

Fashion Accessories

Essential sourcing intelligence

February 2012

US\$100

Indonesia supplier profiles

Detailed profiles of 31 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 150 top-selling export products ranging from handbags to jewelry

Industry trends

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



**The
Kearny
Alliance**

AID THROUGH TRADE
www.kearnyalliance.org

Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

Supplier capability in Indonesia

FASHION ACCESSORIES

A sense of guarded optimism prevails over the fashion accessories industry in Indonesia. Although exports are forecast to increase this year, many companies anticipate foreign income to be affected by the growing instability in the EU as a result of the sovereign debt crisis.

Revenue in recent years has been generally on an upward trend, even during the global financial slump. It declined in 2011, however, because of economic troubles in the EU and rising domestic demand.

The sector is largely composed of small and midsize suppliers, which typically suffer from insufficient capability for product development and market expansion. To overcome these limitations, local industry groups extend assistance to enterprises by means of training and exposure to international trade shows.

Key findings

1. The majority of suppliers featured in this report plan to keep prices of fashion accessories unchanged over the next six months. This strategy will be implemented to attract new buyers and maintain viability amid cutthroat competition. Enterprises preparing to push up quotes, however, will mostly raise them within 15 percent of current levels.
2. The US is the industry's largest overseas destination. The EU is also a key market, with shipments going mainly to the UK, Belgium and France. The Asia-Pacific region and South America are emerging as alternative destinations seen to account for an increasing share of revenue in coming months.
3. Although the industry is capable of producing items for all price

- segments, it emphasizes the low end and midrange. The materials used and complexity of design are the major factors that determine quotes.
4. Manufacturers are mainly located in Bali, East Java and Yogyakarta. These provinces benefit from easy access to numerous raw materials obtained from plant, animal and marine sources. Neighboring provinces in the island of Java also serve as important sourcing hubs.
 5. The most crucial challenge confronting the industry is rising expenditure for raw materials, particularly leather and fabrics. Increasing local demand and growing preference among vendors to export these inputs are driving up costs. Price competition is another challenge facing suppliers.

Objective, methodology & scope

This Indonesia Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Indonesia in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main classifications of fashion accessories available in Indonesia, including belts, fashion bags and wallets, jewelry, and head- and neckwear. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

In this report

- 15 in-depth company profiles
- 16 short company profiles
- 150 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within Indonesia.

The Products & Prices section details the features and price ranges of footwear. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

CONTENTS

INDUSTRY OVERVIEW	11
Supplier summary	
Export statistics	
Products & prices	13
Production & export statistics	
Price guides	
Supplier survey	15
Export prices	
Export sales	
Export markets	
Major challenges	
R&D focus	
SUPPLIER PROFILES	19
Supplier matrix	
Raw materials & exports	
Supplier profiles	
PRODUCT GALLERY	67
Top-selling export products	
CONTACT DETAILS	95

Copyright 2012 Trade Media Limited. All rights reserved. Reproduction in whole or in part in any form or medium without express 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 978-988-15977-5-5

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.

Amouk

[INQUIRE NOW](#)

Established in 1999, Amouk manufactures fashion accessories made of seashell. Total revenue in 2010 reached \$80,000.

The entire output is sent abroad. The EU is the main overseas destination, accounting for four-fifths of shipments. The largest markets in the bloc include France, Spain and Italy. Australia takes up 15 percent. The rest is delivered to the US.

Ninety percent of exports consist of jewelry. Necklaces and bracelets are the best-selling items in the line. The company also manufactures belts.

Products are mainly low-end and midrange. Necklaces featuring cowrie and coconut shell start at \$0.50. Bracelets in various colors are offered for at least \$0.80, depending on the materials used. Belts are quoted between \$1 and \$2.

Madura island in East Java is the main supply zone for shell. Auxiliary inputs such as cotton, bamboo, synthetic leather, and glass and plastic

beads are sourced from Bali province's Denpasar city.

The owner is the sole designer. An average of 20 models are launched every month. Samples are provided within three weeks.

Amouk has a 200sqm factory and a 150sqm retail shop in Bali's Badung regency. The majority of manufacturing steps are done in-house. All are manual processes. Raw material processing is subcontracted to craft villages in Madura.

There are six permanent employees. Twelve part-time workers are hired when the enterprise receives large orders. The peak seasons are from January to May and October to November.

Three inspectors conduct QC on all finished products before packing and shipping.

Polybags and cartons are normally used as packaging. The MOQ is 100 pieces per model. Delivery is completed within two weeks.

Capability

Materials used

Leather (genuine/synthetic)	Yes
Bamboo	Yes
Fabric	Yes
Plastic	Yes
Metal	Yes
Wood & other natural materials	Yes

Exports by product

Belts	10%
Fashion bags & wallets	—
Jewelry	90%
Headwear & neckwear	—

Exports by market

North America	5%
EU	80%
Europe (non-EU)	—
Asia-Pacific	15%
Middle East	—
Other	—

Contact details

Business contact

RUDI Haji

Phone

(62-361) 733-578

Fax

(62-361) 733-578

E-mail

amouk16@yahoo.com

URL

www.globalsources.com/amouk.co

Address

32 Jalan Seminyak, Kuta, Badung, Bali, Indonesia

Company facts

Year established	1999
Head office location	Badung (Bali)
Ownership	Locally owned
Factory location(s)	Badung (Bali)
Full-time employees	6
Part-time employees	12
Total annual sales (all products)	\$80,000

Sales & output: Fashion accessories

Annual sales	\$80,000
Share of total sales	100%
Annual export sales	\$80,000
Total monthly capacity	8,000 pieces
Average monthly output	3,000 pieces
Capacity utilized	38%
Average monthly exports	3,000 pieces
Export ratio	100%

PRODUCT GALLERY

Belts

**Amouk**

(profile page 26)

Model: AM06**MOQ:** 100 pieces**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$1.15**Description:** Belt; cowrie and coconut shell, plastic beads, and synthetic leather cords; 100x8cm; in various colors**Amouk**

(profile page 26)

Model: AM07**MOQ:** 100 pieces**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$1.70**Description:** Belt; cowrie and coconut shell, plastic beads, and cotton band; 100x8cm**Amouk**

(profile page 26)

Model: AM08**MOQ:** 100 pieces**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$1.70**Description:** Belt; synthetic leather and coconut shell; 100x8cm; in various colors**Amouk**

(profile page 26)

Model: AM09**MOQ:** 100 pieces**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$5.80**Description:** Belt; mother-of-pearl and polyester cords; 100x8cm; in various colors**Aztec Indian**

(profile page 30)

Model: BL 010**MOQ:** \$500**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$18**Description:** Belt; cowhide; metal buckle; 120x8cm; in various colors**Aztec Indian**

(profile page 30)

Model: BL 012**MOQ:** \$500**Packaging:** Polybag, carton**Delivery:** 14 days**Price:** \$20**Description:** Belt; cowhide; metal buckle; 120x8cm; 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

a ☐ 

c ☐ 

b ☐ 

d ☐ 

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.

global sources
www.globalsources.com