price to gain space for the new collections. Sales are often unpredictable for Swiss retailers. Due to the warm weather at the end of 2001, an absurd situation occurred - high price cuts for winter clothing items were common just before Christmas. Before the winter had really started, many 'winter clothing items' were already on sale. However, the situation of early price cuts has not proven successful. It leads to more turnover, but losses for the bigger retail shops in the large Swiss cities.

The retail turnover of clothing in Switzerland was low in 1995 and stagnated from 1997 to 2000 (see Figure 6-5). In 2001, there was strong growth in turnover of +7.7%. The total retail turnover developed in a similar fashion

and experienced a low in 1995 and 1996. However, 1998 and again 2001

were better years with higher growth rates than average.

Figure 6-5: Clothing and textiles turnover relative to turnover in all sectors, 1970–2001



Source: SFSO 2002 (year 2001 estimated)

6.4.2 Leading retailers

In the year 2000 the clothing section of the well known Migros stores increased its share in the Swiss clothing market by around 10% in 2000 due to sound logistics and a clear marketing strategy, but also because of the company's jubilee in 2000 combined with special price offers. Migros is the largest retailer in Switzerland and works with an automatic re-ordering system, centralised logistics and increasingly with a higher rate of turnover.

With the launch of the 'Clean Clothes Campaign', that has developed a social and ecological code of conduct that many large European retailers have joined, the number of suppliers of Migros has been reduced from 700 to 500. 50% of the assortment is sold, as

this Eco-Label signals the commitment of the company for environment and fair trade. Migros had 606 Million CHF turnover from clothing in 2000. The group had a market share of 9.4% in the non-food sector in 2000. The turnover was 19.7 Billion CHF, representing an increase of 5.1% compared to 1999. Migros has its own sourcing network for clothing all over the world, but also buys from European based importers and wholesalers.

The Globus Group belongs to the Migros AG. In 2001, the turnover of the Globus Group Switzerland was 1.6 Billion CHF with the following daughter companies: Globus department stores (different product groups including clothing), ABM, Interio Schweiz, Office World Schweiz, Herren Globus (menswear). Some additional minor Swiss turnover comes from

the Globus publisher. The Globus department stores that account for around half of the Globus Group Switzerland turnover kept their floor space and grew by 2.7% to 760.5 Million CHF in 2001. Fashion was one of the strongest growing product groups.

The ABM (Au Bon Marché) turnover decreased dramatically since 1991 and profits went down. The ABM chain stores have been restructured and transformed into Oviessa shops. The restructuring should be completed in 2003/2004. The ABM textile assortment is totally replaced by Oviessa clothing. The Oviessa stores, originally an Italian based company, are procured with clothing from north Italy. Oviessa is part of the leading department store group Coin in Mestre/Italy. The Oviessa Group aims its marketing activities at young families utilizing low prices and special services such as special sales or returns within one week of purchase.

ABM was formerly a very profitable company. The transformation of the ABM stores into Oviessa stores is another attempt after three unsuccessful efforts of restructuring. The new concept includes lean management and administration, minimising logistics and less personnel. Nevertheless, Globus uses only around a third of the ABM floor space for the Oviessa franchise stores, Estorel drugstores and Nannini cafe shops are part of the new shop concept. Around 15% of former ABM floor space is reserved for Globus menswear and Interio Midi. 37% of former ABM shops are rented out to companies outside the Globus Group. 16% of the former ABM shops are sold.

The department store Manor had a turnover of 3,013 Million CHF in 2001. This was an increase of 2.7% compared to 2000. Manor has 70 outlets in

Switzerland. The retailer sells all kinds of products for the final consumer: food, clothing, cosmetics, multimedia, software and photo, equipment. Manor mainly targets young consumers. The high proportion of multimedia products and games are one indicator for this strategy. Also, the marketing in the fashion department for teenagers and "young" adults, called 'Yes or No', aims at the younger generation. In Zürich for example, there has been an investment in a 1.000 m expansion for this young label recently. The new strategy is to separate the eight year old 'Yes or No' brand from the other ready-to-wear clothing departments and to uplift its role. Company officials are very satisfied with the performance of the young fashion collection. Although the shop concept with the self owned 'label' is always up-to-date, the value-for-money ratio is still able to suit the pocketbooks of young people within monthly cycles. The installation of similar "fashion worlds" is also planned in other Swiss towns.

The company Charles Vögele Holding AG started as a small mail-order company in 1955. After acquisitions of clothing chain stores in the 1980's, mainly in Switzerland, the mail-order business was given up in 1995. Today, Vögele operates mainly in Switzerland (42.5% of group turnover), but also in Germany (37.5%), Austria (16%) and in Belgium and the Netherlands (4.0%). Although there are plans for more expansion in Switzerland as well, the rate of turnover from abroad ('export') will clearly increase. Today Vögele has a market share of app. 15% in Switzerland. The company founder Charles Vögele, who died in 2002, was also successfully active in the tourist business. The company Vögele is known for its well-positioned strategy. Vögele stores follow a clear low price strategy.

