

CASE STUDY FASHION RETAIL MARKETS EUROPE

PROFILE PARTNER COMPANY

- Established in 1974
- Founded in Quebec, Canada
- Designer and manufacturer of women's apparel
- Specialized in plus-size and maternity wear
- Manufactured in Asia in socially compliant and safe production facilities

INTRODUCTION

"Plus Apparel" have been designing and manufacturing clothes for over 40 years. In that time, they have developed long-term relationships with chains such as Walmart and Pennington's & Reitmans in North America. In order to further increase the sales and revenue, the company turned its focus towards Europe in 2016 and because of language benefits mainly engaged with the French market. "Plus Apparel" managed to start launch a partnership with a well-known French brand specialized in comfort clothing.

despite the initial success in France, they realized the need for assistance in order to properly approach and understand the other European markets. After an initial meeting with EuroDev, "Plus Apparel" decided to start the introduction program to support their growth in Europe.

4-MONTH INTRODUCTION PROGRAM

Working with EuroDev showed the following benefits:

- Understanding of the competitive playing field in the European fashion market
- Removal of language barriers, providing fluent communication within EU timezones
- The identification and qualification of market potential
- Flexibility in planning and execution

The first steps to growth were made by setting up the multilingual sales team in the Dutch office, after they had received specialist product training at the "Plus Apparel" facility. Due to their extensive experience, the team was able to hit the ground running and start researching the size and trends of the fashion industry in Europe immediately. In addition to this, the EU team looked into the legal requirements for the products, as well as the possibilities of launching a new brand.

GAME PLAN

In order to make the European expansion a success, the EU team closely monitored the bigger picture of the apparel retail industry including sales channels and portfolios. With this information at hand they were able to qualify the right prospects: big enough to respect the expected MOQ, but also willing to establish a long-term partnership. To secure long-term success, the team handed over their recommendations for a new sales expansion strategy.

RESULTS

In the first year of the partnership, it became evident that the European market was eager to both stock and distribute "Plus Apparel" products. The first order came from the biggest plus-size retailer in Belgium, which was the start of a longer-term relationship. The order consists of 3.600 pieces, with a replenishment program at the end. Currently, the EU team is in negotiations with several smaller boutiques all around France, as well as a large maternity brand. Discussions are also taking place with one of the biggest wholesalers in Germany to distribute "Plus Apparel".

NEXT STEPS

In order to keep growing in a sustainable way, the European team will keep approaching new parties in the Belgian and German markets for "Plus Apparel". Simultaneously, the team is conducting follow-ups with the potential partners all across Europe that had already been qualified and approached.

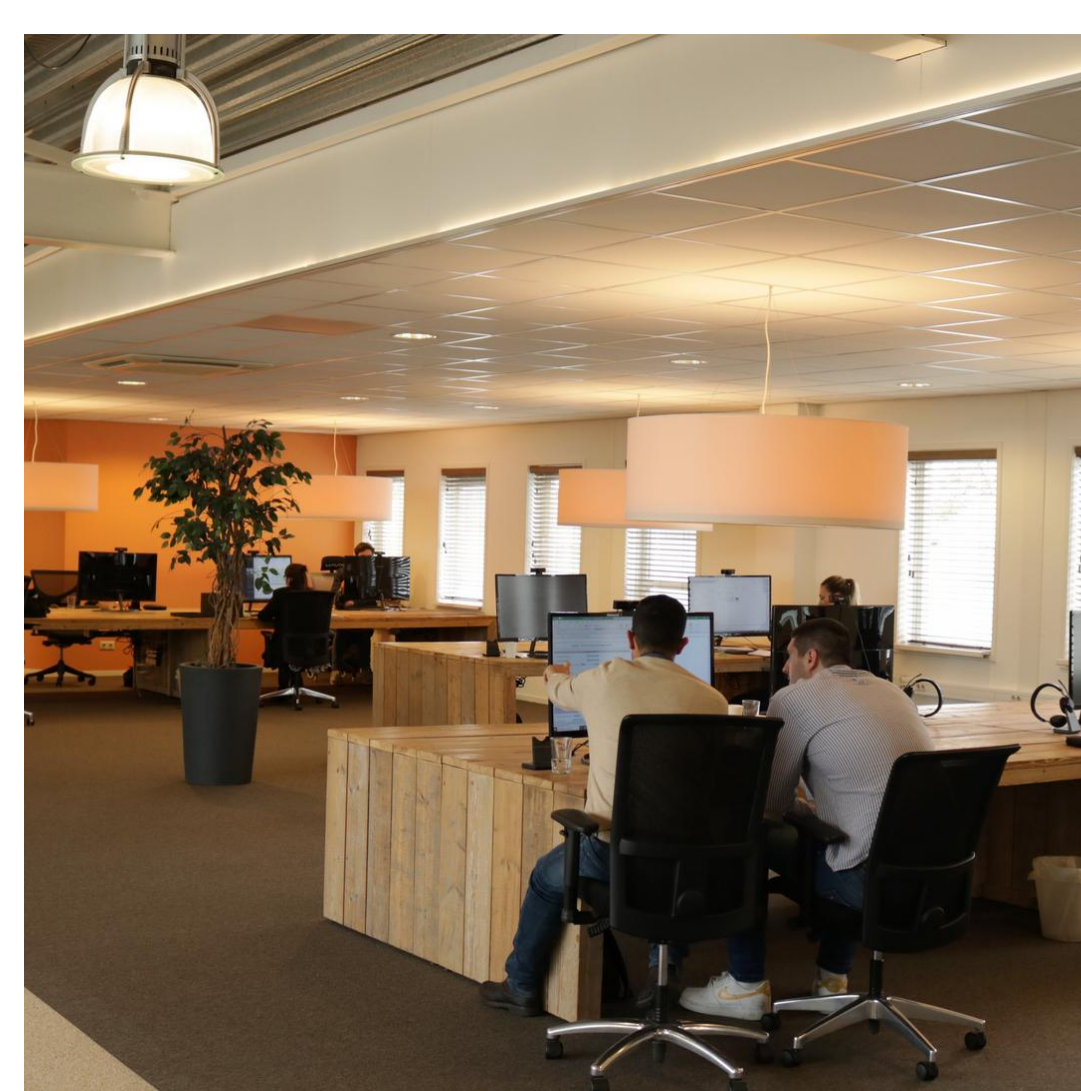
As a result of the meetings and visits conducted by the team, a necessity for a local, efficient logistics partner in Europe was recognized. Engaging in a partnership with a 3PL would enable "Plus Apparel" to gain efficiency and flexibility as they can deal with the orders from the EU market as an when they are needed. Finding a suitable partner thus is the next step in their expansion strategy, whilst the team keeps offering the product to different actors in the highly competitive fashion retail market.

WHAT MAKES EURODEV SPECIAL?

- ✓ Multilingual staff, dedicated to the partner's success
- ✓ The willingness to go the extra mile
- ✓ A full European business development range
- ✓ Cost-effective solution to grow the European presence
- ✓ Experience and network within the EU markets



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WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding, we have partnered with over 250 companies to help them define and meet their European business goals.



SALES OUTSOURCING
Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



HR OUTSOURCING
Professional employer organization services, HR management and recruiting solutions across the EU



M&A CONSULTING
Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions