

Women's Underwear & Swimwear

Essential sourcing intelligence

October 2011

US\$395

China supplier profiles

Detailed profiles of 34 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 98 top-selling products

Industry trends

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



Supplier capability in China

WOMEN'S UNDERWEAR & SWIMWEAR

China companies offering women's underwear and swimwear are strengthening R&D and manufacturing capability under efforts to sustain competitiveness.

The industry's pricing advantage has been reduced due to elevated material and labor costs, which account for a large portion of production expenses. Adding to suppliers' difficulties is the yuan's appreciation. These factors compelled many exporters to impose markups within the past 12 months.

Custom statistics indicate that overseas sales are growing in terms of value, with figures jumping at least 15 percent month on month during March and April 2011. Revenue continued to increase from May to July, but at a slower rate. Volume shipments, in contrast, rose 5 percent at most. This suggests improved sales were a result of higher quotes rather than strong demand.

Key findings

1. The high cost of materials and labor, and the stronger local currency continue to be the biggest challenges for the industry. These are expected to push up prices in the next six months. Most suppliers plan to keep increases within 10 percent.
2. Businesses are raising product development allocations, which go mainly to hiring additional design specialists. The fortified R&D teams are counted on to create at least one new model per day. The funds are also used for setting up research centers, and sending personnel to local and international trade exhibitions.
3. Factories are being equipped with advanced machinery as part of endeavors to shorten processing time while boosting yield. Most plants employ locally developed units and systems. Imported kinds are usually from Japan or Italy.
4. Varied trends are apparent in different subcategories. Simplicity is emphasized for the latest underwear, pajamas, robes and other sleeping garments. Intimate apparel with shaping functions, on the other hand, features a more ornate appearance. Likewise, recently launched bikinis and maillots boast vibrant colors and patterns.
5. Performance is highlighted particularly in swimwear. Resistance to bacteria, chlorine and UV rays are becoming mainstream properties. Similarly, bra designs are being improved for better fit.
6. North America and the EU will still be the key export destinations for the majority of suppliers despite concerns about the debt crisis.

Scope & methodology

This report covers the major products of China's women's underwear and swimwear industry, namely bras, panties, shaping and thermal undergarments, sleeping apparel, robes, bikinis, maillots, rashguards, boardshorts and swimsuit coverups.

Each category has its own section discussing design trends specific to the line. The segments also detail the features and prices of low-end, midrange and high-end models.

The Industry Overview describes the challenges being faced by the sector and how these are expected to affect exports in the coming year. Further, it talks about the steps taken by businesses to improve R&D and production capability.

Nearly 75 percent of the featured suppliers are based in Fujian and Zhejiang provinces. A large number is also located in Guangdong province.

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
 Bras9
 Panties11
 Shapewear12
 Sleepwear.....14
 Robes15
 Swimwear.....16
 SUPPLIER PROFILES.....21
 PRODUCT GALLERY61

Sample page only

Copyright 2011 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 978-988-15020-6-3

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.

Baichuan Dress & Weaving Co. Ltd Quanzhou



INQUIRE NOW

The entire women's underwear and swimwear line of Hong Kong-invested Baichuan is dedicated to overseas markets. It brings in 30 percent of the company's \$10 million total annual revenue.

The maker yields 71,000 panties, sleepwear and swimsuit coverups per month. Sixty percent of output is sent to the EU, which will be the target

market in the next half-year. France-based Sergent Major, Denmark's Disney, Key in Poland and Jeep in the UK are major clients. North and South America, non-EU countries, the Asia-Pacific region and the Middle East share the rest of the exports.

Baichuan will decrease prices by 11 to 15 percent in the next 12 months. Sales are expected to stay the same.