In 1997, the retailer Vögele was sold to the English finance syndicate Schroder. Vögele achieved a turnover of 1.86 Billion CHF in 2001. This growth rate of 16% compared with the year 2000 has been achieved with 21% more employees and 25% more floor space, but with less productivity: The profitability of Vögele decreased sharply from 81 Million CHF profit in 2000 to 1 Million CHF in 2001. Obviously Vögele has gained more market share, but at the cost of its profitability. In the future a slow down in the speed of the expansions is planned. At present there are around 800 stores in Europe. In 2001 alone, 168 new shops were opened. In 2002 only 50 new stores are planned. The company also sees potential in its efforts for a higher rate of turnover and lower capital lockup. Since Vögele is committed to the SA8000 social standard, it plans to reduce the number of its suppliers to 1,000 within three to five years. Today, Vögele has 300 main suppliers and altogether more than 2,000 suppliers.

The Coop Group has 1.597 stores, app. 46.000 employees and a total turn-over of 13.565 Million CHF (all data 31. 12. 2001). The turn-over in the non-food sector is 4.586 Million CHF, out of which 16% are achieved with clothing, accessories and shoes (= 734 Million CHF in 2001). The Coop Group is trying to increase turnover quickly by the acquisition of EPA. Talks started at the beginning of 2002. Coop owns 40% of EPA stocks at present with an option to buy all shares.

COOP is the second largest retailer in Switzerland offering food and non-food products with a market share in the total retail turnover of 14%. With the acquisition of EPA, it will also be the second largest department store group with a turnover of 1.4 Billion CHF, representing

7% of the total retail turnover. With the acquisition of EPA it will have a market share in the total Swiss retail sector of 7% and a turnover of more than 1.4 Billion CHF. Cooperation is mainly justified by improved economies of scale. Both companies will keep their name and will be 'presented' separately, but will be organised and administrated jointly. EPA activities will be expanded and the strategy will remain in the low price segment. Coop department stores with emphasis on fashion and brands will move to the higher price segment.

The retailer Schild owns 35 Schild chain stores and six Mango franchise stores. Since the possibilities for expansions in the city centres are limited, Schild opened new stores also in areas outside the cities. Schild is one of the more successful retailers in Switzerland. In the last few years, the family-owned company concentrated more on womenswear, with yearly growth rates of over 10%. The other products segments, menswear and childrenswear, more or less stagnated. Schild's turnover amounted to 170 Million CHF in 2001 with the following shares: 40% womenswear, 39% menswear, 14% Mango and 7% childrenswear.

In the menswear segment, Schild aims to also work with 'lifestyle marketing' including more 'emotional advertising'. Like for womenswear, the share of Schild-owned trade marks ('private label') is planned to be increased to 50%, mainly to achieve better margins. Those clothing items sold under private label are traditionally imported from Southern European or Asian countries. Schild offers middle-priced items and changed its formerly conservative image into a more fashionable one. There are discussions to abandon the domestic production site that produces losses, since Schild concentrates nowadays more on

ready-to-wear clothing than on tailoring and production.

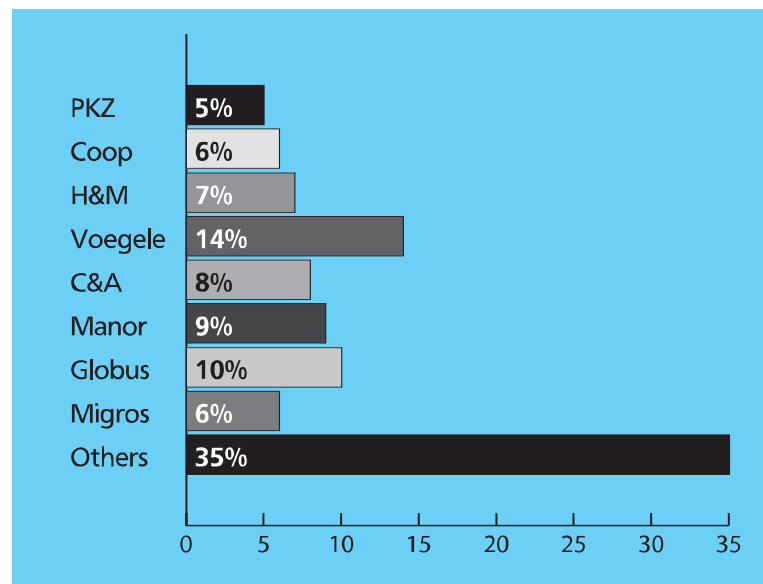
The PKZ Group owns three clothing chains: PKZ, Feldpausch and Bluedog. PKZ with 32 stores concentrates on menswear with quality clothing of different labels. Feldpausch focusses on womenswear with 10 shops all over Switzerland. Bluedog is a casual-wear chain with 13 shops. The PKZ group's turnover was 220.3 Million CHF in 2001.

Spengler is a fashion multiple with 20 stores all over Switzerland and operates parallel to a mail-order company with more than 3.000 articles and catalogues found in most of the Swiss households. Spengler offers many brands to its customers, but also manages own brand collections like Fabiani, Massimo Datti, Liberty, Nasty or Opinion. These private labels clothing items are imported to a large extent from low cost countries in Southern and Eastern Europe as well as from Asia.

Figure 6-6 gives a good survey on the market shares of the eight leading Swiss clothing retailers. The biggest 'market player' is Migros with an estimated market share of around 15%, followed by

Globus with 11% and Manor with 10%. The largest international clothing chains are C&A with 9%, and Hennes & Mauritz with 7%. It can be assumed that if the national chains do not continue aggressive and fashion oriented selling, the foreign chains like Mango, GAP, Zara, H&M and even C&A will strengthen their market role.

