



CHIC-Young Blood & The HUB Hong Kong Form a Partnership to Promote Multi-Label Retail in Greater China.

The most important branded fashion & lifestyle events in Greater China have agreed to work together with the aim of promoting multi-label retail stores.

Despite the recent phenomenal growth of branded fashion sales in Greater China in recent years, the multi - label retail store channel is still virtually non - existent with all sales being through mono - brand stores or brand operated concessions.

This gap in the fashion retail landscape is extremely restricting on consumer choice inside Greater China, with only larger mass brands being able to set up and operate mono-brand stores there. Crucially it also prevents new designers and start up brands from entering the market as they are not in a position to open their own stores but have no retailers to wholesale to.

Says Peter Caplowe, Co-Founder of the Hub:

"We are really excited to be involved in this hugely important initiative and working with such prestigious partners in China. 100 years ago 4 of the biggest department stores in the world were to be found in China and we will be very honored if we can play some small part in helping to re-establish this vital element of the fashion business in China"

Initiatives agreed already are:

- The Hub will erect a mock up of a multi-label store within the CHIC-Young Blood Beijing show 25-27th October featuring international brands who showed recently at The Hub in Hong Kong..
- CHIC-Young Blood and Mercedes Benz China Fashion Week, Supported by The Hub will hold a seminar running alongside CHIC-Young Blood. The Seminar will feature an impressive line up of domestic and international fashion heavy hitters exploring the challenges and huge opportunities of multi - label retail. Full details to be announced shortly
- CHIC-Young Blood will run a seminar alongside the Hub in Hong Kong in February specifically on the subject of multi-label retail in Greater China.
- CHIC-Young Blood will bring a delegation of current and potential multi brand retailers from China to The Hub who will have special access to the international brands showing there so they can start buying collections from brands for the launch of new multi-label stores in AW14.
- The Hub will prepare a VIP itinerary for the members of this delegation where they will meet major players from the international fashion branded fashion business, Hong Kong government officials, Senior Editors from Greater China and retail gurus from the leading multi brand stores in the region and globally.
- CHIC & CHIC-Young Blood will bring a selected number of domestic Chinese brands who are ready to engage with regional multi-label retail buyers for them to start the process of developing their brands internationally.

All parties see this as just a first step and are hopeful of extending this collaboration into an official group, also involving nationwide organizations, trade bodies, real estate and retail groups and educational institutions.

About CHIC -Young Blood:

With 100 brands from street fashion, contemporary fashion and young designers, CHIC-Young Blood is a platform to dive into China's dynamic Young Fashion Market for new generations after the 1990's.

Under the umbrella of CHIC (China International Clothing and Accessories Fair), CHIC-Young Blood will take place at 751 D.Park in Beijing Oct. 25-27, 2013 In parallel with Mercedes-Benz China Fashion Week.

www.chicyoungblood.com.cn

About The Hub

Launched in August this year The Hub is Asia's first invitation only branded fashion trade show. The Hub had an unprecedented 100 brands (including Adidas y#, Barbour and Desigual) at it's first ever edition eclipsing the launch edition of any independent branded fashion tradeshow of recent years. Acting as a platform for respected international brands to meet distributors, licensees and multi - label buyers from the Asian region (e.g. Swire Resources, Lane Crawford, and Bluebell) The Hub has already established itself as the 'must attend' event for any fashion brand serious about getting into the world's most important growth market.

www.thehub.hk

About CHIC (China International Clothing and Accessories Fair):

Over the past 21 years, CHIC has grown strong together with the fashion business in the region.

With an exhibition area of 100,000 square meters, accommodating more than 100,000 professional visitors and over 1,000 brands from 20 different countries and regions taking part in CHIC to

expand their markets, CHIC has proven its status as Asia's largest and most influential Clothing & Accessories Fair and platform for the entry into the Chinese consumer market.

www.chiconline.com.cn

Further information on multi-label stores

Traditionally multi-label stores are stores where usually small or family business retailers set up a fashion store where they select and buy the collections of other brands. These kind of retailers have a strong understanding of and connection with their local customer base and so create a store and buy a selection labels that both reflects their own personal style and appeal to the local customers they know better than anyone. From these small beginnings many multi-label stores grow into large businesses with many stores. In most countries department stores are also multi-label stores as they buy and re-sell many labels as opposed to simply leasing space to brands to run their own concessions as is the norm in China.

Multi-label stores are the mainstay of the fashion industry in most markets around the globe as they not only give lots of opportunities for new businesses to enter the fashion retail business, putting their own stamp on their stores and offering more choice to shoppers, they also are the only realistic way for new brands and designers to get their products into retail stores.

A new designer can make one collection and show this to lots of multi-label stores at a showroom or trade show and then consolidate these many smaller orders into an order big enough to satisfy the minimum order quantities of garment factories.

These multi-label stores that select and buy collections from third party brands and designers are more or less non-existent in the China fashion retail landscape with even the department stores being little more than landlords who sublet small mono-brand stores to big fashion companies.

As Richard Hobbs, co-founder of the Hub Hong Kong , which specializes in introducing international brands to Greater China, says " Although initially we see a lot of international brands seeding the growth of multi-label retail in Greater China as they are already set up to sell to these kind of stores, whilst the large Chinese domestic brands prefer the control and margins associated with mono - brand retailing, we have no doubt that once the the multi-label channel is established in Greater China, the floodgates will open for talented domestic Chinese designers and start up brands to get into the market and they will become the most important source of brands in this channel."

Multi-label retail stores [MLRS] also provide more choice for the customer which in turn brings more customers. This will ensure more exposure and better revenue for both the MLRS operators and the designers showcasing their label.

MRLS are also best way for shopping mall operators to be able to offer novelty, choice and exclusivity to attract discerning high spending customers to their malls in an ever increasingly competitive environment as more malls are launched almost daily in Greater China.

Creativity and individuality is the name of the game in fashion and no one wants to look uniform, we all strive and seek out our own style, feel and cut and MRLS are where to find this!

For more information:

PRESS, VISITORS, EXHIBITORS:

European Representative Office (except France and Italy)

CHIC, CHIC YOUNG BLOOD, CHINA NATIONAL GARMENT ASSOCIATION

JANDALI MODE.MEDIEN.MESSEN

FASHION HOUSE 1, OFFICE 319

DANZIGER STRASSE 101, D-40468 DÜSSELDORF

FON +49-211 30264337 FAX 0211-58588566

EMAIL CONTACT INFO@JANDALI.BIZ

WWW.JANDALI.BIZ