

**THE FASHION MARKET IN
GREAT BRITAIN**

CONTENTS

1. MARKET AND ECONOMIC TREND IN THE CLOTHING SECTOR

- 1.1. CONSUMER INDICATORS**
- 1.2. PRODUCTION INDICATORS**
- 1.3. CURRENT MARKET TRENDS**
- 1.4. PRODUCTS : DETAILS WORTH KNOWING...**

2. GEOGRAPHICAL APPROACH

3. DISTRIBUTION

3.1 GENERAL ORGANISATION OF DISTRIBUTION SYSTEM

3.2. MAJOR DISTRIBUTION PARTIES

- 3.2.1. CHAIN STORES**
- 3.2.2. VARIETY STORES**
- 3.2.3. DEPARTMENT STORES**
- 3.2.4. MAIL ORDER**
- 3.2.5 DISCOUNT CHAINS**
- 3.2.6 OTHER**

3.3. RETAIL TRADE

3.4. SUMMARY STATEMENT

4. WHICH FORMS OF REPRESENTATION?

4.1. DIRECT SELLING

4.2. IMPORTERS AND WHOLESALERS

- 4.2.1. IMPORTERS**
- 4.2.2. WHOLESALERS**

4.3. AGENTS

- 4.3.1. MAJOR DISTRIBUTION AGENTS**
- 4.3.2. REGIONAL AGENTS**
- 4.3.3. GENERAL AGENT**

4.4. OTHER FORMS OF ESTABLISHMENT

5. TRADE FAIRS

- 5.1. NATIONAL AND INTERNATIONAL TRADE FAIRS**
- 5.2. REGIONAL TRADE FAIRS**

6. TRADE JOURNALS

7. PAYMENT

- 7.1. RISKS AND GUARANTEES**
- 7.2. TERMS OF PAYMENT**
- 7.3. PAYMENT MODALITIES**

8. USEFUL TERMINOLOGY

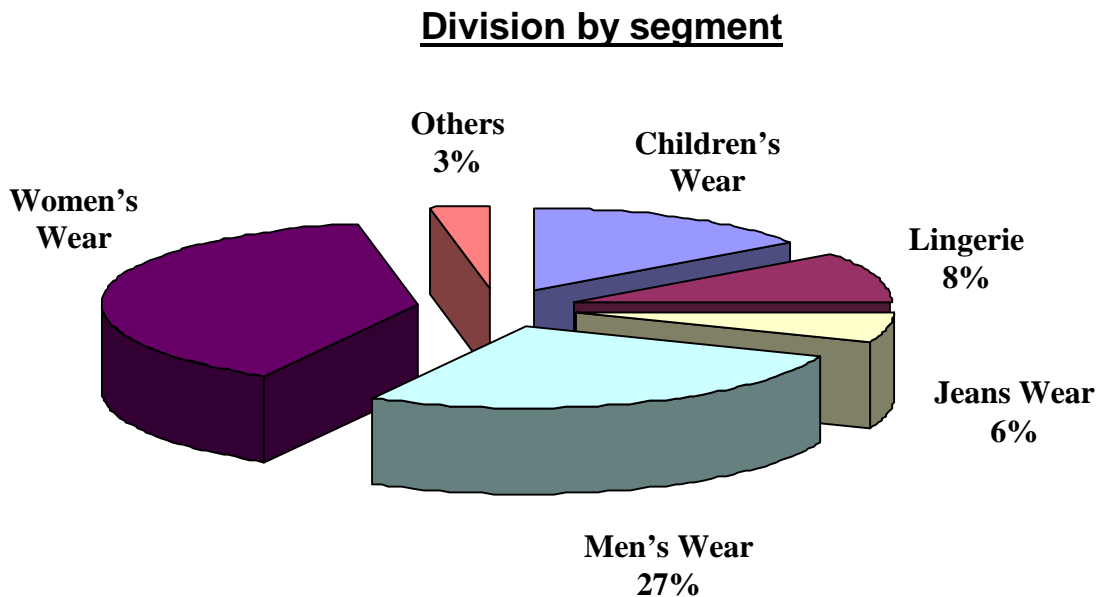
9. BUSINESS CODE OF CONDUCT

1. MARKET AND ECONOMIC TREND IN THE CLOTHING SECTOR

1.1. CONSUMER INDICATORS

United-Kingdom is the fourth largest clothing market in Europe (14.6 % of the European clothing market).

