Why is there a lack of much needed focus on the manufacturing of baby wear in Pakistan?

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I am highly grateful to my interviewees who took out time from their busy schedule. Their help will always be appreciated as they played a vital role in solving my queries. Lastly, I will like to thank my parents for always for being a great support and for encouraging me to achieve my targets.
INTRODUCTION

“Dressing babies adorably is part of French culture, almost like wine, cheese and Baguette”\(^1\). Baby wear like any other clothing is a basic necessity of life. Due to lack of focus on the manufacturers of baby wear locally our market demand is not being fulfilled substantially.

Parents admire and look towards for inspirations in their child's wardrobe.\(^2\) Nowadays parents have become more concerned about their children dressing. They want the best for their child in terms of quality, stitching, designs and endless variety to choose from. The rise in demand for this market globally has opened new gates for the fashion industry. The article about the first ever ‘Global Kids Wear Fashion Show’, illustrates the immense participation of designers and parents.\(^3\)

“I think it's important to celebrate children's fashion to show everybody just how amazing it is and women and men all around the world wear amazing clothes so it's really important that children can too, quote of the head of the event, Portia Freeman”\(^4\)

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\(^1\) Quote by Laurence founder of the brand Bibaloo. www.bibaloo.com.

\(^2\) **spivey003** Designer baby clothes Articles/Designer Baby Clothes, Fashionable Baby Clothes Article by Fibre2fashion.com.htm


This article justifies that the previously ignored sector has become the new limelight in the fashion and industrial world. It was the world of men and women wear at first now the tables have turned and people have entered in a new dynamic market, ‘the kids market’

My research will be on why in our country baby wear is mostly imported instead it can be manufactured locally, as we have the facility of best cloth and stitching. Some manufacturers who are present in this field are also not doing that great because the cost of imported goods is cheaper and has a wide variety; hence people are diverted towards the retailer’s brands.

It is the foreign brand like Mother Care, Baby Shop, Debenhams and so on who are ruling our market. At the moment yes but I believe if we produce qualitative product with new innovative designs our local customer will definitely choose us rather than the international brands available in the market. Also if we reduce the cost of importing our economy will not go into deficit hence improving the standard of living.

In order to get a better idea of what our local market lacks, that they are unsuccessful to effectively manufacture and all the focus is on importing. Through my secondary research I will search the global conditions of the baby wear industry. A comparison to the international world will help me find out how designers work there, how they explore new designs, techniques and they cater to the demands of their local market. For my research I will go through books, articles, journals, magazines and websites.

The dissertation begins with the current introductory chapter. In this chapter the topic is introduced and the points regarding the question are included.

The following chapter is the literature review; this chapter is for gathering the secondary research directly or indirectly related to the topic. This chapter includes research article about the rise in fashion for children, reports on the baby garment industry and mother as a consumer.

Methodology: This chapter is a detail of how the primary research is carried out, which in my case is carried out in the form of interviews and questionnaires.

Finding and Analysis: This chapter is a discussion of the data found through primary and secondary research. This section discusses in detail the unorganized factors that hinder manufacturing.

Conclusion: this chapter will be a focus of the answers to all the queries I have in mind. I hope that my research will be a useful attempt to promote the baby wear industry. In addition I hope that my research interest the designer to come forward in this line and make us recognized in this sector.
LITERATURE REVIEW

1: Global rise in the fashion for children.

GKFW cast a spotlight on premium kids’ fashion, from both established designers and emerging names and aimed to educate and inspire people about children's fashion – celebrating how this specialist category has thrived and evolved over the past five years. In this article the author talks about the first ever ‘Global Kids Fashion Week’, which took place in London.

Further the writer adds, “With a luxury children’s wear market thought to be worth £500 million in the UK alone and the likes of Romeo Beckham already making a foray into the world of fashion, it was only a matter of time before the kids got their own fashion week”.


The article according to me is a good approach to make parents, designers and brands know the worth of the Kids industry and to what extent is it flourishing day by day.

Alex Theophanous, founder and CEO of AlexandAlexa.com added: ‘Kids’ fashion is playful, fun and innovative – we all believe it deserves its own dedicated platform.7 'This is why we are so proud to be supporting the very first Global Kids’ Fashion Week. With this event, we aim to put children’s fashion on the map worldwide’.8 The above concept mentioned in the article can be said was misread or overlook part of the article, ‘The Controversial Kids’ Fashion Week justifies the previous statement.9 The article mentions a statement by a mother present in the show, “Our kids are under a lot of pressure already in terms of how they look, and events like this are really piling on the pressure. What are we really saying to our kids here? ‘Yes, it is all about how you


look”.\textsuperscript{10} Carey is particularly concerned by the way very young children are being sold on big brands\textsuperscript{11}. I disagree with this thought as a fashion show to me is not to humiliate or take advantage of any age group it is a platform to promote the designer idea and creativity.