Figure 6-6: Leading clothing retailers by market shares, 2000



Source: Data from *Textil Revue Textile Trade Magazine St. Gallen* (2002) and own estimations

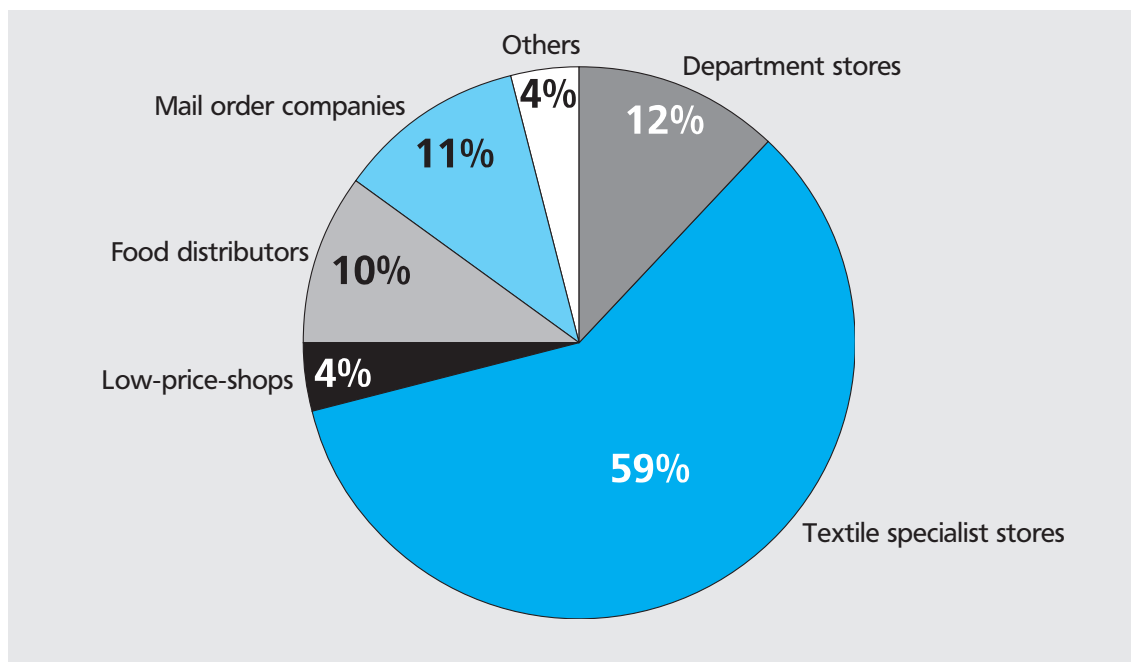
6.4.3 Distribution channels

6.4.3.1 Retailers

Figure 6–7 gives a first survey on the clothing retail environment by distribu-

tion channel in Switzerland (market shares in 2000). More details about the development of the market-shares of the retail outlets can be taken from Table 6–9.

Figure 6-7: Clothing retail channels by market shares, 2000



Source: IHA Institut für Marktanalysen, 2000

The data given in both graphs indicates, that the textile specialist stores play a dominant role among the clothing distributors in Switzerland. In this group of 'textile specialists', the most popular shops are clothing multiples with a wide offer of clothing (with a market share of 28% in 2000), These specialists show constant growth over the last few years. They are followed by independent specialist stores (market share 15.4% in 2000), whose market share is indeed slowly decreasing, and family run boutiques (market share about 10,6% in 2000), where the market position has remained relatively stable over the past years.

Distribution through department stores, with a market share of 12.2% in 2000, indicates a slight slowdown compared to the previous year (market share 12.6%), mail order companies (10.9% in 2000) seem to gain more market share compared with the years 1997 (10.4%) and 1998 (10.5%). Food distributors (10.3% in 2000) have increased their market share in comparison to the previous year 1999 (9.8% in 1999). Low price shops are consistently losing their market share, falling from 5.0% on 1997 to 3.8% in 2000.

More than half of all apparel in Switzerland is usually sold in textile specialist

stores, among which branch stores ('multiples') play the most important role, having increased their market share over the years 1997 to 2000. Low-price shops are not very popular in Switzerland as the consumers look for more than just low

prices. Therefore, they have lost market share in recent years and the prospects are not very positive either. For mid-price apparel, department stores and mail order companies are still appropriate and well accepted distribution channels.

Table 6-9: Clothing retail channels by market shares, 1997–2000

	1997	1998	1999	2000
Textile specialist stores	58.30%	58.60%	58.50%	58.90%
Independent specialist stores including fur and leather stores	16.60%	16.50%	15.70%	15.40%
Boutiques	11.00%	10.30%	10.50%	10.60%
Branches	26.30%	26.90%	27.80%	28.00%
Sports shops	4.00%	3.80%	3.50%	3.90%
Other specialist stores	0.40%	1.00%	1.00%	1.00%
Department stores	12.20%	12.50%	12.60%	12.20%
Low-price-shops	5.00%	4.70%	4.40%	3.80%
Mail order companies	10.40%	10.50%	10.90%	10.90%
Food distributors	10.70%	10.20%	9.80%	10.30%
Other distributors	3.40%	3.50%	3.80%	3.90%
Total Market in Mio. CHF	6,006.80	6,200.10	6,302.00	6,240.80

Source: IHA Institut für Marktanalysen AG, Hergiswil, Switzerland (survey 2000)

6.4.3.1.1 Independent specialised retailers

These specialized clothing shops are still the main retail outlets for garments in Switzerland (branches, boutiques, sport stores). The market share of these shops has remained stable over the past years. Branches are winning more popularity and represent the most successful retail channel with market share of 28.0% in 2000 (an increase of about 6% compared with 1997). The independent specialized retailers (including leather and fur stores) are losing their popularity, maintaining a market share of 15.4% in 2000 representing a loss of app. 7% compared with 1997. The market shares

of boutiques (10.6% in 2000) and sports stores (3.9% in 2000) remain approximately constant, although slightly decreased.