- Turnover generated in textiles/clothing : £ 8.9 billion in 1996



- Annual expenditure on clothing : £ 425.4 per citizen / p.a., or 5% of the household budget
- Principal tendencies and characteristics:
 - English consumers above all look out for a good relation between quality and price of a product, than for the brand
 - service-orientation

1.2. PRODUCTION INDICATORS

- No. of companies operating in clothing sector: 8,160 in 1995 (10,168 in 1990)
trend : **-20% since 1990**
- Workforce : 154,000 people in 1995
- 36% of the national production is exported
- Britain's major manufacturers are :

<i>Company</i>	<i>Turnover in million £</i>
William Baird Plc	663,1
Courtauld's textiles Plc	584
Coats Viyella Plc	564,5
Dewhirst Group Plc	249,7
Dawson International Plc	189,9
SR Gent Plc	145

- The main suppliers for the United Kingdom originate from Asia and Pacific (50% - China, Hong-Kong, India, Indonesia) and the European Union (30% - Italy, Portugal, Germany, Netherlands, France)

- A highly fragmented industry with a number of restraints imposed by the large companies (major volumes for large-scale distribution) and a number of important smaller, highly flexible companies which adapt rapidly to the trends in fashion

- Main tendencies and characteristics:

- fierce international competition
- rationalisation of production methods
- reduction of number of manufacturers
- increase in number of importers
- new image of creativity
- production aimed most and for all at large-scale distribution
- low exports

1.3. CURRENT MARKET CHARACTERISTICS

- price important for purchase decision

- Importance of the brand: British consumers are willing to pay more for a branded clothing item than their fellow Europeans

1.4. PRODUCTS: DETAILS WORTH KNOWING...

STANDARDS

- No particular standards or restrictions, except in the Children's Wear segment :

- ropes, strings and cords are prohibited

- strict labelling in effect

SIZES

- **Men's Wear**

Jackets

France	46	48	50	52	54	56	58
USA	36	38	40	42	44	46	48
GB	36	38	40	42	44	46	48
Italy	44	46	48	50	52	54	56
Spain	46	48	50	52	54	56	58
Germany	44	46	48	50	52	54	56

Trousers

France	38	40	42	44	46	48	50
USA	28	31	33	34	36	38	39
GB	31	32	33	34	35	36	38
Italy	38	40	42	44	46	48	50
Spain	38	40	42	44	46	48	50
Germany	36	38	40	42	44	46	48

• **Women's Wear**

Ready-to-wear

France	36	38	40	42	44	46	48	50
USA	6	8	10	12	14	16	18	20
GB	8	10	12	14	16	18	20	22
Italy	40	42	44	46	48	50	52	54
Spain	36	38	40	42	44	46	48	50
Germany	34	36	38	40	42	44	46	48

FABRIC

- Natural fabrics generally are more easily accepted although they are not an absolute must.
- Caution with linen, whose creasing properties at times pose problems

FINISHING

Nothing in particular to comment on, other than that the English pay attention to a good quality-for-money rapport.

BRANDS

- The English attach great important to the brand, especially in the « young fashion » segment

⇒ a brand product must be supported by advertising

2. GEOGRAPHICAL APPROACH

The region with the highest turnover in clothing is by far the south-east (with 30% of expenditure in this sector), followed by the north-west, Scotland, Yorkshire + Humberside.

Ireland is the region where expenditure on clothing per citizen is highest.