The other main controversial topic of the article was the cost factor. Tom Sykes states, “There was a time when people would fall over when I told them the prices of my mom’s clothes, but not anymore, when people are apparently happy to shell out $250 on a Paul Smith puffa jacket for a 5-year-old. If that’s too much, how about $230 for a “branded” Boss puffa? Still not there? Then maybe you would prefer the Kenzo puffa, a steal at just $190”.\textsuperscript{12} The rise in prices mentioned in the article gives an idea that price are high because people are willing to pay. This can be justified by a quote of an Indian fashion designer Nishka Lulla(doing kids wear), “Parents


are often willing to loosen up their purse strings to make their kids look good and feel special. Birthdays and weddings in the family draw them to designer wear.”

The article, ‘The Rise of Designer Children’s Lines’ focus on the increment in the number of designer starting their kids line. In the last year or two, Lanvin, Gucci, Stella McCartney and Marni have entered the market. A decade ago, Ralph Lauren’s template of a high-end lifestyle brand had few imitators. Dior had Baby Dior, founded in 1967 (before that, the house made outfits for some of its celebrated clients, like Elizabeth Taylor, who ordered matching tweed suits for herself and her young daughter Liza), but the luxury-goods business, with justification, tended to regard itself as an adults-only world. Further the briefly mention about the design, cost, stitching and other related factors to the children business.

An article of Express Tribune, ‘Make way for kids’ couture’, talks about Nida Azwer, one of the leading designer of Pakistan Fashion Industry launched her eastern kids wear line. This article illustrates that are designer (though less) are coming toward the baby wear business which as read is recently the most flourishing business internationally.

In addition the focus of the article is also to appreciate the designer’s creative step to encourage the growth of kids wear industry. The writer says, “Given that few options exist for kids to find

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13 NIMISHA TIWARI Mar 28, 2012, 12.00AM IST
http://articles.timesofindia.indiatimes.com/2012-03-28/trends/30394297_1_suri-cruise-celebrity-kid-footwear

14

By CATHY HORYN A version of this article appeared in print on April 26, 2012, on page E1 of the New York edition with the headline: That Dress Is So . Published: April 25, 2012

 Preschool.file:///D:/Dissertation/Articles/The%20Rise%20of%20Designer%20Children%E2%80%99s%20Lines%20-%20NYTimes.com.htm
age-appropriate quality eastern formal wear, one would not be surprised if soon enough all designers launch a children’s wing. The West, on the other hand, considers children an independent buyer group as a result of which a growing number of brands — including Hermes, Ralph Lauren and Burberry — have a collection dedicated to kids”. The previous statement proves that in Pakistan there is a lack of eastern wear for kids and also there is a lack of growth in our baby wear brand as compared to the west.

In addition another article in of the magazine fashioninstep similarly talks about Nomi Ansari’s Kids wear collection. Nomi Ansari has made the collection immensely beautiful by giving them the touch of bright and vivid colors that make these ready to wear dresses massively charming and attractive.

One can say that the articles showcasing the launch of kids wear by designer show that some of the designers are interested in this field and are taking initiative to work towards the children wear industry.

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16 Nomi Ansari Bubbles Ready To Wear Collection 2012 For Kids

2 Reports on the kids wear industry

The second text analyzed is the Garments and Made Ups Sector Review. Small and Medium Enterprise Development Authority Government of Pakistan (2011) Published online.

The Garment and Made up is a report by the government of Pakistan on the occurring changes in textile industry each year. The report is a focus on the export of Pakistan textile industry

‘Garments alone are a global annual market of more than US$ 113 billion’ …total global exports of Made-ups are around US$ 13 billion…‘In 1997, over 59% of textile and 70% of clothing exports originated from Asia’ (pg1).

The above mention statics illustrates that textiles are a significant part of the global market as it is one of the basic need of life. The report further demonstrates that Pakistan plays a vital role in the export of textiles.

The report is divided into sectors like men wear, women wear and baby wear. Relating to my dissertation topic my focus is on the babies wear sector.

Babies wear is a relatively smaller sector when compared with apparel product segments including men's and women's wear (pg7)…‘The world imports in babies cloths’ have shown accumulative annual growth rate of 7% during 1993-1997… The overall split of knit and woven in the segment is 70% and 30% respectively (pg 8).

‘Babies wear segment that is considered a complex product with little export opportunities’. I agree with this statement of the report that for Pakistan apparel manufacturer product development is considered a high risk activity. It can be argued that as apparel industry is

growing at a fast pace, Pakistani manufacturer/exporter have to learn to take risk, so that they can successfully meet the rising demand of the consumer.

Pakistan exports in baby wear are not very encouraging as mentioned in the report, From total exports of $27 million in 1993 the exports have registered a 41% decrease, which in 1997 were limited to only $16 million.\textsuperscript{20} A cumulative annual growth rate of -12%.

In a market that is growing by 3% p.a. is not a very healthy sign especially for a country in which textiles constitute 65% of exports.\textsuperscript{21} Currently, Pakistan’s exports have seen a decline of 13 percent on weakening demand of its products in exporting countries whereas the imports have increase of 19 percent in November 2011.\textsuperscript{22}

Looking at these statistics it can be analysed that there is a lack of focus by manufacturers on the production of baby wear in our country. This may result in poor quality product standard. This article is a proof that we lack behind meeting the international requirements and therefore are economy will be adversely affected as there will be decline in the export orders and imports cost will rise. One can say that honest work strategies of producing qualitative using technologies should be adopted by the manufacturers to lead to successes.

