

Fashion Accessories

Essential sourcing intelligence

May 2012

US\$395

China supplier profiles

Detailed profiles of 63 verified suppliers and contact details of an additional 18 exporters

Product gallery

Specifications and full-color images of 179 top-selling products

Industry trends

Coverage of current issues, plus insights into products, pricing, R&D and supply centers



Supplier capability in China

FASHION ACCESSORIES

Suppliers of fashion accessories in China are facing a slew of challenges, dampening growth opportunities in the industry this year.

For one, companies are anticipating reduced orders from the US and the EU as these markets continue to struggle financially. In fact, a number of profiled makers indicated that their shipments to these areas have declined by half.

Even midsize and large enterprises seeing sales increases are expecting gains to top out at 10 percent.

Mounting manpower outlay and the steep appreciation of the local currency are aggravating the situation. These factors are affecting suppliers' ability to offer competitive quotes.

To stir demand, companies are boosting product value and updating selections instead of engaging in price rivalry. Efforts to ease the impact of a stronger yuan and cut manufacturing costs are likewise in place.

Key findings

1. Swelling production costs and the yuan's revaluation are foreseen to raise export prices in coming months. Makers, however, will limit markups within the 10 percent range to avoid losing clients to low-cost hubs in Asia such as Indonesia, Vietnam and Cambodia.
2. Companies are employing better materials to justify higher quotes. Natural plant-based fibers are mostly preferred for their anti-bacterial and hypoallergenic properties. Animal-derived textiles are also adopted because of the inputs' warmth-retentive features.
3. Businesses are keeping abreast of the latest design trends by increasing participation in domestic and international fairs.
4. The government is providing financial benefits to exporters catering to emerging markets, including Russia, the Middle East, Southeast Asia and South America, to ease reliance on the US, the EU and Japan. To illustrate, the administration created a fund for short-term export insurance.
5. To prevent exchange rate losses, manufacturers are sending partial deliveries during lengthy production. Others are shortening buyers' payment periods. Several enterprises with import and export licenses, meanwhile, are allowed to use the yuan in foreign transactions.
6. A number of suppliers are keen on augmenting capital expenditure by half to fuel improvements. For some enterprises, the increases are even predicted to exceed 50 percent.

Scope & methodology

This report covers the major categories of China's fashion accessories industry, namely belts, gloves, hosiery, and head-, eye- and neckwear.

The products and prices section discusses each group and design trends specific to the line. It also details the typical features and prices of low-end, midrange and upscale models.

The Industry Overview elaborates on the issues affecting fabrication and exports, including weak overseas demand, and cost and currency challenges. The section also touches on the strategies businesses are employing in response to these difficulties.

Guangdong and Zhejiang provinces, and Shanghai are the main production centers for the line.

Following this structure, the first two locations are each represented by one-fourth of featured suppliers. Nearly 20

percent is from Shanghai.

To produce this report, Global Sources interviewed a wide range of enterprises. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight into price trends, sales outlook and target markets in the next six to 12 months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

CONTENTS

INDUSTRY OVERVIEW	7
Main production centers	
Supplier survey	
Belts & accessories	9
Eyewear	11
Gloves	12
Headwear	13
Hosiery	17
Neckwear	19
SUPPLIER PROFILES	23
PRODUCT GALLERY	93
ADDITIONAL SUPPLIERS	125

Copyright 2012 Trade Media Limited. All rights reserved. Reproduction in whole or in part in any form or medium without the expressed, written permission of Trade Media Holdings Limited and Trade Media Limited is prohibited.

Published by Publishers Representatives Limited (on behalf of Trade Media Limited)
 4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands
 c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-15978-0-9

Disclaimer: Any recommendation contained in this report may not be suitable for all investors or businesses. Moreover, although the information contained in this report is obtained from sources believed to be reasonably reliable, the accuracy or completeness of such information cannot be guaranteed. The author and the publisher of this report (and the publisher's affiliates, agents, sales representatives and service contractors) do not make any representation or warranty whatsoever (whether express or implied) in relation to any of the contents of this report (including any information, opinion, recommendation or conclusion contained in this report) (collectively, "Contents"), whether as to the accuracy, completeness, quality, fitness, suitability or reliability of such Contents (or any portion thereof) or otherwise, and shall not be liable under any circumstances whatsoever for any error, omission, defect or deficiency in, or for any use of or reliance on, such Contents (or any portion thereof).