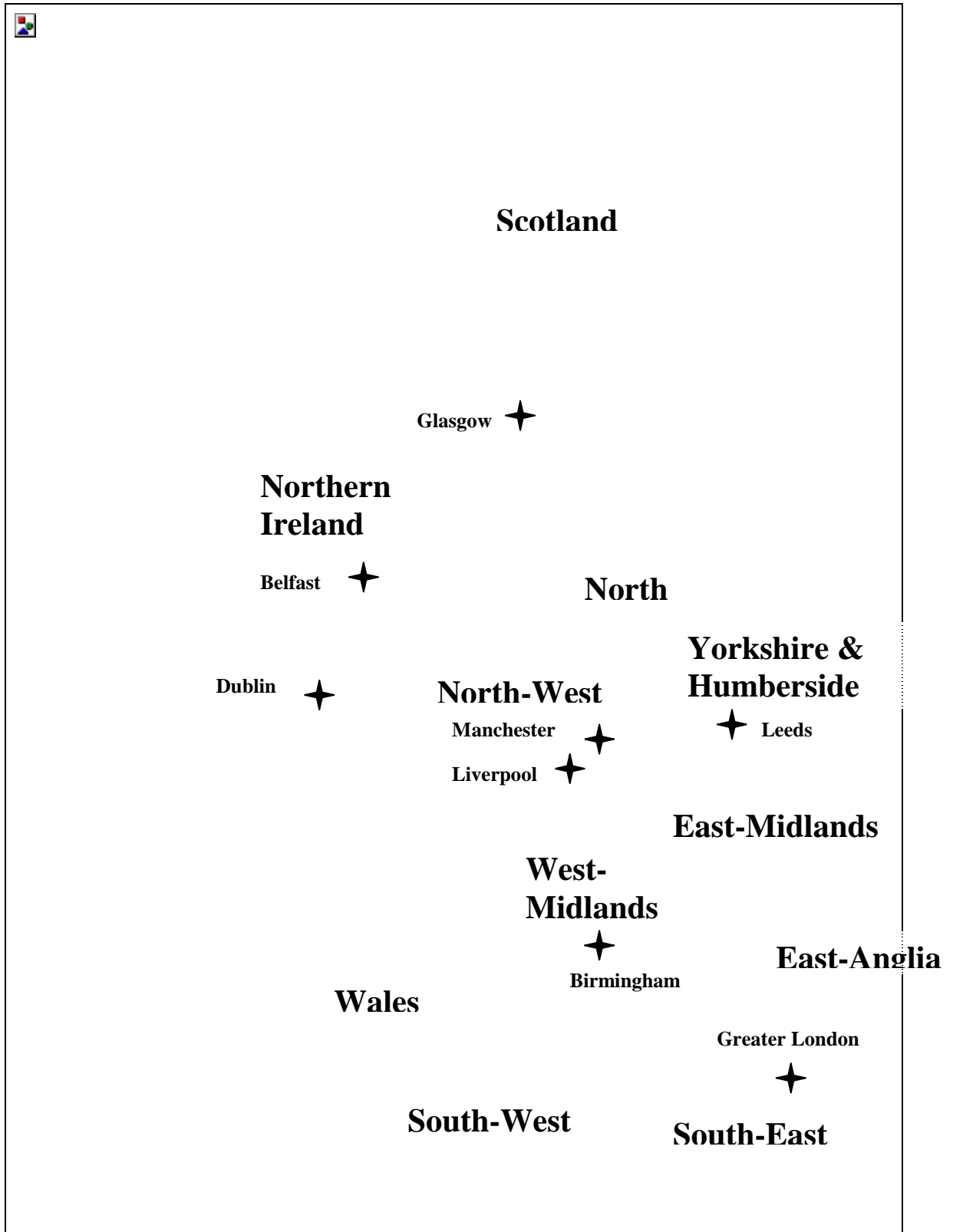
<i>Region</i>	<i>Market share (%)</i>	<i>Expenditure per citizen</i>
south-east	30	104
north-west	12	103
Scotland	10	109
Yorks. & Humber.	9	105
south-west	8	94
West Midlands	8	90
East Midlands	7	100
North	6	96
Wales	4	74
Northern Ireland	3	154
East Anglia	3	84

BUT :

To be in a position to sell, you need to take into consideration on the one hand the demand and the SUPPLY: as a result, the south-east is the most important market, but also the region into which all foreign manufacturers set foot in = agents and London retailers are inundated with new offers for collaboration. **Therefore, it is worthwhile considering approaching the market via a less saturated region.**

IT IS DIFFICULT TO SUGGEST A CLEAR AND DEFINITIVE STRATEGY FOR APPROACHING THE ENGLISH MARKET. CONSIDER THE FOLLOWING CRITERIA :

- ⇒ If you have medium-price to upmarket products to offer or the latest fashion for young people, or even products which are aimed at department stores, you are likely to prefer the **south-east**
- ⇒ If you have medium-price, classic products to offer without original characteristics, distributed by boutiques, you are likely to prefer the regional approach, avoiding to start by the south-east, which is highly competitive. First you should approach the **Manchester / north-west** region.
- ⇒ **Ireland** is a more open market, interesting to take into consideration within the framework of a first launch
- ⇒ For the lingerie sector, there are mainly **national agencies**