The third article to be discussed is, ‘Children’s Wear: A Global Strategic Business Report’

Global Children’s Wear Market to Reach US$156.8 Billion by 2015, According to a New Report by Global Industry Analysts, Inc.


\textsuperscript{22} Staff report. Pakistan exports drop 13%, imports 19% up in Nov, http://dailytimes.com.pk/default.asp?page=2011\slash12\slash10\slashstory_10-12-2011_pg5_10
Children’s wear market is among the most lucrative segments in the global apparel industry. This article illustrates that despite the global economic meltdown which has adversely affected the growth of textile industry, the children wear market has successfully survived, the article further discuss the factors that lead to the rise in demand of the children wear sector.

‘Future growth in the market is also dependent on factors such as brand-related investment, design elements, and ethical developments’. I agree with this statement that a business will definitely be successful if it is being able to fulfill the need of the consumer by producing something unique, innovative and qualitative.

The other social factors mentioned in the article; that lead to rise in demand of children market are, rise in the working population, double income earning and greater disposable income. As analyzed that the rise in standard of living has contributed to the growing fashion demand of children clothes. Parents have become more involved in dressing their babies in as exclusive way as they can. This can be justified by the following statistic report, ‘ Europe and the United States account for a major share of the sales in the global children’s wear market, as stated by the new market research report on children wear.

As discussed in the article due to the rising demand of children wear designers are stepping into this business and creating their own brands by targeting the parents who can afford something

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23 San Jose, CA (Vocus/PRWEB) January 13, 2011
www.prweb.com/releases/childrens_wear/infant_toddler_kids_wear/prweb8061559.htm
24 San Jose, CA (Vocus/PRWEB) January 13, 2011
www.prweb.com/releases/childrens_wear/infant_toddler_kids_wear/prweb8061559.htm
25 San Jose, CA (Vocus/PRWEB) January 13, 2011
www.prweb.com/releases/childrens_wear/infant_toddler_kids_wear/prweb8061559.htm

26 CHILDREN'S WEAR - A GLOBAL STRATEGIC BUSINESS REPORT
distinct and luxurious for their children. Therefore, in my opinion Pakistani designers should also think of stepping into this business field instead of only focusing on men and women wear, as the article above proves demand for the baby wear sector is rising day by day.

This article may guide the local manufacturers that despite the economic crises the industry can succeed if there is innovative and qualitative production and the motivation to succeed in all situations.

The article from the Encyclopedia of business, ‘GIRLS, CHILDREN’S, AND INFANTS’ DRESSES, BLOUSES, AND SHIRTS’, is about the American apparel industry focusing on the children wear business.27

There were approximately 776 establishments that manufactured the items…As was true for much of the U.S. apparel industry, these establishments tended to be small, family-run businesses, and they faced stiff competition from low-cost imports.28 This section of the article ‘industry snapshot’ illustrates how small local businesses were affected by rise in imported products. Due to the better quality and cheaper cost of the imports costumers are attracted majorly towards the imported goods. This can be supported by the statement of the article’s section ‘America and the world’. The U.S. children's apparel industry began to lose significant

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27 Encyclopedia of Business
SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g

28 Encyclopedia of Business
SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g
market… imports were attractive to consumers because of their lower prices and acceptable quality.\(^{29}\)

I agree with this statement as imports will undoubtedly gain more importance if they are in better position to grasp the attention of the consumer.

The above mention position of the U.S. industry in 1999 can be compared to the current situation of Pakistan children wear industry. Pakistan is also facing a similar situation. It has small and unrecognized manufacturers who produce for the local market.

The article also mentioned that the weak economic conditions of the early 2000s undercut revenues for most segments of the apparel industry, including children's and infant's clothing.\(^{30}\) As further mention in the article that the adverse economic conditions resulted in unemployment, low inflation and reduced interest rates.

The article includes that the negative economic crises forced the manufacturing business out of U.S. Asia-based manufacturers represented a significant source of children's apparel.\(^{31}\) When apparel makers started to move their manufacturing bases out of the United States in the 1960s, they first …advantage of the cheap labor there.\(^{32}\) Labour is a huge factor to decide before

\(^{29}\) Encyclopedia of Business
SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g

\(^{30}\) Encyclopedia of Business
SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g

\(^{31}\)

\(^{32}\) Encyclopedia of Business
locating a business. Labour cost plays a vital role for the manufacturers. The need of efficient and cost effective labour is needed to manufacture successfully. As Karl Max said that we have to use the ‘army of labour’ present in the country.33

By the 1980s however, labor costs had increased, and capital and operations from those traditionally low-wage markets moved to lower wage countries such as Bangladesh, Thailand, Pakistan, Indonesia, Malaysia, Sri Lanka, and India, which became the sources for more of the imports entering the United States. 34 This statistics gives some idea that manufacturing of baby wear clothes is done in Pakistan but most of it is for export and a very less is manufactured for the local market. I argue with this statement that if we manufacture for the local market more than won’t that is more beneficial for our local consumer in terms of better choices and also cost of importing will reduce which can improve the economic conditions in to some extent.

