



TPSA | CANADA-INDONESIA TRADE AND PRIVATE SECTOR ASSISTANCE PROJECT



SUCCESS STORY

TPSA-Supported Apparel SMEs Develop New Products for North American Market

Apparel companies that want to export to Canada and the United States need to understand the fashion trends for each of the four North American seasons and determine the appropriate market segment for their products. SMEs can then design products that North American consumers will want to purchase. Building a successful product line to meet the needs of new markets was a key component of the support TPSA offered to six Indonesian apparel SMEs.

REIMAGINING INDONESIAN DESIGNS FOR THE CANADIAN MARKET

UNIQUE is one of the six TPSA-supported SMEs. Company owner Unik Nur Harjuntari takes pride in using environmentally friendly processes and empowering women's participation at all stages of the business. During the TPSA project, UNIQUE participated in product development workshops, one-on-one training, trade shows, and buyer missions.



“The TPSA project not only helped us meet with prospective buyers, but also provided complete enrichment throughout the project. As a result, we are progressing in design development, company management, and human resources in ways that are beneficial to the survival of our company.”

—Unik Nur Harjuntari, UNIQUE

Canada

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IN PARTNERSHIP WITH





UNIQUE needed to rebrand itself to be relevant to the Canadian apparel market. With TPSA assistance, they altered their designs to meet Canadian specifications. They developed a new product line for the Canadian market called Cotton Flair, which uses organic cotton fabric and traditional Indonesian design themes that have been reimagined for a contemporary look. The new line considers Canadian women's tastes, both in fabric composition and design. UNIQUE adjusted its product designs accordingly, including shape, length, sleeve type, and colour combinations. The company produces its own fabric, and some of the clothing is made using traditional processes to ensure Indonesian cultural authenticity.

INTRODUCING NEW LINES FOR INTERNATIONAL BUYERS

Dekatama Centra is another SME that transformed its designs to meet export-market demands. Based on the training they received from TPSA, the company realized it needed to develop a clothing line and a specific brand to compete in the North American market. They also needed to improve their sizing standards and fitting procedures. Before TPSA's technical assistance, their sizing was based on local standards, but when the company created its new Atmosphere clothing line, it used international sizing standards.

“Canada's product design style is much simpler than Indonesia's. We also learned during product design and development that measurement standards are very different between Indonesian sizing and international sizing.”

—Dadang Sofian, Dekatama Centra

As a result of their newfound awareness of the Canadian and North American markets, Dekatama Centra also decided to invest in and upgrade its production processes in order to improve competitiveness.



Discussing product development with Dekatama Centra.



Checking the sizing of TSB garments for the North American market.



“ 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. ”

—Indranil Biswas, Fashion Priests

Tiga Selaras Bersama (TSB) started as a home-based business and grew into an industrial garment manufacturer. It needed to appeal to the export market with more innovative and creative designs. So TSB met with Fashion Priests, a U.S. buyer, to discuss a program for their Nyiami clothing line. This resulted in the development of three different lines of tops, pants, and shorts: one made from printed satin, another from cotton, and a third from rayon. These new lines have been a hit and TSB is pursuing other North American buyers as a result of its new product vision.

ENDNOTE

¹ A line sheet is a sales tool which presents the product images and other information including color and size options and wholesale prices.