

**EXTRACT**

**Content:**

- **From January to August, Yancheng's apparel export rise against the trend**
- **Wuhan Textile University gained textile higher education teaching achievement prize**
- **The nation started temporary store up policy of cotton**
- **From manufacturing hub to fashion capital**
- **Rain dampens cotton harvest prospects in Dezhou**
- **Luxury brand Zegna celebrate their success in China market**
- **China Cotton Market Stable**
- **Keeping a Watchful Eye on Imported Cotton Impurities**
- **Chinese clothing brands face elimination and reconstruction pattern**

**From January to August, Yancheng's apparel export rise against the trend**

DATE: 2011-09-22

---

Statistics of Yancheng Inspection and Quarantine Bureau shows that, from January to August 2011, 7808 batches of apparel were exported from Yancheng, increased 73.2 percent than the same period last year; total volume was 60.9 million pieces, the Y/Y growth was 192.64 percent; total value was USD 0.269 billion, the Y/Y growth was 166.4 percent.

The essential reason for this growth was that knitting clothing was listed as compulsory inspected products, resulting in the sharp rise of apparel export of the entire area. Since 2011, numbers of new export enterprises that under the inspection of Yancheng Inspection and Quarantine Bureau has been increased to more than 100, thereby both the volume and value of apparel export saw a solid growth.

Based on this situation, the Inspection and Quarantine Bureau reminds enterprises to maintain the crisis awareness and quality consciousness. First of all, to keep stability of the work force, improve the quality and ability of the personnels, so as to tackle with the technology barrier from abroad and the international market competition pressure. Second, to adjust the product structure, upgrade the products level, turn the present tide of low added value, low order price, low profit only from quantity. Third, to build up a healthy and effective quality administration system, improve the management level, strengthen the fundamental power. The quality control should be from the source and the process of the manufacture, so as to raise the products level. Fourth, to learn more about the rules and regulations home and abroad, attach great importance to such aspects like safety, hygiene and anti-cheating. Enterprises should look at the foreign safety rules and regulation in a positive way, pay more efforts to eliminate a hidden danger and guarantee the product quality.

Source: CTEI

## **Wuhan Textile University gained textile higher education teaching achievement prize**

DATE: 2011-09-22

---

China National Textile And Apparel Industry Council (CNTAC) announced the evaluation result of textile higher education teaching achievement prize, among the 12 projects declared by Wuhan Textile University, 2 projects won the first prize, 5 won the second prize, 5 won the third prize of textile higher education teaching achievement prize of CNTAC.

The textile higher education teaching achievement prize of CNTAC started in the year 2009, is evaluated once every two years. Its aim is to encourage the textile colleges and universities to do more active educational research; to deepen the reform of education and teaching; to come up with new ideas in respect of theory; to increase the teaching level and education quality; to promote the development of the textile industry; moreover, to prepare for the national education and teaching achievement prize. As we learned, the textile higher education and teaching achievement prize this year produced totally 18 projects for first prize, 33 projects for second prize, 74 projects for third prize.

The year 2011 is the first year of the 12th Five Year Plan, and also the Open University Year of Wuhan Textile University. Looking to the future, aiming at producing more talented people for a stronger textile industry, Wuhan Textile University launched new personnel training proposal, adjust the course structure in a profound level, the defined training objective is to train the applied specialized personnels fit for the economic development of the society who is qualified in all aspects of knowledge, capability, character. This is the first time the university defined the ability building of the students as one of the training objectives.

“What kind of talents to train and how to train them” is the vital problem that cuts across the direction and root of higher education. Regarding the future development of the university, Wei Yiliang, the president of Wuhan Textile University, presents new reform thinking of “all-round opening university, exploratory personalized training”.

Source: CTEI

## **The nation started temporary store up policy of cotton**

DATE: 2011-09-22

---

Notice of the Preplan of on the Startup of the Temporary Store Policy of Cotton 2011 was jointly announced on September 7, by Economic and Commercial Department of National Development and Reform Committee and Economic Construction Department of Ministry of Finance.

The Notice said, since the cotton year of 2011, the cotton price on the market has been lower than government set price 19800 yuan/ton. According to the Notice, China National Cotton Reserves Corporation was requested to announce immediately the temporary store up policy, based on the principle of convenient collection, favored management, low cost, by a rational allocation of deposit sites. In accordance with the actual situation, carry out the store up in different stages under the support of the government parties concerned.

Source: China Textile Network Company

The temporary store up work started on September 8, this year as required by the government and the Preplan.

Stipulated by the Preplan, once the price of the new cotton is lower than the government set price for the year, China National Cotton Reserves Corporation is responsible for open purchasing in the 13 cotton production regions including Xinjiang. The cotton purchased should be produced and processed in year 2011 and should be instrumentation checked large bale cotton.

*Source: CTEI*

### **From manufacturing hub to fashion capital**

DATE: 2011-09-21

---

Few may know that Shenzhen, Guangdong province, is not only the nation's garment capital, with 3,000 garment manufacturers employing nearly 500,000 people, but also home to world famous designers.

Monday marked Fashion Shenzhen's fourth appearance at London Fashion week, one of the "Big Four" fashion weeks worldwide.

Fashion Shenzhen, organized by the Shenzhen Garment Industry Association, is a creative arena for showcasing China's design and clothing manufacturing talent. It is also a platform for Shenzhen-based designers to show their latest works.

This year's fashion show featured two of Shenzhen's most prominent talents, Xie Haiping and Deng Hao, at Monday's catwalk in central London's Vauxhall Fashion Scout in the Freemason's Hall.