Though the children industry as researched in the previous articles and reports is tremendously increasing there are some negative issues related to this business. The children's clothing industry was one of two specialty retailers to experience growth between 2006 and 2010, according to a 2010 IBIS World study.35 However, entering the children's clothing industry poses

SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g


34 Encyclopedia of Business SIC 2361 Girls', Children's, and Infants' Dresses, Blouses, and Shirts - Description, Market Prospects, Industry History forumhttp://www.referenceforbusiness.com/industries/Apparel/Girls-Children-s-Infants-Dresses.html#ixzz2QjU86Z7g

significant risk to entrepreneurs because of the cyclical nature of fashion. Adequate preparation and planning can mitigate some of the negatives of operating in the children's clothing sector.\textsuperscript{36} The article further discusses the constraints which include barriers to entry, location factors and abrupt changes in trend. One can say this article will be advantages when considering why there is a lack of focus on manufacturing in the Pakistan?

The historical context of emergence of the ‘mother as the consumer’ is the subject of this article\textsuperscript{37}. The article focuses on how a newly formed children industry and trade press (1917-1929) serve as entry point onto this investigation (pg 505)….\textsuperscript{38} The focus of the article is on how the children wear industry is investigating and analyzing the perspective of a mother when she will buy clothes for her baby and the factors she will keep in mind while purchasing for her child. The article also discusses how the modern consumer society of the 20\textsuperscript{th} century has come to recognize women in this process.

\textsuperscript{36} Russell Huebsch, Demand Media \textit{Negatives about the Children's Clothing Industry}. http://smallbusiness.chron.com/negatives-childrens-clothing-industry-34338.html


The article also mentions a new kind of trade publication which began in 1917 in Chicago. The publication was about the Infant wear goods and the problems faced by the Infant wear departments’ pg 506.³⁹

Baby clothes are a very sensitive subject to be thought of. Every mother wants to dress their baby in the most comfortable way they can. Mothers have a desire that their babies look the best. The modern consumer these days look for the best quality products.

The historical context and social consequences of the emergence of the "mother as consumer "My focus is on examining ever odds of intersection-among the domestic sphere of mother and children, the public and political involvement of mothers in child welfare efforts, and Strategies of some of the merchants to capture the "mother trade" by exhorting consumption of these goods on behalf of children⁴⁰.

This statement of the writer can be argued as that nobody knows a child better than a mother. A mother knows what is best for her child. So I believe that if a mother consumes something for the baby that will be the best product. There will be no social consequences if a mother is a consumer. "Plus, these moms -- and it's definitely women -- aren't going to flinch at a triple-digit price tag because they want the best for their child, and what it says about her."⁴¹

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⁴¹ Sarah W. Caron Are designer clothes for kids a do or don't? Sep 13, 2011 7:09 AM
It will therefore be a successful step to target mother for a baby wear business.
RESEARCH METHODOLOGY

The research is divided into two portions primary and secondary research. Secondary research involves research from online article, journals, books and newspapers. The secondary research focuses on the articles and reports about the rise in the demand for baby wear. It demonstrates the growth of the baby wear industry. The literature read also concerns of article related to the rise in children fashion industry, both international and local. The secondary research is done in order to compare the markets and this will further help the finding and analysis chapter.

Similarly primary research carried out comprised of structured interviews. The interviews contained question which were directly linked to the topic. The people interviewed were a) manufacturers of the baby wear garments in Pakistan, mostly managers and designers of the manufacturing brands gave the interview, b) retailers of baby wear garments which include brand manager of Zubaidas and Minnie Minnors was interviewed and c) The Former Chairman of the Ready-Made Garments, Naeem Suriya was interviewed. Interviewing these three sections resulted in added knowledge about the manufacturers and retailers in their particular field.
The interviews were conducted on one-on-one basis and also phone and email. The interviews conducting on personal bases were the best, as some spot on questions were asked which proved advantageous for the topic. Whereas I felt that the interviews conducted through email have limited accessible knowledge and the answers were to the point. The most disturbing was the phone interview as in most cases the interviewee was busy replying somebody else.

The other primary method adopted was quantitative. A survey through questionnaire was carried out focusing on women of the upper and middle income groups. The survey was about what they feel our baby wear market lacked and what were preferences in terms of kids’ brands, quality and their experience of purchasing locally manufacture baby wear product.

The personal survey of baby shop on Bahadurabad, Tariq Road and Clifton helped to investigate and analyze about the brands. When a product is in front it speaks a different language than it being in a picture. I was able to better judge the quality and designs of the brand.