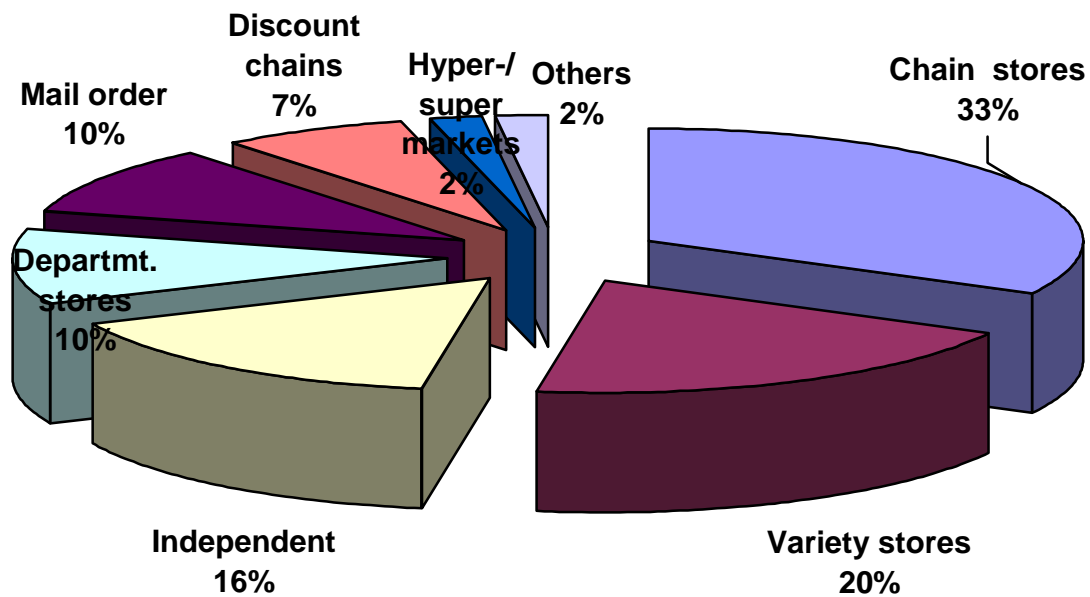
TARGET AREAS

3. DISTRIBUTION

3.1. GENERAL ORGANISATION OF DISTRIBUTION SYSTEM

- Highly concentrated distribution
 - 42% of turnover made by 10 names
- Reduction in the number of independent names
- Emergence of new distribution concepts (example: factory outlets)
- Intensification of fight for city centre / periphery

Market share for textiles by type of distribution



3.2. MAJOR DISTRIBUTION PARTIES

- Of the 10 largest organised European distribution parties, 5 are English
- The 6 giants in distribution are Marks&Spencer, Burton Group, C&A, Storehouse Group, Sears Group and Next.

<i>Company</i>	<i>Market share %</i>	<i>Number of POS</i>
Marks & Spencer	16	285
Burton	10	
Top shop		411
Debenhams		92
Racing Green		
Dorothy Perkins		495
Principles		341
Evans		298
Top Man		
Burton		366
Sears	5	
Oakland		
Richards		214
MISS Selfridges		161
Wallis		195
Warehouse		84
C&A	4	
Storehouse	4	
Mothercare		279
Children's World		61
Littlewoods	4	
Next	3	300

- Other companies worth mentioning :John Lewis, Harrods, Selfridges, Liberty...
- The **Burton** and **Sears** groups are mainly present in the Children's Wear market, and a multitude of specialised POS, such as Principles for Men, Dorothy Perkins, Top Shop, Top Man, Wallis, Richards, Miss Selfridges.
- The **Storehouse** group has an 11% share in the children's wear market

MAIN CHARACTERISTICS

- ➔ the price comes first, way before the product itself
- ➔ tendency toward integration at both ends of the textile chain
- ➔ trend toward a reduction of suppliers, but an increase in the size of the latter who work in wider collaboration with distributors to improve the speed of the logistical chain
- ➔ high demands in view of supplies (example: delivery of products at a precise date of delivery, demand for a significant volume of supplementary stock to be left at their disposal if needed...)
- ➔ buyers do not easily change their suppliers

example : - Associate Independent Stores has a system for assessing and analysing the performance of each one of their suppliers
 - Edinburgh Woolen Mill states that stabilising their suppliers is a strategic decision: 75% of their turnover in the city centre is made with 15 suppliers
 - companies such as DAKS are more open and have around 55 suppliers. Their trial order is placed for around £ 5,000 to 10,000. Also, they judge on the reliability of their suppliers during the first year.

- ➔ the purchase dates are variable according to the names (the dates mentioned in the following represent the trend in the industry, it is recommended to obtain precise information, on a case-by-case basis, for each name)
- ➔ a market which is difficult to attack, do not expect too large orders during the first season; the first order is something like a test run
- ➔ **DO NOT COUNT ON A LOCAL AGENT WHO WORKS DIRECTLY WITH HIS SUPPLIERS FOR APPROACHING LARGE-SCALE DISTRIBUTORS**

3.2.1. CHAIN STORES

Definition : Distribution company with several points of sales at great distance from one another (in different towns), selling a range of relatively similar items. The purchase, the inventory and the logistical transport are generally centralised.