All product images are provided by the companies interviewed and are for reference purposes only. Those product images featuring products with trademarks, brand names or logos are not intended for sale. Products that are not the specific topics of editorial articles are shown for illustrative and/or demonstrative purposes only. We, our affiliates, and our affiliates' respective directors, officers, employees, representatives, agents or contractors, do not accept and will not have any responsibility or liability for product images (or any part thereof) which infringe on any intellectual property or other rights of a third party.

Industry Overview

Slower export growth awaits China's fashion accessories industry as Western markets temper spending.

Debt problems in the US and the EU have prompted buyers to reduce orders. According to some suppliers, shipments to these two areas have declined as much as 50 percent.

This is reflected in the latest customs statistics. Shanghai's overseas deliveries of hats and caps in 2011 decreased 10 percent YoY to 547 million pieces.

During the same period, Zhejiang province sent 200 million pairs of sunglasses to the US, and 120 million pairs to the EU, climbing only 6 and 11 percent. Foreign revenue in January 2012 from gloves, hosiery and headwear inched up just 8 percent to \$990 million.

Due to these developments, most companies are expecting sales to increase less than 10 percent this year.

Makers are experiencing difficulty in offering competitive prices. Rising labor costs and the appreciation of

the yuan is exerting pressure on their margins.

Businesses in Guangdong province, the Yangtze River Delta region and Bohai Bay Rim Economic Region said only 70 percent of their workers returned from the Chinese New Year holiday. To fill vacancies and cultivate loyalty among employees, they raised salaries by 20 to 30 percent. Further increases may be necessary in the months ahead.

The stronger local currency is another challenge. It advanced 5 percent against the US dollar in 2011. Although the ascent will likely ease as a reaction to the country's \$31.5 billion trade deficit in February, economists anticipate larger gains in 2H12. Overall, a rise of 3 percent is projected for this year.

In general, for each percentage point that the yuan appreciates, profit is reduced at the same rate. The majority of exporters in the industry now operate on markups of just

1 percent. This situation, together with mounting worker expenditure, is forcing suppliers to push up quotes.

Augmentations, however, are mostly limited to 10 percent to prevent businesses from losing clients to other low-cost production hubs in Asia, including Vietnam, Cambodia, Bangladesh and Indonesia.

To justify higher prices, makers are boosting value through the use of premium materials. Natural and branded fibers such as bamboo rayon, soybean protein, Supplex and Coolmax are adopted in socks and caps because they are smooth and cool to the skin. The first is also anti-bacterial.

Animal-derived textiles, including angora and cashmere, are incorporated in winter knitwear for improved warmth retention. Core-spun yarns enhance the durability of pantyhose.

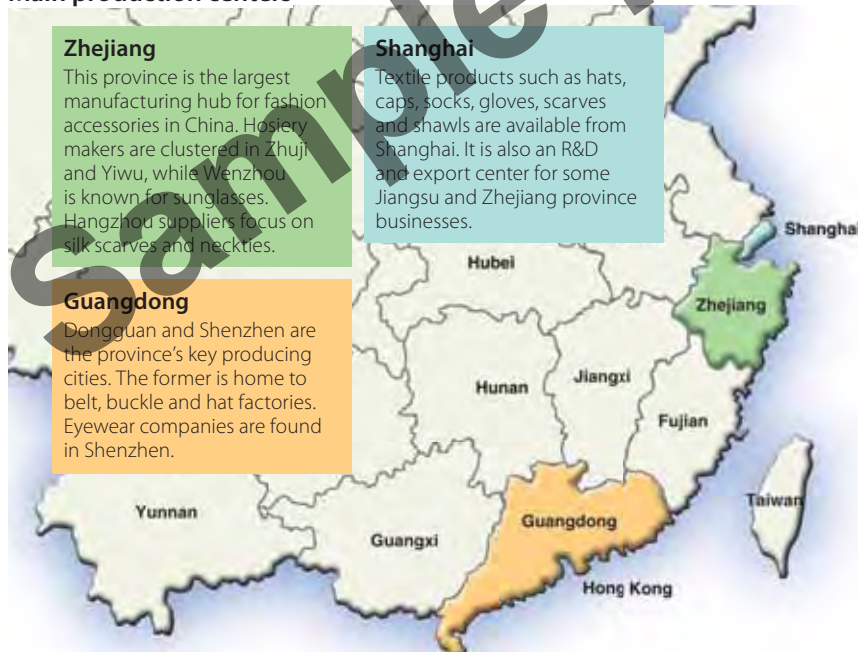
Manufacturers are also updating designs to keep pace with the latest trends. R&D specialists visit international trade shows to see popular styles.

