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  - Li & Fung Report from Bloomberg
  - Fighting Fraud

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Contents Issue week 10-2013 **SIBIL** *newsletter*

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**Issue Week 10-2013**



*THE STRATEGIC alliance reported upon here this week could be the start of a trend that might help some Western knitters of bodywear fabrics to enter markets previously closed to them and to become more competitive. Like the merger of Elastic Europe and Lauma reported upon last January, it involves a German knitter with advanced technical know-how and highly developed innovative strengths and a partner in a lower labour cost country with strong sales in emerging or protected markets. In both cases, the technologically advanced partner provides, in one way or another, premium products and the lower cost partner provides competitively priced more staple products. Both benefit, as do their customers. Of course, opportunities for such partnerships are necessarily limited but, as yet, they are by no means exhausted. Expect to learn of more such agreements in the months to come.*

Jean-Pierre Adeline



**BACKGROUND NEWS – developments to bear in mind**

- ▶ **UK:** regional preferences for sleepwear revealed
- ▶ **SAUDI ARABIA:** clerics place restrictions on lingerie stores
- ▶ **SPAIN:** more knitted goods exported to France in 2012

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**SUPPLIER NEWS – information from the upstream sector**

- ▶ **PENN TS:** new strategic alliance promises international growth

- Contents issue week 06-2013
- Interfilère Closing Report
- Invista Freefit
- Tencel Anniversary
- Sustainability Conference
- Radici Sustainability Report 2011.
- Invista at MarediModa 2012

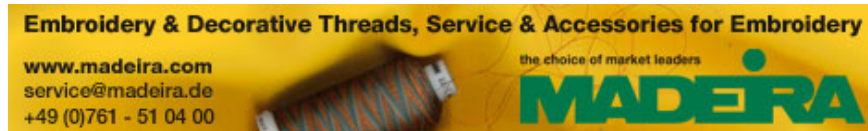
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▶ **RAMRAJ:** sixth plant represents major investment



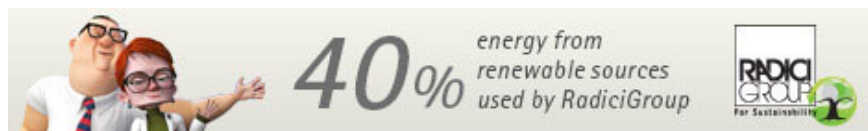
**THE APPAREL SCENE – news of brands & label**

- ▶ **VAN DE VELDE:** higher costs reduce 2012 EBITDA
- ▶ **HANESBRANDS:** details of future strategy revealed
- ▶ **CALIDA:** 2012 brought record sales of Aubade lingerie
- ▶ **BRANDIX:** first sustainability report wins award
- ▶ **BJÖRN BORG:** marketing campaign launched for S/S 2013
- ▶ **NAKED:** launch of women's lingerie collection announced



**DISTRIBUTION – evolution of chains & channels**

- ▶ **ESPRIT:** first half brings plunge into the red
- ▶ **BILLABONG:** European operations continue to disappoint
- ▶ **MEUNDIES:** range of merchandise being broadened
- ▶ **GALERIES LAFAYETTE:** innovative lingerie department planned



**PEOPLE – corporate personalities**

- ▶ **GIANLUCA PIAZZALUNGA:** named President of Parah
- ▶ **WILCO PRINS:** takes helm of Rip Curl in Europe



**EXHIBITIONS – what to see and where to trade**

- ▶ **INTERFILIERE HK:** cosmetic textiles to be featured
- ▶ **FILO:** new exhibitors expected at 39th edition of yarn show



**FINISHING TOUCH– The smile for this week**

- ▶ **MARKED MAN:** lingerie shop burglar identifies himself



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