➔ some names :

<i>Name</i>	<i>Sector</i>
Top Shop (Burton)	Women's Wear
Top Man (Burton)	Men's Wear
Principles	Women's Wear / Men's Wear
Next	Women's Wear / Men's Wear
Dorothy Perkins (Burton)	Women's Wear
Etam	Women's Wear
Wallis (Sears)	Women's Wear
Miss Selfridge (Sears)	Women's Wear
Oasis	Women's Wear
Warehouse (Sears)	Women's Wear
Burton Menswear (Burton)	Men's Wear
Fosters	Men's Wear
Moss Bros	Men's Wear
Adams Childrenswear (Sears)	Children's Wear
Mothercare (Storehouse)	Children's Wear
Children'sWorld Stores (Storehouse)	Children's Wear
Knickerbox	Lingerie
La Senza	Lingerie
Sock Shop	Hosiery

Main characteristics :

- with a 33% share in the market, the chain stores are an important element of the distribution landscape organised in Great Britain
- many chain stores are affiliated to one of the large distribution groups

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

Purchase dates : Spring/Summer : July-September
Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 2.5

Payment within : 10 days with discount
30 to 60 days no discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.2. VARIETY STORES

Definition : This is a special concept found only in Great Britain, half way between a chain store and department store. The main characteristics include:

- ⇒ geographical division more capillary than department stores (but less than chain stores)
- ⇒ specialisation (textiles / clothing) similar to the image of chain stores, positioning more down-market than department stores
- ⇒ size of POS : larger than branch of a chain store, smaller than department stores
- ⇒ found on high streets, homogeneity of names
- ⇒ traditional image

→ some names :

- ⇒ Marks & Spencer : around 290 POS
- ⇒ Woolworth : around 800 POS
- ⇒ BHS British Home Stores : around 140 POS
- ⇒ Littlewoods : around 130 POS

Main characteristics :

- Marks & Spencer is the leader in this sector in terms of turnover (quality of service for clients, reputation of its own « St Michael » brand)

⇒ « When Marks & Spencer sneezes, the whole retail trade catches a cold »

- Variety stores have suffered less over the past years than department stores have, nonetheless Marks & Spencer experienced some difficulties for the first time in 1997, indicating a probably turn in the economic trend for variety stores

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

Purchase dates : Spring/Summer : July-September
Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 2.5

Payment within : 10 days with discount
30 to 60 days without discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.3. DEPARTMENT STORES

Definition : Large commercial retail enterprises which offer very versatile assortments (sometimes more than 100,000 articles) under a single roof and on a substantial surface area (4 to 6 floors), and which in general focus on :

- clothing and textiles,
- household articles,
- all types of home products.

Each product line has its own department at times managed by specialists.

Price range : rather high

→ some names :

- ↻ Debenhams (Burton) : around 90 POS
- ↻ Harrods : 1 POS
- ↻ House of Fraser : around 50 POS
- ↻ John Lewis Partnership : around 20 POS
- ↻ Alders : around 30 POS
- ↻ Selfridges : 1 POS
- ↻ A.I.S (Associated Independent Stores) : around 300 independent department stores grouped together

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

Purchase dates : Spring/Summer : July-September
Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 2.5

Payment within : 10 days with discount
30 to 60 days without discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.4. MAIL ORDER

→ some names :

- ↻ G.U.S. (Great Universal Stores)
- ↻ Littlewoods
- ↻ Freemans
- ↻ Grattan
- ↻ Empire Stores

Main characteristics :

- popular in Great Britain
- centre of diversification for chains, department stores or variety stores
- mainly women's wear
- based in the North of the country

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

⇒ highly demanding toward suppliers

Purchase dates : Spring/Summer : July-September
Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 3

Payment within : 10 days with discount
30 to 60 days without discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.5. DISCOUNT CHAINS

Definition : Shops selling their products at lower prices than the classic retail trade – smaller margins are compensated by economies of the fixed costs (structure, staff, interior design, situation)

Depending on the name, the line might be composed of unsold stock, standard products at a reduced price, but also of brands.