6.4.3.1.2 Clothing multiples

As the major distribution channel among the 'textile specialist retailers' in Switzerland, the clothing stores with several outlets (branches – pls. compare table 2.9) shall be highlighted. Besides the national clothing multiples Vögele, Schild, PKZ and Spengler, there are many foreign retailers present in the Swiss clothing market.

The Spanish retailer Zara has opened two shops in Geneva. More shops are planned preferably in Zürich. Esprit re-opens its store in Bern and launches a mega store including enough space for its successful young fashion label edc. Esprit plans to concentrate on bigger stores and to sell a large share of their own collections. Max Mara has three shops in Switzerland. The Italian fashion company is strongly aiming at international female shoppers.

The relatively small Mango flagship store in Zürich successfully competes, in terms of success and market acceptance, with the big Mango stores in London and Paris. Mango convinces with fashion styles, trained personnel and good value for money, but also operates with exceptional effective logistics.

The quite independent C&A Switzerland is successful with its 28 stores and 60,000 m² sales floor. However, C&A does not buy separately through their branch in Switzerland, but from Düsseldorf/Germany and the C&A 'buying center' EBSCO in Brussels. C&A Switzerland sells all kind of middle-priced clothing. The year 2000 was a good year for C&A, as the turnover decreased compared to past years. C&A competes against Vögele, H&M, Manor and Migros. Young fashion had the highest growth rates.

Market-share: 58.9% in 2000
(including independent specialist stores, boutiques, multiples and sport-shops)

Trend: Increasing
(1997 = 58.3%)

6.4.3.1.3 Department-stores

The department stores play the second important role among the distribution channels, with a market share of 12.2% in 2000. The trend remained stable over the past few years, only with smaller fluctuations (growth up to 12.6% in 1999, afterwards – a small market share loss in 2000). One of the major department stores in Switzerland is Globus AG, a department store with branches in all major Swiss cities, which sells fashion for men, women and children in the middle and upper price range, as well as fashion accessories and general consumer products and food.

Manor AG is a department store with branches in the whole of Switzerland, operating clothing departments for men, women and children in the lower to middle price category, including fashion accessories and general consumer products. Loeb is a department store with nine outlets. Loeb Holding owns several clothing and non-clothing companies and has a total turnover of 294.5 Million CHF. The nine Loeb department-stores only represent one part of Loeb Holding. Furthermore, Loeb Holding owns Wartmann, a separate clothing multiple. Jelmoli AG is a department store with important apparel sales for men, women and children featuring international brands concentrated on the middle to upper price range.

Market share: 12.2% in 2000

Trend: Constant
(1997 = 12.2%)

6.4.3.1.4 Mail-order houses

The mail-order business is the third most-important retail channel for clothing in Switzerland. The market share of mail-order houses in Switzerland show-

ed an increase of about 4.8% in 2000 compared to 1997. According to the interviews conducted for this survey, the market situation for mail-order houses is not very good, but stable. Not all of the Swiss mail-order houses use the Internet as a new way of selling.

There are some department stores, that run separate mail-order companies. For example, Jelmoli AG, a department store, also offers sales through a mail order catalogue. Charles Voegele AG finished its mail-order activities in 1995. Spengler AG is a clothing chain with apparel stores, but also owns a mail order house, offering clothing for men, women and children in a middle price range.

Mona Versand GmbH & Co. is another mail order company with the target group over 60 years, 90 % ladies' wear, 10 % men's wear. The French mail-order house La Redoute offers clothing with a 'French touch' and is specialised in clothing. The company Ackermann is proud of its individual service and has one of the most modern distribution centres in Europe. In Switzerland, there are four official languages in which Ackermann communicates with its customers. In 2001, the market leader in mail-order Veillon had a turnover of 173.1 Million CHF, 4.4% lower than the year before. (64% of which was apparel.) In order to retain the status of a profitable business, Veillon is presently trying to cut costs, redefining the marketing concept, organising the logistics more efficiently and reducing its assortment.

Market share: 10.9% in 2000
Trend: slightly increasing
 (1997= 10.4%)

6.4.3.1.5 Textile discounters

The role of textile discounters among retail channels for clothing in Switzerland is insignificant and constantly loses mar-

ket shares. Compared to 1997, the loss in market share was about 24 % in 2000, which clearly underlines the negative trend.

Market share: 3.8% in 2000
Trend: Strongly decreasing
 (1997 = 5.0%)

6.4.3.1.6 Grocery super- and hypermarkets

Migros and Coop and their branches are the biggest retailers in Switzerland, with activities as super- and hypermarkets. The company Denner AG owns the hypermarkets Waro, which sells clothing to a small extent. Jumbo is said to be the cheapest supermarket within the Swiss market, with shops that are located outside the towns.