Company facts

| | |
|-----------------------------|--------------------|
| Year established | 2002 |
| Business type | Manufacturer |
| Company ownership | Hong Kong-invested |
| Head office location | Quanzhou (Fujian) |
| Factory location(s) | Quanzhou (Fujian) |
| No. of full-time employees | 500 |
| Annual sales (all products) | \$10.0mn |
| Annual R&D spending | \$50,000 |

Sales & output: Women's underwear & swimwear

| | |
|-------------------------|---|
| Annual sales | \$3.0mn |
| Share of total sales | 30% |
| Annual export sales | \$3.0mn |
| Total monthly capacity | 100,000 units |
| Average monthly output | 71,000 units |
| Capacity utilized | 71% |
| Average monthly exports | 71,000 units |
| Export ratio | 100% |
| Major customers | Pelican, TBOE (Russia); Jeep (UK); Key (Poland); Disney (Denmark); Sergent Major (France) |

Contact details

| | |
|------------------|--|
| Business contact | LIN Reta |
| Phone | (86-595) 2213-8239 |
| Fax | (86-595) 2213-8236 |
| E-mail | reta@baichuan.com.cn gitty@baichuan.com.cn |
| URL | www.baichuan.com.cn www.globalsources.com/baichuan.co |
| Address | Xianjing Industrial Area, Fuqiao, Licheng, Quanzhou, Fujian, China |



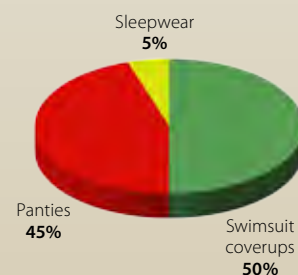
Model: BCP125

MOQ: 3,000 sets per color

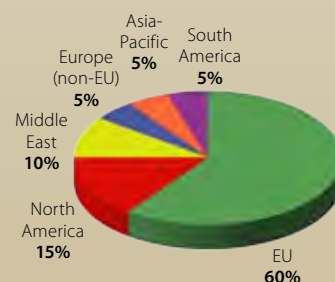
Description: Pajama set; orange shirt, brown pants; 95:5 cotton-spandex; 180gsm; sizes S to XXL; printed front, back bodice; custom colors

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

Exports by product



Exports by market



PRODUCT GALLERY

Underwear



Baichuan
 (profile page 24)
Model: BCW146
MOQ: 5,000 pairs per color
Description: G-string; 95:5 cotton-spandex; 160gsm; lace trimming; sizes S to XXL; pink or purple; allover polka-dot print



Chic Wings
 (profile page 26)
Model: 1130
MOQ: 4,000 sets
Description: Bra, G-string set; 95:5 nylon-spandex; 160gsm; 100% cotton lining; lace trimming; 3-column, 3-row hook-and-eye bra closure; sizes 32 to 36B; in various colors



Chic Wings
 (profile page 26)
Model: 1140
MOQ: 4,000 sets
Description: Bra, panty set; 88:12 nylon-spandex lace; 120gsm; 100% cotton lining; 3-column, 3-row hook-and-eye bra closure; sizes 32 to 36B; in various colors



Global Best
 (profile page 30)
Model: AHR-0084W
MOQ: 3,600 sets
Description: Bra, panty set; 86:14 nylon-spandex; 100gsm; embroidered lace with floral pattern; 100% cotton lining; bow trimming; 3-column, 2-row hook-and-eye bra closure; in various sizes, colors



Golden Bridge
 (profile page 31)
Model: EB015
MOQ: 4,000 pairs
Description: T-shirt bra; 80:20 nylon-spandex; 180 to 210gsm; 100% polyester lining; 100% PU padding; nonslip; sizes 32B to 44F; in various colors



Golden Bridge
 (profile page 31)
Model: GB9422
MOQ: 4,000 pairs
Description: High-cut briefs; 82:18 cotton-Lycra; 180 to 210gsm; lace trimming; sizes S to XL; in various colors

Yes! I'd like to order the full version of the following China Sourcing Reports

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

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 _____

Mobile/Cell Phone _____

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

For other inquiries

E-mail: service@globalsources.com
 Telephone Hotline: (65) 6547-2800

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

Thank you for your order.