A general discussion with staff working in home, cleared from where the low income groups purchased or get clothes stitched for their kids.
FINDINGS AND ANALYSIS

As researched the baby wear market which was at once ignored in comparison to the women and men wear garment industry is now flourishing day by day. It used to be that big-name designers targeted the wealthy adults who could afford the big price tags. But these days, those designers are penning fashions for a smaller crowd -- children. From Gucci to Fendi, big name designers are releasing couture collections for kids in the international market as researched more brand and designers are stepping towards this industry. In my point of view baby wear fashion has raised a new challenge for the garment and fashion industry. People are getting interested towards this field. The main reason that I concluded from my primary research, was that most of them finding baby wear business a platform to create and experiment their ideas. “I join this field as it is really interesting to do the graphics for kids with more embellishment, I can experiments easily with different ideas and every season its new not same repeating stuff,” stated by the designer of Cambridge (a brand manufacturing Kids wear under the name of ‘Guts’) Unzala Baig in an interview conducting

42 By CATHY HORYN A version of this article appeared in print on April 26, 2012, on page E1 of the New York edition with the headline: That Dress Is So . Published: April 25, 2012
Preschool.file:///D:/Dissertation/Articles/The%20Rise%20of%20Designer%20Children%E2%80%99s%20Lines%20-%20NYTimes.com.htm

43 By CATHY HORYN A version of this article appeared in print on April 26, 2012, on page E1 of the New York edition with the headline: That Dress Is So . Published: April 25, 2012
Preschool.file:///D:/Dissertation/Articles/The%20Rise%20of%20Designer%20Children%E2%80%99s%20Lines%20-%20NYTimes.com.htm

44 By CATHY HORYN A version of this article appeared in print on April 26, 2012, on page E1 of the New York edition with the headline: That Dress Is So . Published: April 25, 2012
Preschool.file:///D:/Dissertation/Articles/The%20Rise%20of%20Designer%20Children%E2%80%99s%20Lines%20-%20NYTimes.com.htm
through email.45 One of the main reasons according to me for the rise in the demand for the baby wear market is that nowadays parents have become more concerned about their child dressing and they want the best quality product which leads to a need for variety in designs to choose from. The report about the rise of ‘Global Children Market’ to reach US$156.8 Billion by 2015 proves that the demand for the children garment industry is tremendously rising.46 As researched a lot of data is available in international newspapers, magazines, journals, blogs and also the online trading has given a new edge to the baby wear business as it saves the shopping time of many.

Naeem Suriya a ‘manufacturer and exporter in textile and ‘Former Chairman of Ready-Made Garment’ in a one-on-one interview mentioned, “Baby wear is the most difficult garment to make out of all the garments which include clothes for men and women.”47 The baby wear business as researched requires a lot of attention and focus in manufacturing. From fabric to quality everything has to be controlled and checked. Baby wear not an easy job “Designing for children is much harder than designing for adults,” Nida Azwer admits. “It’s a lot of hard work to get the same kind of fit for kids as we do for adults and the finishing is rather tricky as well” says Azwer.48

Internationally, as literature read illustrates, that great steps are been taken by designers and brands to meet the rising demand for children ready-made garment. According to the data

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45 Interviewee, Questionnaire, 12 Dec 2012, via email.
46 San Jose, CA (Vocus/PRWEB) January 13, 2011 www.prweb.com/releases/childrens_wear/infant_toddler_kids_wear/prweb8061559.htm
47 Interviewee, Questionnaire, 23 january, 2013
48 By Hani Taha Make way for kids’ couture
Published: August 1, 2011
gathered through interviews and a market survey it can be concluded that our fabric lacks in quality.

Suriya says in an interview conducted as a part of my primary research, “Quality is the first and foremost priority in this business. Quality has to be checked to a high degree as babies are very sensitive.” The local manufacturers interviewed claimed to have a 100% quality check and high installed quality control programs. Until they were informed by me, that a survey was (as a part of my primary research) conducted, which targeted the mothers of upper and middle income groups (which is their target market). 90% of the women complained about colour fading, lack of finishing and flexibility in sizes and cuts and failure to meet international quality standards. To this statement the interviwee Irfan Ali of Outfitters argued, “I don’t say we are faults less. Although the international standards cannot be met we try are best to keep up with our quality.” In addition the ChenOne Brand Manager added, “To have a great quality and service is highly important to maintain the name of the customers and the foremost priority in this business.” As a result of a personal survey of the shops at Tariq road, Bhadurabad, Clifton, etc. I analyzed that we lack in quality to a great extent. There were stitching issues seen, poor use of fabric, threads coming out, old designs and lack in variety. In short; the stock at many places was unappealing.

With the quality issues, I also felt while interviewing the respective people of the brands that they lack in research, they did not knew much about their competitors and majority of them had no knowledge about designers of baby wear in the market. “Lack of research is another

49 Interviewee, Questionnaire, 23 January, 2013 personal interview
50 Interviewee, Questionnaire, in person 20 February 2013
51 Interviewee, Questionnaire, in person 18 February 2013
unorganized factor that hinders successful manufacturing in our country,” says Suriya.\textsuperscript{52}

Mohammad Ather Akhlaq author of the article ‘SWOT analysis of the textile industry of Pakistan’, writes, “Developed countries are using the technology of biotechnology and genetic engineering to increase the quality and quantity of their cotton production. Practically no efforts are being done by the APTMA in the research and development of the textile industry to enhance the quality of its products, upgrade the technology used, and encourage effective methods of production in order to compete internationally.”\textsuperscript{53} The ‘Swot analysis’ article also focuses on the other weaknesses and strengths that results in the success and failure of the textile industry. The other main weakness illustrated was the low efficiency of Labour. Suriya also said in the interview that labour in our country are very less efficient hence we need advance machines to run successfully as manufacturers.\textsuperscript{54}

It is very necessary for our government to understand the importance of need for advance technology and advancement. If we will have advance technology we can upgrade are quality control programs and improve the quality of our machines to keep up with international standards.