Super- and hyper-markets are both slowly losing their importance in Switzerland, remaining the fourth most-important retail channel for clothing in 2000 after mail-order houses. In 1997, grocery stores kept the market share, which was higher than that of mail-order houses. The market share decreased by about 3.7 % in 2000 compared to 1997.

Market share: 10.3% in 2000
Trend: Decreasing
 (1997 = 10,7%)

6.4.3.1.7 Others

This category primarily includes covered 'street markets' and 'ex factory sales' directly from the fashion manufacturer through 'factory outlet centres'. Other forms of distribution are 'consumer fairs' and sales through the 'Internet'. For the manufacturer from abroad, this target group is very difficult to reach as they normally do not import on their own. They buy mainly from impor-

ters/wholesalers according to their own specifications. The role of this 'other form of distribution' has increased over the past few years.

Market share: 3.9% in 2000

Trend: Increasing
(1997 = 3.4%).

6.4.3.2 Sales Intermediaries

6.4.3.2.1 Clothing Manufacturers

The clothing manufacturers in Switzerland face a difficult market situation. The total turnover of the Swiss clothing industry amounted to 1.7 Billion CHF in 2000. The added value of Swiss companies decreased in the last few years and many manufacturers only partly manufacture their clothing in Switzerland and made use of OPT business. Swiss clothing manufacturers know the needs of the Swiss customer, but their domestic production costs are too high to compete with imports in the lower to middle price range. Thus, most clothing manufacturers look for production possibilities or outsourcing abroad.

6.4.3.2.2 Central buying associations

One major Swiss central buying association is the 'EZ Fashion Center'. It has dozens of members, mainly independent retailers. The buying association operates on the basis of long-term partnerships, often with very close links to local clothing producers. In 2001 one important supplier of the EZ Fashion Center disappeared from the market. The buying association had to initiate talks with similar organisations from other countries. The EZ Fashion Center now cooperates with the German buying association 'Sütegro' in Stuttgart and with the

'Austrian Fashion Association'. EZ Fashion Center is trying to gain more members and to find suitable contracts with efficient clothing suppliers.

6.4.3.2.3 Sales Agents

Sales agents for the Swiss market are normally located in the country where the clothing is imported from, e.g. in the major Asian cities like Hongkong, Singapore or Shanghai. Interviews with Swiss clothing manufacturers revealed that only very few Swiss buyers rely on sales agents to take over a 'buying function' for them. The overwhelming part of the buying process is handled by the (importing) retailer directly. Clothing manufacturers from abroad must contact these 'sourcing offices' in their respective country or contact the buyer at the retailer/manufacturer directly in Switzerland.

6.4.3.2.4 Importers/wholesalers

It seems that the large majority of Swiss importers are distributors for European brands to Switzerland. Often, such importers have their own shop or boutique with high-priced clothing and fear low quality imports. Only a few show some interest in imports from outside Europe. Many small retailers/importers have stated that they cannot order enough quantities, so that orders from far away would not be worthwhile for them. Even middle-sized retailers are sometimes reluctant to do so, but regret at the same time not having the possibility to source from developing and emerging countries.

Thus, there is a chance that the importance of Swiss wholesalers and buying associations will increase in the market if they address the small Swiss retailers

more successfully. Research for this survey has also proved that a considerable share of clothing imports into Switzerland is handled by German or Dutch importers, as they buy in overseas markets anyway and can offer the service to Swiss retailers as well.

6.5 SWISS FASHION TRADE FAIRS

Reliable trade sources repeatedly mentioned the participation in the European Fashion Trade Fairs, frequently visited by Swiss importers, as the best and most efficient way for clothing companies from developing countries to establish initial contacts with Swiss wholesalers and distributors.

The most important Swiss trade event for men's, women's and children's wear at the TMC Fashion Centre in Zürich (TMC), takes place twice per year and has a clear national character. The participation in these so called 'selling days' (to the retailers) are restricted to agents running a show-room in the TMC. The Textile & Mode Center was set up as a wholesale center for textiles and clothing in August 1978.

The market poll made for this survey has shown, that representatives from Swiss department stores, specialized retailers, visit trade fairs mostly for the information purpose and don't buy items directly from the fair. German clothing fairs are quite popular among Swiss retailers.

The following trade fairs in neighboring countries are frequently visited by Swiss buyers:

■ CPD – Woman Man (Collections Premieren Düsseldorf), Düsseldorf/Germany

(Collections: all kind of women's and men's wear including ready-to-wear, knitwear, underwear and swimwear, hats & caps and accessories, bridal & evening wear, young fashion, casual wear-semi-annual: February and August)

■ VIBES 4U – The New Inter-Jeans, Cologne/Germany

(Collections: jeans- and sportswear, club- and streetwear for women and men-semi annual: February and August)

■ MODAMILANO - International Apparel Show, Milan/Italy

(Collections: exhibition of new styles, new trends, boutique fashions, semi-annual)

■ PITII UOMO, Florence/Italy

(Collections: Men's wear – designer and avantgarde and European brands - semi-annual)

■ PITTI BIMBO, Florence/Italy

(Collections: High class children's wear – mainly European brands – semi-annual)