→ some names :

<i>Name</i>	<i>Sector</i>
New Look	Men's Wear / Women's Wear / Children's Wear
Mackays	Men's Wear / Women's Wear / Children's Wear
Matalan	Men's Wear / Women's Wear / Children's Wear
Poundstretcher	Men's Wear / Women's Wear / Children's Wear
What Everyone Wants	Men's Wear / Women's Wear / Children's Wear
QS Familywear	Men's Wear / Women's Wear / Children's Wear

Main characteristics :

- good growth potential for this type of distribution which has been very successful with consumers
- internal organisations are more and more modern and sophisticated, compared to the image of traditional chains (EDI, merchandising)

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

Purchase dates : Spring/Summer : July-September
Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 2.5

Payment within : 10 days with discount
30 to 60 days without discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.6. HYPERMARKETS/SUPERMARKETS

→ some names :

- ↻ Asda : around 200 POS
- ↻ Safeway : around 390 POS
- ↻ Sainsbury / Savacentre : around 360 POS
- ↻ Tesco : around 520 POS

Main characteristics :

- Clothing has only recently been added to supermarkets and hypermarkets which have not turned textiles into a basic trade
- Only Tesco, Asda, Sainsbury's have been increasing their textile turnover every year, selling their own brands as well as designer brands at discount prices

Internal organisation of purchase : each POS has its own purchase organisation, generally with purchase departments and sector-based specialisation

Purchase : direct manufacturer essential

Purchase dates : Spring/Summer : July-September

Autumn/Winter : January-March

Delivery dates : Spring/Summer : February
Autumn/Winter : as of June

General mark-up : coefficient 2.5

Payment within : 10 days with discount
30 to 60 days without discount

Mode of payment : cheque or bank transfer

Mode of delivery : in boxes or on hangers

3.2.7. OTHERS

➤ Factory outlets : have made a successful entry

➤ Franchise : started developing around ten years ago, but is less important than in other European countries

3.3. INDEPENDANT RETAILER

Main characteristics :

- **is losing speed compared with large-scale distribution**
- market is much more open than large-scale distribution
- the trend is toward giving up major brands for “sourcing” minor niche brands :
 - in fact, consumers can buy known brands in hypermarkets/supermarkets

Internal organisation and purchase : Wholesalers, cash & carry, buying groups, agents, importers, direct manufacturers...

Purchase dates : Spring/Summer : July to end of September
Autumn/Winter : January to end of March

Delivery dates : Spring/Summer : February-March 99
Autumn/Winter : from the end of July to end of September

General mark-up : coefficient 2.5

Payment within : 30 days

Mode of payment : cheque or bank transfer

Mode of delivery : on hangers

3.4. SUMMARY STATEMENT

	<i>Large-scale distribution</i>	<i>Independent retailer</i>
<i>Sales</i>	Spring/Summer : July-September Autumn/Winter : January-March	Spring/Summer : July-end of September Autumn/Winter : January-end of March
<i>Delivery</i>	Spring/Summer : February Autumn/Winter : as of June	Spring/Summer : February-March Autumn/Winter : end of July to end of September.
<i>Distr. margins</i>	2.5 3 for mail order	2,5

5. WHICH FORMS OF REPRESENTATION ?

5.1. DIRECT SELLING

- Direct selling can be relevant for products aimed at large-scale distribution (highly personal negotiations, margins to be defended at close range...).
- ⇒ in fact, buyers often prefer dealing directly with the manufacturers in order to negotiate details. Moreover, they have the feeling of buying at less expensive rates by saving on commission and on importers.
- For all other cases, they prefer local intermediaries.

5.2. IMPORTERS

- Importers purchase your products in order to resell them to their own clients, subject to territorial exclusivity, with the support of their own sales team or commercial agents. They are registered as a company, and have a warehouse, a billing system.... => generally these are relatively important organisations.

- General reduction for importers: between 30 to 40%

- Importers are ever decreasing in Great Britain : the tendency in the market is that less enterprises are willing to take the risk of buying to resell, especially for a new launch on the market. And also, due to the fierce competition and the price war between the different distribution networks, manufacturers wishing to enter the English market are more and more inclined to bypass such an intermediary which has become too costly.

- Advantages :

- ⇒ a single partner who is in charge of managing the clients => you deal with a single client and save on administrative work compared to managing a portfolio of various clients.