The fabric issues also came into recognition on analyzing the research I collected. Mr. Suriya said on interviewing about fabric, ‘The ‘Course Yarn’ is made which is not fit for baby wear. Coarse yarn is made up of thicker thread counts. There is a lack of fine yarn made of 80 double threads or 120 double thread – the thinner the thread the softer the fabric which will

\textsuperscript{52} Interviewee, Questionnaire, 23 January, 2013 personal interview
\textsuperscript{54} Interviewee, Questionnaire, 23 January, 2013 personal interview
be more likely preferable for babies. “Comfort levels are always a priority for them and a
guideline for designers.”55 This limits the fabric to be used for babies. Then there are dying
and printing problems."56

Suriya added knitted fabric is one of the best for baby suits but recently the knit industry is
affected by crises.57 This crisis according to me will act another main factor hindering the
growth of the manufacturing industry of baby wear and hence firm will still prefer to import
more.

“Although we do not prefer importing we manufacture some goods especially winter
products like jackets” stated in a one-on-one interview taken from the area manager of
‘Outfitters Junior’.58 The jacket as researched are said to be costly production in terms of
fabric and setup. As opposed to this Unzala Baig of ‘Guts’ mentioned we manufacture knit
wear sweaters for winter. She added if the winter clothes according to some brands are
difficult to manufacture due to the material limitation they can use denim and hosiery which
is available easily in Pakistan.59 The Outfitter area manager, justified himself by saying that
denim is not in fashion from the past two. As seen only ‘Levis’ is making denim.60

55 NIMISHA TIWARI Mar 28, 2012, 12.00AM IST
http://articles.timesofindia.indiatimes.com/2012-03-28/trends/30394297_1_suri-cruise-celebrity-kid-footwear

56 Interviewee, Questionnaire, 23 January, 2013 personal interview
57 Interviewee, Questionnaire, 23 January, 2013 personal interview
58 Interviewee, Questionnaire, in person 20 February 2013
59 Interviewee, Questionnaire, 12 Dec 2012, via email.
60 Interviewee, Questionnaire, in person 20 February 2013
Clothing for babies has become expensive in the west, with outfits costing an arm and a leg for something the size of a doll's outfit[^61]. On analyzing the data both through primary and secondary research it was concluded that cost factor is the major consideration in the baby wear business. 40% of mothers surveyed through a questionnaire as part on quantitative research felt that spending so much on babies’ clothes is a waste. While 60%, felt that if they can spend on themselves why not their kids. Here the question arises why the baby clothes being small in size are so costly. Justifying this statement the interviewee stated, “It is costly because it takes more time to make a small baby frock as compared amen shirt. Naeem Suriya adds reasons of the cost to be more, the reasons are special soft fabric is required, high quality check is expensive and making charges are high as small garments are difficult to make. To make pattern for babies’ clothes is complicated due to its tiny size. 6 to 8 kinds of fabric are used in one garment; rivet and steel buttons are used. Embroidery and printing is done, zippers and other accessories without lead are required for babies clothes therefore the items are imported from Honking and China. Quality fabric has to be used to meet the international competition.^[62]

‘It is really difficult to manufacture and trade with easy in a country like Pakistan,’ Stated by Zohaib Ali of ChenOne.[^63]

“Pakistan is presently passing through an unprecedented energy crisis. The demand exceeds supply and hence “load shedding” is a common phenomenon through frequent power


[^62]: Interviewee, Questionnaire, 23 January 2013

[^63]: Interviewee, Questionnaire.
shutdowns. Pakistan needs about 18,000 MW per day. Presently, it can produce about 13,000
MW per day and thus there is a shortfall of about 5000MW per day. This shortage is badly
affecting industry, commerce and daily life of people,”64 Salim Ghauri who is Chairman
and CEO Net Sol Technologies explain the adverse electricity condition. The energy
issue is a major crises as if there will be no electricity it will lead to production cut down and
delivery will be delayed which will lead to loss of customers as their demand is not being
filled

Stated by Zohaib Ali,of ChenOne. Like every business baby wear manufacture also requires
a huge setup, with up to date plant and machinery and efficient labour force.65

Brand Manager of ChenOne add to the interview saying , “Every firm is affected by the
economic conditions. Manufacturing gets affected as our delivery from Faisalabad from our
Chenab manufacturing house is delayed due to strike, electricity failure which slows
production and traffic. Law and order situation get worse some firms go in downfall because
of economic factors.”66 “Whereas the effect for the retailer is simple, inflation in currency
exchange’ answered by Anaz Fazal Brand Manager of Minnie Minors.67

Hence, lacks of focus on the manufacturing of baby wear in Pakistan which includes lack of
quality control programs, unorganized system and environmental hazards should be dealt
immediately. It is the manufacturer’s responsibility to contribute to the comfort and fulfill the
desire of the consumer. This may help build the trust of the consumer on local products. In
my opinion manufacturing should be done after thorough research, the minor details should