■ PRÊT A PORTER, PARIS/France

(Collections: International Ladies Ready-To-Wear garments – Exhibits of winter collection at the spring show Summer collection, ready-to-wear and fashion accessories at the autumn show – Held semi-annually)

Clothing multiples

Bernie's AG

Niederdorfstr. 48
 CH - 8001 Zürich
 Tel. +41-1-252 60 36
 Fax +41-1-252 27 39
 www.bernies.ch

Product range: casual womenswear

Price segment: high price level

Number of outlets:12

Blue Dog (PKZ)

Bahnhofstrasse 46
 CH - 8010 Zürich
 Tel. +41-1-736 33 33
 Fax +41-1-736 33 00
 www.pkz.ch

Product range: Jeans-, sports- and casual wear

Price segment: middle and high price level

Number of outlets: 13

Note: brand and fashion oriented – exclusive retailer with 13 outlets

Bon Genie

Brunschwig & Cie SA
 34, rue du Marché
 CH - 1204 Genève
 Tel. +41-22-818 11 11
 Fax +41-22-818 11 99
 www.bongenie-grieder.ch

Product range: all kinds of clothing

Price segment: middle to high price level

Number of outlets: Bonnard u. Cie 5 shops, Bon Genie 8 plus 10 Franchise shops, Oliver Grant 5 outlets

Note: app. 750 employees

Charles Vögele AG

Gwattstrasse 15
 CH - 8808 Pfäffikon, Switzerland
 Tel. +41-55-416 71 11
 Fax +41-55-410 37 43
 www.voegele.ch

Product range: all kind of clothing

Price segment: low price level

Number of outlets: 800

Note: 1.86 Billion CHF clothing turnover – also includes mail order catalogue

Fein-Kaller & Co. AG

Bachmattstr. 53
CH - 8048 Zürich
Tel. +41-1- 434 83 83
Fax +41-1-434 83 43
www.fein-kaller.ch

Product range: menswear and womenswear

Price segment: high price level

Number of outlets: 19

Herren Globus

Löwenstr. 37
CH - 8021 Zürich
Tel. +41-1-226 88 11
Fax +41-1-226 88 14
www.herrenglobus.ch

Product range: Department store for men

Price segment: middle-priced items

Number of outlets: 22

INTERSPORT International

Holding AG
Obere Zollgasse 7
CH - 3072 Ostermundigen
Tel. +41-31-930 71 11
Fax +41-31-930 71 21
www.intersport.ch

Product range: jeans and (active) sportswear

Price segment: middle price level

Number of outlets: 4000 outlets in 25 countries

INTERSPORT PSC Holding AG

Obere Zollgasse 7
CH - 3072 Ostermundigen
Tel. +41-31-930 71 11
Fax +41-31-930 71 21
www.intersport.ch

Product range: jeans and (active) sportswear

Price segment: middle price level

Number of outlets: 280 related companies with 450 outlets in Switzerland

Jeans & Co. AG

Bösch 41
CH - 6341 Hünenberg
6004 Luzern
Tel. +41-41-785 60 42
Fax +41-41-785 60 49
www.jeans-co.ch

Product range: casual wear

Price segment: middle price level

Number of outlets: 6

Modehaus MODEVA AG

Muttenserstr. 109
CH - 4133 Pratteln 2
Tel. +41-61- 821 91 91
Fax +41-61-821 92 20
www.modeva.ch

Product range: women's wear

Price segment: high price level

Number of outlets: 26

Pasito AG

Lerchenstr. 16
CH - 8045 Zürich
Tel. +41-1-285 16 16
Fax +41-1-285 16 20
www.pasito.ch

Product range: women's wear, menswear, shoes

Price segment: middle and high price level

Number of outlets: 22

PKZ Burger-Kehl & Co.

Bahnhofstrasse 46
CH-8010 Zürich
Tel. +41-1-736 33 33
Fax +41-1-736 33 00
www.pkz.ch

Product range: all kinds of clothing incl. jeans-wear

Price segment: middle and high price level

Number of outlets: 55

Note: 220.3 Million CHF clothing turnover

Schild AG

Zentralverwaltung
CH - 6002 Luzern
Tel. +41-41-429 55 55
Fax +41-41-429 57 57
www.schild.ch

Product range: clothing for men and women

Price segment: middle price level

Number of outlets: 35

Note: 170 Million CHF clothing turnover

Spengler AG

CH - 4002 Basel, Switzerland
Buying offices located at: Binningerstr. 2
CH -4142 Muenchenstein, Switzerland
Tel. +41-61-415 21 11
Fax +41-61-411 13 46
www.spengler.ch

Product range: all kinds of clothing

Price segment: middle price level

Number of outlets: 20

Note: also includes mail order catalog

Sturzenegger AG

Poststr. 17
CH - 9001 St. Gallen
Tel. +41-71-243 90 30
Fax +41-71-243 90 40
www.sturzenegger.ch

Product range: womenswear, textiles, underwear

Price segment: high price level

Number of outlets: 10

Wartmann AG

Marktgasse 45
CH - 3001 Bern
Tel. +41-31-320 18 18
Fax +41-31-312 16 55
www.mode-wartmann.ch

Product range: women swear

Price segment: middle price level

Number of outlets: 5

WE Maennermode AG

Administration and Buying
Industriestrasse 28
CH - 8108 Daellikon
Tel. +41-1-844 14 14
Fax +41-1-844 14 16