An exhibition displaying the works of another 20 fashion companies was held the same day at the Grand Connaught Rooms next door.

Xie is something of a London regular having exhibited in 2009 and 2010, whereas Monday saw Deng's London debut.

What Deng brought to the catwalk was a unique floral female knitwear collection that depicts regal Islamic mosques and traditional Chinese temples. The two distinct religious and cultural symbols are mixed to create a contemporary vision.

The collection, in royal reds and luscious greens, is called Flower Devil.

Sleek silhouettes elongate and enhance the female form. Arabesque knitted and printed patterns, creep up the dresses until they reach a floral boom.

Delicate knit and sheer materials are carefully and technically entwined, to create a fluid form. Simplistic soft cable knits have been inventively used to create stunning details.

In comparison, Xie's collection evokes images of beautiful spring days with bright colors and butterfly patterns.

A neon palette splashes color over the pure natural whites and creams, while tulle, taffeta and ruffles are used to create exaggerated, yet feminine, silhouettes.

The Shenzhen Garment Industry Association has made no secret of its ultimate aim to establish a permanent presence in the United Kingdom, with plans to promote more student collaborations between Shenzhen and the UK.

Founder of the Vauxhall Fashion Scout John Walford, who has been working with Shenzhen for the past three years, says: "It really is rewarding to see how this relationship has gone from strength to strength.

"This new exciting student exchange, Chinese collections in the UK and UK collections in China, becomes possible for the first time with the opening of the Shenzhen Fashion School next year," he says.

Watching the show, Chinese Ambassador to the UK Liu Xiaoming said that Shenzhen is actually not just a garment manufacturing base, but "well-positioned to be China's fashion and creative capital".

Katharine Xu contributed to the story

*Source: China Daily*

### **Rain dampens cotton harvest prospects in Dezhou**

DATE: 2011-09-13

---

Rainy weather has affected the cotton crop in Dezhou. Continued bouts of showers in early September affect the quality of the crop in Henan and Hebei provinces. For those who have a good crop out there, they don't like for the weather to take more of their yields-especially cotton. They don't like for the rain to pull out any more lint. They like to get it as dry as they can,"

Dezhou are eyeing a bumper cotton picking now. Prices of cotton are hovering around CNY4.5 per half a kilogramme.

*Source: CTEI*

### **Luxury brand Zegna celebrate their success in china market**

DATE: 2011-09-20

---

Selling luxury goods in the China market is a difficult job, but Ermenegildo Zegna has successfully entered the China market for 20 years. Now that China has become the world's biggest market for luxury goods, each brand hopes to obtain their share in China, but the opinion of the Commissioner, Zegna is that Zegna brand will keep their leadership of the Chinese luxury market.

Zegna brand 20 anniversary, on Thursday, brand Director talked about the Zegna's challenges and opportunities in the China market, Whose optimism is justified in, as Chinese market 5 big top luxury brand, Zegna's sales in Chinese market have overtaken United States market sales last year.

Zegna brand Director, Gildo said: "we have only a men's clothing brand, to achieve this performance has been very good, I think that our success comes from our pioneering spirit."

Zegna entered Chinese market in 1991, currently 32 cities in China with 75 stores in total are expected grows to 80 stores at the end of year , it also plans to set up regional stores in four-line cities of China.

Of course, competitive pressure from other men's brand is not small, Zegna brand plans to open a new concept of the world store, launched a limited edition item, and so on.

Last year, the Ermenegildo Zegna brand's net income reached 79,200,000 dollars, well ahead of \$ 24,000,000 of 2009. Growth in Asian markets accounted for 46%, 30% growth in the Chinese market alone.

Source: CTEI.gov.cn

### **China Cotton Market Stable**

DATE: 2011-09-20

---

As this year's harvest approaches, the China Cotton Analysis Conference was held on Sep.15 by China Cotton Association .

More and more farmers are seen switching to cotton as both domestic and global prices remain high which is a big incentive for them. China Cotton Association announced that this year's domestic crop would total about 7.38 million tons, up 11% from last year's harvest. Crop area total 80.18 million acre, up 4.1% y/y.

Source: CTEI

### **Keeping a Watchful Eye on Imported Cotton Impurities**

DATE: 2011-09-20

---

The industry imported 151800 tons of Indian raw cotton this year. Some of them contained short fibre and other impurities. The impurities amounted at 16000 tons (or 5175 USD), accounting for 11.1% of total imports, according to Shandong Entry-Exit Inspection and Quarantine Bureau.

Some Chinese enterprises are unfamiliar international trade rules and receive the shoddy, and adulteration. These unreasonable activities seriously damaged Chinese business interests.

Source: CTEI

## Chinese clothing brands face elimination and reconstruction pattern

DATE: 2011-09-19

---

According to a survey by Hongye information company, there are about more than 2,000 brands being eliminated each year in China's apparel market, six brands are eliminated per day on average, the average life expectancy of each brand is only as short as four hours.

In 2000-2005, China's top 500 brands had an average life expectancy of only 1.5 years. But the top 50 international brands in domestic sales have an average age up to 52.5 years; some foreign apparel brands even have a history over a hundred years.

Industry experts said, "In the next five to 10 years, China's apparel industry will experience a process of industry consolidation. At present, the concentration level of men's wear is higher than women's brands. The number of women's brands are larger, there are more than 1000 brands in Guangzhou and Shenzhen areas alone, so many brands must experience "Ebb Tide" in the future."

Experts say that a company must fully consider its advantages and features in the strategic process of selecting corporate brand, a company can only embark on the road to successful brand management by choosing the most suitable brand for its development.

*Source: ccfgroup*