



# Canadian Apparel Buyer Visits TPSA-Supported Indonesian Apparel SMEs

After participating in the Apparel Textile Sourcing Canada (ATSC) trade show in Toronto, TPSA-supported Indonesian apparel SMEs welcomed a buyer mission by the Canadian company Fashion Priests to review product lines and discuss business opportunities.

During the Apparel Textile Sourcing Canada (ATSC) trade show in August 2018, the four Indonesian apparel SMEs supported by TPSA (Bule-Bule, Tiga Selaras Bersama, Unique, and World KNK) met with potential buyers who expressed interest in pursuing business opportunities. The first buyer to undertake a mission to Indonesia was Fashion Priests, a Canadian company whose main operations include business-to-consumer (B2C) activity, retailing private-branded products through websites such as IndigoPaisley.com, and e-commerce through robust marketplaces like Amazon Global and Etsy. The company has a global presence, marketing products across North America, Europe, and India.

Fashion Priests has two different product lines: Indigo Paisley and Nyami. The Indigo Paisley brand uses natural fabrics to create modern designs using traditional textile arts, embroidery, and other surface ornamentation techniques. This line buys smaller quantities from producers, making it an ideal fit for Bule-Bule and Unique. Nyami is a women's designer lounge and sleepwear line made from cotton, linen, and natural fabrics. This line is better-suited to larger-scale companies like World KNK and Tiga Selaras Bersama.

Fashion Priests had already started the process of quoting and developing samples with Unique and Bule-Bule after visiting their booths at the ATSC



Buyer from Fashion Priests inspects Unique garments.

trade show. While in Indonesia, they also took the opportunity to meet with World KNK and Tiga Selaras Bersama to discuss business prospects.

Unique showcased their new Cotton Flair line, which they created for the North American market. The company had begun work on sample orders for Fashion Priests, but had encountered difficulties constructing the samples during the product adaptation phase of the development process. The buyer mission was an opportunity for Fashion Priests to visit Unique's facility and to further discuss the styles they are looking for, as well as pricing and sizing. Indranil Biswas, CEO of Fashion Priests, also explained his buying procedures and requirements for packaging and labelling.



Bule-Bule staff discussing the buyer program with Fashion Priests.



Discussions at Tiga Selaras Bersama.

The business relationship between Bule-Bule and Fashion Priests was the most advanced of the four TPSA apparel SMEs. In fact, Bule-Bule had already secured initial orders for pants, shorts, dresses, and accessories, amounting to about 3,000 pieces per month. During the buyer mission, Fashion Priests had the opportunity to review the sample order, inspect the garments, and discuss the procedures required to move forward with the program.

the product lines and developed a program for Fashion Priests' Nyiami line that includes three focus areas: blouses using cotton blends, dresses made of rayon, and cotton sleepwear. Discussions continued about revised pricing, minimum order quantities, and delivery times. The door was opened for a dynamic business relationship, with follow-up required by World KNK to provide quotes for prices for an order starting at 10,000 pieces per month.

"For my organization, the mission opened an entirely new sourcing base, which is rich with, and has a history of, artisanal products that meet the needs of our discerning customer base. The coordination of activities leading up to and throughout the entire trip was very professional and exceeded my expectations. All the required logistics were in place and the team was responsive and proactive with communication. TPSA representatives were extremely supportive, knowledgeable, and embedded in conversations with the suppliers, which made the mission productive. The suppliers were well-prepared for the meeting and had all the required information presented precisely to ensure we made the most of a short visit."

—INDRANIL BISWAS, CEO  
*Fashion Priests Inc.*

Tiga Selaras Bersama also met with Fashion Priests to discuss a program for the Nyiami clothing line. The buyer was very satisfied with the print quality and garment finishing. The discussion focused on three different programs: printed satin tops, pants, and shorts; solid cotton tops, pants, and shorts; and rayon tops, pants, and shorts. TIGA will follow up with the buyer by providing pricing options for the three programs and finalizing labelling and packaging issues.

Fashion Priests also visited World KNK and Tiga Selaras Bersama while in Indonesia. The meeting with World KNK was very successful. They reviewed



World KNK staff showing products to the buyer.



## About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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