Moreover, the national government is keen on helping suppliers boost business. In April, it allotted \$240 billion to short-term export insurance. Tax rebates on shipments will remain stable.

In addition, the administration is encouraging exporters to reduce dependence on the US, the EU and Japan. As an incentive, it is offering more credit support to those catering to emerging markets, including Russia, the Middle East, Southeast Asia, and Central and South America. Such efforts will contribute to steady growth in these areas. In 2011, China's trade with the ASEAN jumped 24 percent to \$362.9 billion. Expansion of up to 20 percent is predicted this year.

To serve these areas effectively, suppliers study the culture and policies there.

Main production centers



SUPPLIER MATRIX

Company	Location	Years established	Total sales \$mn/yr	Export sales \$mn/yr	R&D spending \$mn/yr	No. of full-time staff	Capacity pieces/mth	Average output pieces/mth	Average exports pieces/mth
█	Zhejiang	6	1.0	1.0	0.16	200	1,000,000	1,000,000	1,000,000
█	Zhejiang	13	6.4	6.4	0.1	260	1,000,000	700,000	700,000
█	Guangdong	6	1.3	0.8	0.05	35	100,000	80,000	52,000
█	Guangdong	28	0.5	0.5	0.5	4,800	1,000,000	1,000,000	1,000,000
█	Guangdong	6	2.0	2.0	0.1	150	100,000	100,000	100,000
█	Zhejiang	7	1.2	1.2	0.02	220	80,000	50,000	50,000
█	Shanghai	9	3.6	3.6	0.04	100	90,000	83,000	83,000
█	Zhejiang	12	0.5	0.5	0.02	100	300,000	100,000	100,000
█	Guangdong	28	6.0	6.0	1.0	6,000	400,000	400,000	400,000
█	Guangdong	32	0.4	0.2	0.16	200	50,000	32,000	16,000
█	Fujian	4	0.5	0.5	0.2	500	100,000	30,000	30,000
█	Fujian	1	0.1	0.1	0.06	418	60,000	18,000	18,000
█	Zhejiang	17	12.0	12.0	0.3	300	1,800,000	1,300,000	1,300,000
█	Fujian	25	1.0	1.0	0.5	1,000	300,000	100,000	100,000
█	Zhejiang	10	4.0	4.0	0.05	150	1,350,000	1,000,000	1,000,000
█	Zhejiang	5	3.6	3.6	0.05	90	650,000	500,000	500,000
█	Zhejiang	16	8.0	8.0	0.01	35			1,150,000
█	Guangdong	15	6.0	6.0	0.05	200	200,000	200,000	200,000
█	Zhejiang	17	0.5	0.5	0.1	300	200,000	50,000	50,000
█	Taiwan	23	3.0	2.1		17	600,000	300,000	210,000
█	Guangdong	12		0.6	0.04	10			71,000
█	Guangdong	12		0.2	0.05	30			10,000
█	Zhejiang	7		10.0	0.1	80			300,000
█	Taiwan	28	0.7	0.7	1.4	3,800	50,000	48,000	48,000
█	Shanghai	9		3.0	0.05	25			125,000
█	Zhejiang	7	2.4	2.4	0.96	50	150,000	140,000	140,000
█	Guangdong	3	1.7	1.7	0.07	660	700,000	550,000	550,000
█	Jiangsu	8		5.0	0.1	20			400,000
█	Jiangsu	10	6.0	6.0	0.9	100	280,000	280,000	280,000

Bling Fashion Co. Ltd



INQUIRE NOW

Bling exports an average of 1 million headwear pieces per month. Sales in the line for 2011 amounted to \$1 million, accounting for 6 percent of the total.

Overseas revenue is projected to increase more than 20 percent in the year ahead, with the EU as the most important market. At present, 75 percent of shipments go to Europe. The rest is delivered to North America.