(Importer/Distributor of men's apparel, formerly known as HEY, buying dep. only in Holland, also buy leather)

Department stores**Globus AG**

Zentralverwaltung
Eichstrasse 27
CH - 8045 Zurich
Tel. +41-1-455 21 11
Fax +41-1-463 35 02
www.globus.ch

Product range: all kinds of clothing

Price segment: low and middle price level

Number of outlets:

Note: 304.2 Million CHF clothing turnover

Jelmoli AG

Seidengasse 1
CH - 8001 Zürich
Tel. +41-1-220 44 11
Fax +41-1-220 40 00
www.jelmoli.ch

Product range: all kinds of clothing

Price segment: middle and high price level

Number of outlets: 1 large outlet in Zürich –
also includes mail order catalogue

LOEB AG

Bälliz 39
CH - 3600 Thun
Tel. +41-33-227 51 51
Fax +41-33-227 51 52
www.loeb.ch

Product range: all kinds of products

Price segment: middle price level

Number of outlets: 10

Manor AG

Rebgasse 34
CH - 4005 Basel
Tel. +41-61-686 11 11
Fax +41-61-681 11 92
www.manor.ch

Product range: all kinds of clothing

Price segment: middle price level

Number of outlets: 70 stores in Switzerland,
90 in other countries

Schaufelberger AG

Bälliz 26
CH - Thun
Tel. +41-33-225 37 37
Fax +41-33 -225 37 38

Product range: all kinds of clothing

Price segment: middle level

Mail Order

Ackermann Versandhaus AG

Postfach
CH - 6160 Entlebuch
Tel. +41-41-482 81 11
Fax +41-41-482 84 05
www.ackermann.ch
avaginformatik@bluewin.ch

Product range: professional wear, ladies',
men's, children's wear

Price segment: middle price level

Note: no outlets, only mail order

Heinrich Heine Handelsgesellschaft AG

Riedwiesenstr. 12
CH - 8305 Dietlikon
Tel. +41-1-805 15 15
Fax +49-1-834 04 40
email: info@heine.de

Product range: ladies', men's, children's wear

La Redoute CH SA

Rue de la Gare 13
CH - 1820 Montreux 1 VD
Tel. +41-21-966 50 00
Fax +41-21-966 50 01
www.laredoute.ch

Product range : ladies', men's, children's wear

Mona Versand GmbH & Co.

Wehrstr. 12
CH - 9202 Gossau
Tel. +41-71-314 83 00
Fax +41-71-314 83 09
www.mona.ch
email: info@cornelia.ch

Product range: ladies', men's wear

Rotex Versand

Industrie Wet 4042
CH - 4614 Hägendorf
Tel. +41-62-216 43 43
Fax +41-62-216 43 45
www.rotex.ch
email : mail@rotex.ch

Product range: professional wear, leisure wear

Spengler AG

CH - 4002 Basel, Switzerland
Buying offices located at: Binningerstr. 2
CH -4142 Muenchenstein, Switzerland
Tel. +41-61-415 21 11
Fax +41-61-411 13 46
www.spengler.ch

Product range: all kinds of clothing

Price segment: middle price level

Veillon SA

Route de Buyère 2
CH - 1017 Lausanne
Tel. +41-21-706 92 17
Fax +41-21-706 98 14
www.veillon.ch
email: veillon@veillon.ch

Product range: ladies', men's, children's wear

C. Vögele AG

Gwattstrasse 15
CH - 8808 Pfäffikon, Switzerland
Tel. +41-55-416 71 11
Fax +41-55-410 37 43
www.voegele.ch

Product range: all kinds of clothing

Price segment: low price level

Wullehus-Mode Versandhaus AG

Emmentalstr. 4
CH - 3510 Konolfingen
Tel. +41-31-791 01 47
Fax +41-31-791 10 19
www.wullehus.ch

Product range: all kinds of clothing for age group 40+ as target group

Price segment: middle price level

Number of outlets: 4 shops + mail order

Grocery Super- and Hypermarkets

COOP Schweiz

Thiersteiner Allee 12
CH - 4002 Basel
Tel. +41-61-336 6666
Fax +41-61-336 6040
www.coop.ch

Product range: all kinds of clothing

Price segment: low and middle price level

Number of outlets: 11 department stores,
more than 1700 shops

Note: turnover of 600 Million CHF

Denner AG Zentrale

CH - 8045 Zürich
Grubenstraße 10
Tel. +41-1-455 11 11
Fax +41-1-456 29 29 (buying department)
www.denner.ch

Proprietor of Waro and Franz Carl Weber
(FCW)

EPA AG

CH - 8027 Zürich
Bederstraße 49
Tel. +41-1-287 11 11
Fax +41-1-287 13 69
www.epa.ch

Product range: all kinds of clothing

Price segment: lower to middle level

Number of outlets: 39 department stores and
super markets

Note: total turnover 866.8 Mio. CHF - belongs
to Coop - will be changed to Oviessse in
2002-2004

Jumbo Markt AG

CH - 8305 Dietlikon
Industriestrasse 33
Tel. +41-1-805 61 11
Fax +41-1-833 10 10

Price segment: very low price level

Migros-Genossenschaft-Bund

Limmatstrasse 152
CH - 8005 Zurich, Switzerland
Tel. +41-1-277 21 11
Fax +41-1-277 25 25
www.migros.ch