64 http://ciopakistan.com/2011/10/it-industry-an-answer-to-energy-crisis/
65 Interviewee, Questionnaire,
66 Interviewee, Questionnaire.
67 Interviewee, Questionnaire
be checked and the production should be organized so that it can successfully meet the requirements of the

‘In fact 90% can be said is imported and 10% exported,’ said by Mr. Naeem Suriya (Former Chairman of Ready-made Garments). Importing according to most of the interviewee including Suriya was considered a better option. This is due to unstable condition of Pakistan which adds up to the costs of production and thus the prices of the products rises. Suriya says, “In my opinion importing is better because in Pakistan there are some unorganized factors related to the baby wear business which hinder the success of the baby wear industry. Small quantities are not produced as they cost more” In our country mostly manufacture has small units of these machines which are not enough to produce large quantities and more variety and thus the costs increase. The main market to import from is Thailand, China and Indonesia.68

The first and foremost think that I concluded from my primary research was that in Pakistan majority of the firms in baby wear business are retailers. Even the manufacturing brands Outfitters and ChenOne import to some extent. “Logically it is impossible to manufacture everything as baby wear has unlimited range so we also import some. It’s a mix and match of both answered,” by Ali of ChenOne69.

Our industry lacks behind in this enormous sector thus it is indirectly promoting the international market. Due to the lack of choices mothers are left with no option than to buy the foreign baby wear products as every mother wants the best quality for their child. This was proven when some mothers were given questionnaires to be filled. Most of them agreed

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68 Interviewee, Questionnaire
69 Interviewee, Questionnaire
with the fact that our country lacks in choices for baby wear brands and hence they have to buy international goods. These days mothers as proven by the article ‘Mother as Consumer’\(^{70}\), mothers have become more concentrated and our more concerned about their child dressing. They want their child to look and feel good. This concern of mother was clearly seen in their answers that they want better quality and design for their child and that’s why they prefer imported goods over local products.

‘Kurta Shalwar is an option that too has gone way behind in our daily lives’, stated by an interviewee- Anas Fazal Brand Manager of the retailing brand ‘Zubaidas Mothershop’.\(^{71}\) The primary research concluded that 90% of manufacturers, retailer and designer focus on western wear ignoring our cultural garments. Mr.Suriya said in the interview, “We are not the original creator. By this I mean copies are made, firms and designers follow the western patterns instead of taking inspiration from cultural dresses. This I believe if achieved will be an innovative step for the baby wear market and designers to get international recognition”.\(^{72}\) This statement of Suriya can be supported by quoted words of Irfan Ali (area manager of outfitters), “Our focus is on western wear and cuts”.\(^{73}\) Even the brand manager of ChenOne , the designer of Cambridge and the brand manager of Minnie Minnior all came down to one conclusion that they make more of western wear and eastern wear is occasionally made for festivals.

\(^{70}\) The Mother as Consumer: Insights from the Children's Wear Industry, 1917-1929
Author(s): Daniel Thomas Cook
Reviewed work(s): Source: The Sociological Quarterly, Vol. 36, No. 3 (Summer, 1995), pp. 505-522
Published by: Wiley-Blackwell on behalf of the Midwest Sociological Society
Stable URL: http://www.jstor.org/stable/4120777

\(^{71}\) Interviewee, Questionnaire
\(^{72}\) Interviewee, Questionnaire
\(^{73}\) Interviewee, Questionnaire
Mr. Ali of Chenone states, “Cultural- eastern wear if made even by us, I believe will be highly appreciated as it is in itself a great idea and people locally and internationally will appreciate it more as it will be something unique. Also it will give our baby wear industry recognition internationally that we also have designers. But due to high interest and demand of consumer for western style baby clothes, we at the moment focus on this style.”

I agree that in Pakistan majority of the people are willing to pay more for western cuts that are in my point of view one of the most important reason of the success of foreign brands in our country. “Now, children are the new accessory, as once-snooty brands line up to please conservative-minded millennials while they use tiny garments to strengthen their brand power in regions like Asia. Last year, Burberry sold $91 million in clothing for children — from newborn, including diaper bags covered in Burberry’s beige check, to early teens — for an increase of 23 percent over the previous year. Most of Burberry’s 12 free-standing children’s stores are in Asia and the Middle East” stated by Cathy Horney in an article published in Newyork Times. I believe if something new will be manufactured people will definitely appreciate it. In this regard I highly appreciate the effort of Nida Azwer and Nomi Ansari for launching their eastern kids wear collection which according to the literature read include both formals and semi-formals. Azwer’s kids’ collection is essentially formal wear.

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74 Interviewee, Questionnaire

75 By CATHY HORYN A version of this article appeared in print on April 26, 2012, on page E1 of the New York edition with the headline: That Dress Is So . Published: April 25, 2012

Preschool.file:///D:/Dissertation/Articles/The%20Rise%20of%20Designer%20Children%E2%80%99s%20Lines%20-%20NYTimes.com.htm
“Kids normally just wear eastern wear as formal wear,” she rightfully points out. “The kurtas, angharkas and ghaghras are doing really well.”