The company's factory in Jinhua, Zhejiang province, is running at full capacity. A 200-strong workforce handles operations.

Bling was established in 2006. It invests \$160,000 annually in R&D.

The supplier is going to keep prices at current levels in the next six months. Capital expenditure will also remain unchanged.

Company facts

Year established	2006
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Jinhua (Zhejiang)
Factory location(s)	Jinhua (Zhejiang)
No. of full-time employees	200
Annual sales (all products)	\$18.0mn
Annual R&D spending	\$160,000

Sales & output: Fashion accessories

Annual sales	\$1.0mn
Share of total sales	6%
Annual export sales	\$1.0mn
Total monthly capacity	1,000,000 pieces
Average monthly output	1,000,000 pieces
Capacity utilized	100%
Average monthly exports	1,000,000 pieces
Export ratio	100%

Contact details

Business contact	QIN David
Phone	(86-579) 8545-3900
Fax	(86-579) 8545-3900
E-mail	david@bling-fashion.com sales@bling-fashion.com
URL	www.globalsources.com/bling.co
Address	F6, 219-1 Shenzhou Road, Houzhai, Yiwu, Jinhua, Zhejiang, China



Model: HA10278

MOQ: 500 pieces

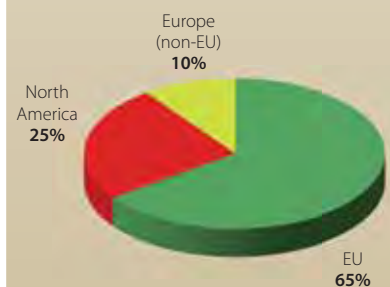
Description: Headband; acrylic, polyester; feather, mesh, acrylic rhinestone trimmings; custom sizes

See more popular export models in the [Product Gallery](#).

Exports by product



Exports by market



PRODUCT GALLERY

Belts & accessories



Chanch

(profile page 28)

Model: CBT-06828

MOQ: 1,000 pieces

Description: Women's belt; PU leather; alloy trimming; 90x1cm; custom sizes, colors accepted



Chanch

(profile page 28)

Model: CBT-06877

MOQ: 5,000 pieces

Description: Women's belt; soft silicone; silver-finished buckle; multihued stud trimming; 120x3.8cm; custom sizes, colors accepted



Chanch

(profile page 28)

Model: CBT-06821-2

MOQ: 5,000 pieces

Description: Women's belt; silicone; acrylic buckle; 120x3.4cm; custom sizes, colors accepted



Cosmos

(profile page 29)

Model: PDH-33

MOQ: 10,000 pieces

Description: Belt buckle; alloy; free from nickel, lead, iron, azo; in various sizes, colors



Cosmos

(profile page 29)

Model: PDH-05

MOQ: 10,000 pieces

Description: Belt buckle; brass; free from nickel, lead, iron, azo; in various sizes, colors



Cosmos

(profile page 29)

Model: PDH-07

MOQ: 10,000 pieces

Description: Belt buckle; brass; rhinestone trimming; free from nickel, lead, iron, azo; in various sizes, colors

Sample page only

Yes! I'd like to order the following China Sourcing Reports.

BUY NOW

A Please send me

Report Title:	US\$
1)	
2)	
3)	
4)	
5)	

Total amount US\$

B Please send my reports by

- E-mail (PDF format)
 Air courier (printed copy)

C My contact details

- Mr Mrs Ms

Family Name Given Name

Job Title

Company Name

Address

City State/Province

Country Postal/Zip Code

E-mail

Tel Fax

Moblie/Cell Phone

D My payment method

- US\$ check/bank draft payable to GLOBAL SOURCES, drawn on a US bank located in the USA
 Please debit my credit card



Amount (US\$)

Card No.

Expiry Date

Signature Date

E Return this form by

Fax North and South America (1-480) 951-4197
 Worldwide (65) 6547-2888

Mail Global Sources, c/o Media Data Systems Pte Ltd
 Raffles City PO Box 0199, Singapore 911707

For faster service, order online at www.ChinaSourcingReports.com/pdfcs

For other inquiries

E-mail: service@globalsources.com

Telephone Hotline: (65) 6547-2800

Thank you for your order.