Product range: all kinds of clothing

Price segment: low price range with own brands

Number of outlets: 500

Note: 606 Million CHF clothing turnover

Waro

CH - 8957 Spreitenbach
Fegistrasse 9
Tel. +41-56-418 91 91
Fax +41-56-418 91 99
www.waro.ch

owned by Denner

Swiss Clothing Manufacturers**Algo S.A.**

Badenerstrasse 274
CH - 8004 Zürich
Tel. +41-1-240 41 66
Fax +41-1-240 41 67
algo.administration@swissonline.ch

(high priced womenswear)

Alumo Textil AG

Zielstrasse 38
CH - 9050 Appenzell
Tel. +41-71-788 91 55
Fax +41-71-788 91 54
www.alumo.ch

(produces shirts)

Amacher Rosmarie

Dufourstrasse 167
CH - 8008 Zürich
Tel. +41-1-380 50 60
Fax +41-1-422 88 70
www.couture-amacher.ch

Angéloz Michel SA

Route de l'Industrie 3
CH - 1680 Romont
Tel. +41-26-651 92 80
Fax +41-26-651 92 89
michelangeloz@bluewin.ch

(middle-priced menswear and womenswear)

Boller, Winkler AG

(no street name)
CH - 8488 Turbenthal
Tel. +41-52-396 22 22
Fax +41-52-396 22 00
www.bonjour.ch

(clothing and other textiles)

Braunschweig P. & R. AG

Badener Strasse 120
CH - 8026 Zürich
Tel. +41-1-241 97 30
Fax +41-1-242 94 28
www.pierrette.com

(middle- and high-priced coats and jackets for women)

Feldinger Gabriel AG

Lettenweg 40
CH - 4123 Allschwil
Tel. +41-61-481 05 05
Fax +41-61-481 05 39
gabyfashion@econophone.ch

(middle-priced-items womenswear)

Hagmann Hosenmode AG

Industriestrasse 9
CH - 4657 Dulliken
Tel. +41-62-285 55 55
Fax +41-62-285 55 69
office@hagman.ch

(menswear for independents and department stores)

Kauf AG

Rosenbuelstrasse 50
CH - 9642 Ebnat-Kappel
Tel. +41-71-992 60 60
Fax +41-71-992 60 65
www.kauf.ch

(shirts for department stores and mail-order companies)

Mammut AG

Industriestrasse Birren
CH - 5703 Seon
Tel. +41-62-769 81 81
Fax +41-62-769 81 00
www.mammut.ch

(sportswear, outdoor jackets)

Metzler & Co AG

Hauptstrasse 33
CH - 9436 Balgach
Tel. +41-71-722 21 43
Fax +41-71-722 72 29
marcthombard@bluewin.ch

(shirts and blouses, t-shirts & sweat shirts for independents)

Strellson AG

Sonnenwiesenstrasse 21
CH - 8280 Kreuzlingen
Tel. +41-71-686 33 33
Fax +41-71-688 64 94
www.strellson.com

(menswear independents in 29 countries)

SwissTex Logistics AG

Funkenstrasse 10
CH - 4800 Zofingen
Tel. +41-62-745 33 33
Fax +41-62-745 33 00
www.swisstex.net

(menswear and womenswear)

TOPA Konfektions AG

Birkenstrasse 109
CH - 9443 Widnau
Tel. +41-71-720 03 05
Fax +41-71-720 03 07

(womenswear, OPT)

Traxler AG

Unterdorf 7
CH - 8363 Bichelsee
Tel. +41-71-971 19 43
Fax +41-71-971 31 29
www.traxler.ch

(knitwear, shirts/blouses, ecological clothing
for men and women)

Zewi und Bébé-Jou AG

Industrie Härdli West
CH - 8957 Spreitenbach
Tel. +41-56-418 10 00
Fax +41-56-418 10 01
zewi.bebe-jou@swissonline.ch

(middle- and high-priced coats and jackets
for children)

Zimmerli Textil AG

Feldstrasse 25
CH - 4663Aarburg
Tel. +41-62-791 41 41
Fax +41-62-791 38 72

(high priced outerwear)

Buying Associations

ez Fashion Center

TMC 3
Talackerstrasse 13
CH - 8065 Zürich
Tel. +41-1- 874 90 10
Fax +41-1- 874 90 11
www.ezfashion.ch

Intermeet Fashion

Felsenrainweg 17
CH - 8052 Zürich
Tel. +41-1-302 11 62
Fax +41-1-302 41 53

(womenswear)

Importers/Wholesalers

Baum AG

Aeschenvorstadt 48
CH - 4010 Basel, Switzerland
Tel. +41-61-271 01 55
Fax +41-61-272 51 54

(boutique/shop)

Conrad

Spalenring 123
CH - 4045 Basel, Switzerland
Tel. +41-61-272 57 33
Fax +41-61-272 57 11

(Importer/Distributor of mainly menswear,
only buy brands in small quantities)

Eximtex Sa

Import-Export textiles
Rte. De Pre-Bas 29
Casa Postale
CH - 1215 Geneva
Tel. +41-22-788 32 60
Fax +41-22-788 32 65

(Importer/Distributor of women's apparel)

Pandinavia Import Export

Spitalackerstrasse 63
CH - 3000 Bern 25
Tel. +41-31-331 40 32
Fax +41-31-333 06 93

(Importer/Distributor of men's apparel)