- ⇒ security in terms of payment: you invoice the importer who invoices his client directly and thus assumes the risk of non-payment

- ⇒ simplified and less costly logistics : 1 or 2 large orders per season, delivered directly to the importer => you save on transport instead of sending out several smaller consignments to clients

- Disadvantages :

- ⇒ no market transparency : neither the clients nor the market is known; if the collaboration is discontinued, you are back to square one

- ⇒ no control over the image of your products : the importer sells to whoever and however he wants
- ⇒ there is only a minor risk of non-payment, yet of a more concentrated nature: obtain reliable information on the financial solidity of your partner

5.3. AGENTS

English agents operate at a rate of remuneration ranging between 5% and 15% depending on the volumes considered and the proposed services.

- Advantages :
 - ⇒ market transparency : clients and geographical spread are known... if the collaboration ceases you maintain your portfolio of clients and can transfer them to another agent
- Disadvantages :
 - ⇒ you invoice each client directly and as a result assume the risk of non-payment on behalf of such clients
 - ⇒ it is your task to handle each order and the logistical process which follows (management of order receipts, transport, management of returns, reminders...)

The size of the agencies varies : certain represent 1 or 2 collections, others go up to 10.

Depending on the level of the range or the type of distribution, different agents might be taken into consideration:

5.3.1. MAJOR DISTRIBUTION AGENTS

- They visit buyers from within large-scale distribution, ensure that your products are registered, and sell them.
- This type of agency is rarely found in the United-Kingdom
 - ⇒ for a new launch on the market, do not count on finding an established agent operating in large-scale distribution. **THEY PREFER THE DIRECT CONTACT WITH BUYERS.**
- Based in London.
- Commission : 5%

5.3.2. REGIONAL AGENTS (RETAIL)

- Regional agents operate on the basis of **regional exclusivity**. This is the most frequently referred to structure for collections which address the medium-price retail trade.
- The English territory can be covered with 3 or 4 regional agents based in the following areas: London and south-east, Manchester and north-east, Scotland, Ireland
- Commission : on average 10%
- Geographical coverage: a total coverage of the whole of England requires agents in the following areas, by order of priority (see map in chapter 2. *Geographical Approach*)

5.3.3. GENERAL AGENT

- Operates on the basis of national exclusivity, either alone or with sub-agents, depending on the number of POS. There are around 50 “good” ones in the English market, highly selective in the choice of collections they represent.
- Based in London or Manchester
- Commission: 15%
- Advantage :
 - ⇒ this kind of structure allows you to forego the management and operations of an entire network of agents (relatively difficult): you work with a single contact on the market, all while preserving ownership of your clientele
- Disadvantages :
 - ⇒ if the general agent abandons you, there is the great possibility that the network of agents will also leave you
 - ⇒ less transparency with regard to local market trends
 - ⇒ difficult to intervene directly in the event of problems occurring in a particular area
 - ⇒ risk of losing information about your products (the general agent acts as intermediary between regional agents and yourself)

5.4. OTHER FORMS OF ESTABLISHMENT

Other possible forms of establishment are related to companies which are already making steady business in Great Britain, which are sure of the potential of their products and which have relatively significant resources, and known brands with a strong image.

These might include :

- transfer of licences
- selling via franchises
- establishing own boutiques : good test ground for collection
- creating a commercial branch: several foreign branches have taken this path, drawing a benefit from the low costs of setting up a company and lower labour costs than elsewhere

Details worth knowing in the event of incorporating a company:

- Incorporating a Ltd. company in the United Kingdom is not very expensive : no minimum capital except for 1£ !
- The steps for this are easily and quickly performed
- Costs for hiring staff are not as high as in the rest of Europe

CONTRIBUTION BY EMPLOYER

<i>annual salary</i>	<i>share of employer</i>
less than £ 3,224	0%
from £ 3,224 to £5,719	3%
from £ 5,720 to £ 8,059	5%
from £ 8,060 to £ 10,919	7%
as of £ 10,920	10%

CONTRIBUTION BY EMPLOYEE

<i>salary bracket</i>	<i>share of employee</i>
0 to £ 3,224	2%
£ 3,224 to £ 24,179	10%
in excess of £ 24,179	0%

5. TRADE FAIRS

Participation in a trade fair is an important asset in the English market.

- Trade fairs :

<i>Trade fair</i>	<i>Dates</i>	<i>Topic</i>
Premier Womenswear (Birmingham)	February / August	Women's Wear
Pure Womenswear (London)	February / August	Women's Wear
Premier Childrenswear (Birmingham)	February / August	Children's Wear
40° (London)	February / August	Young Fashion
MXL (London)	February / August	Men's Wear
London Fashion Week		Women's Wear
London Fashion Week		Men's Wear
Interseason – The London Show (London)	February / September	Women's Wear
The Sun and Swimwear Show	July	Swimwear
Harrogate Bridal Exhibition (Harrogate)	March / September	Bridal wear
Harrogate Lingerie Exhibition (Harrogate)	February / August	Lingerie

• Organisers :

Premier Womenswear, Premier Childrenswear

Miller Freeman

Tel : +(44) 181/742 2828, Fax : +(44) 181/747 3856

Pure, MXL, 40°

EMAP Fashion

Angel House – 338-346 Goswell Rd – London EC1V 7QP

Tel : +(44) 171/ 520 15 00 – Fax : +(44) 171/520 15 01

6. TRADE JOURNALS

• Titles :

<i>Title</i>	<i>Target</i>	<i>Circulation and issues</i>
Drapers Record	Fashion in general a must	
Menswear	Men's wear	
FW	Young fashion	
Children's Clothing International	Children's wear	
Womenswear	Women's wear less known	
Menswear Buyer	Men's wear less known	
Underlines	Lingerie THE review in the sector	
Contours	Lingerie	
Lingerie Buyer	Lingerie	
Retail Week	Distribution	

• Editors :

7. PAYMENT

7.1. RISKS AND GUARANTEES

• A safe way to work with English retailers is to go by a factoring company. Griffin and NMB are among those known most.

• If a new client is not covered by a factoring company, your agent will give you his opinion on this particular client.

7.2. TERMS OF PAYMENT

- Invoicing must be effected in £ and in accordance with the customary terms in this sector
- General terms in this sector :
 - ⇒ Large-scale distribution : 10 days with discount
30 to 60 days without discount
 - ⇒ Retail : 30 days

7.3. PAYMENT MODALITIES

- Bank remittance or cheque
- Opening of a local bank account is recommendable.

8. USEFUL TERMINOLOGY

PAP masculin	Menswear
PAP féminin	Womenswear
PAP enfant	Childrenswear
Lingerie	Lingerie
Lingerie masculine	Men's lingerie
Lingerie féminine	Women's lingerie
Lingerie de nuit	Nightwear
Chemise	Shirt
Chemisier	Blouses
Pantalon	Trousers
Tailleur	Suit (men)
Chaussant	Hosiery
Chaussettes	Socks
Slip	Underwear
Costume	Suit (ladies')
Cravate	Tie
Chapeau	Hat
Manteau	Coat
Confection lourde	Large sizes
T-Shirt	T-shirt
Veste, gilet	Jacket, cardigan
Imperméable	Impermeable
Centre de Mode	Fashion centre
Salon	Fair, trade fair
Saison	Season
Commande	Order
Livraison	Delivery
Date de livraison	Date of delivery
Période de livraison	Period of delivery

Conditions de paiement	Terms of payment
Escompte	Discount
Coton	Cotton
Laine	Wool
Matière naturelle	Natural fibre
Lin	Linen
Taille	Size
Couleur	Colour
Quantité	Quantity
Collection	Collection
Echantillons	Samples
Commission	Commission
Marge	Margin
Niveau de gamme	Price level
Agent	Agent
Importateur	Importer
Grand magasin	Department store
MAIL ORDER	Mail order
Chaîne spécialisée	Chain stores
Groupements d'achat	Buying group
Détaillant spécialisé	Specialised retailer

9. BUSINESS CODE OF CONDUCT

- Working language used : English
- Politeness and discretion are the rule: no emotional demonstrations in public, handshake only during the first meeting
- The British are masters of the art of understatement, one must understand their code. Example: "I most certainly do not wish to contradict you" means "I totally disagree"
- Beware of speaking in a loud tone, raising your voice, showing too much enthusiasm. No excessive affections !
- Pragmatism is the rule: The British have a short-term vision, and do not hesitate to go back over their decisions if the details of a problem have evolved or if new opportunities have arisen.
- Decisions are taken in a team, information is shared with employees
- Taboo topics : sex, health, religion, royal family
- Professional meeting :
 - ➔ Hours : the working day starts at 9h00 and ends between 17h00 and

18h00

- Meetings are highly organised, any presentation must be carefully prepared and even minuted
 - The aim of a meeting is to leave with a written decision and not to chat
 - Even if one approaches the subject of the meeting rapidly, it is still customary to start by the following general topics: whether, golf...
- Negotiations :
 - The British are not too demanding when it comes to negotiating for less, since they negotiate for less from the very start. => study your starting position as a result; a “no” is often definitive
 - Mode of payment most frequently used in business :
 - Cheque or remittance