‘Casuals and semi-formal are still being done but formal are very less paid attention too’, words of the brand manger of outfitters in an interview. “Given that few options exist for kids to find age-appropriate quality eastern formal wear, one would not be surprised if soon enough all designers launch a children’s wing.” This statement of an article ‘Make our way for kids’ justifies the interviewee’s observation and research.

Simply put, children's clothing is an untapped market for designers with tremendous opportunity. "As for designers, this is the holy grail for them. Many have tapped out all of the channels for their core customer (purses, handbags, shoes) and need a new category," says Faw. This statement in my opinion will act as an encouraging message for our the designers to step out of their comfort zone and take new challenges in order to raise Pakistan children’s fashion industry up to the international standards.

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76 By Hani Taha. Make way for kids’ couture
Published: August 1, 2011

77 By Hani Taha. Make way for kids’ couture
Published: August 1, 2011

78 Are designer clothes for kids a do or don’t?
Sep 13, 2011 7:09 AM by Sarah W. Caron
Posted in Parenting / Parenting Tips & Advice / Parenting Advice & Columns
/Articles/Are designer clothes for kids a do or don't.htm
Designers were one of the main focuses of discussion as analyzed. The issue regarding designers raised through my interview was that why the designers have not successfully taped this market. As the article on ‘First ever Global Fashion Show for Kids’ mentioned in the literature read, is a great proof of the active participation and increasing interest of the international designers of having there on line of kids. Whereas, in Pakistan as analyzed, except for a few known designers for baby wear which includes Nida Azwer and Nomi Ansari, the designer brand Khaadi (recently opened there kids line) the rest are focusing still on men and women wear. The target of designers of Pakistan is the upper income and middle income groups and they focus on mostly designing for kids of age 1 to 12 years age or 2 to 8 years.

Mr. Suriya, (Former Chairman and also a Manufacturer and exporter of readymade garments). In a one-on-one interview said’ “As I mentioned early we are an economically affected country no one is willing to take risk. Likewise designers will also put their money in a business which they know will 100% work. They want to earn fame and money. They can only do that but investing into something profitable and something they are capable of doing.”

Suriya earlier added in the interview, “Lack of education in this particular field and lack of innovative ideas and designs. The masters who were expert in making baby wear clothes have grown old. Therefore there is a dearth of ideas. Design schools should offer the student with this subject also. So the ones interested can specialize in the baby wear business”. I truly agree with this statement. I personally feel that our success in this baby wear market is

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79 Interviewee, Questionnaire
80 Interviewee, Questionnaire
affected due to lack of education which leaves us with less option of creating and designing unique products which unintentionally leads existing designers to plagiaries foreign styles.

The lack of education in the baby wear sector according to the interviews is considered one of the unorganized factors which limits the manufacturing process and hence most firms import. “Consumer nowadays demands for variety in design, colour and cuts. Like most of the fashion industry, trends change from season to season and it is difficult to manufacture a lot of products. Baby wear with comparatively limited market for us is best served when we import.” Anas Fazal (area manager Zubaidas) replied in an email interview.⁸¹

⁸¹ Interviewee, Questionnaire
CONCLUSION

“There is still a huge gap that can be covered by the future upcoming firms and designers. According to me, this business is very profitable. Sincerely if more people show interest this industry can be very strong and successful,” stated by Naeem Suriya, the Former Chairman of Ready-made garment. Similar results are to be concluded from an analysis of the data achieved from primary and secondary research.

When I started this research I had a mindset that Pakistan does not have any manufacturers of baby wear as most of the well known firms were importing. My myth was soon broken when I did a thorough survey of the market. The research proved that a minimal no. of firms manufactured baby garments, which include Outfitters, ChenOne, Cambridge and Khaadi. The rest on the other hand were importing. Importing in a country like Pakistan as analyzed, proved to be more beneficial as baby wear has a huge range of products, of which everything cannot be produced. Cost was the biggest factor that acted as constrain in manufacturing. Some importers mentioned that the rapid change in designs and colour trends, results in consumer demanding more variety. Manufacturers cannot satisfy the consumers rapidly changing demand as producing garment is a long tedious process especially baby wear is the most difficult garment to make.

I major thing that I concluded from my research was that more firms were manufacturing western wear and very few did eastern and that also on occasions. Pakistan is known be land of cultures. It is sad to see that we are not promoting our dresses except we are making something that the rest of the world is doing. In my opinion if we make clothes for babies getting inspired from our cultural it will give a new dimension to our baby wear industry as we will be creating
something different and innovative and as it is seen the consumer worldwide is looking for something unique.

Lack of interest of our designers is considered one of the major drawbacks of the rise in our baby wear industry. I believe that if our designers have the capability of getting us recognized internationally for are men and women wear, they can also do wonders in baby garment designing. The designers at the moment lack courage to take risks; this may be due the unstable economic conditions of our country.

The research illustrates that there some unorganized factors that adversely affect manufacturing which include lack of education, unstable law and order situations, cost issue, research and labour issue. Manufacturing of baby wear is not an impossible job as the rest of the world who we import from is doing it. In upcoming years the conditions of the baby wear industry will become better as an approach to the rise in consumer demand.
Appendix A: interviews

SURVEY FOR DISSERTATION

INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

❖ **Interview in person**

❖ Name: Zohaib

❖ Brand : Chen one

❖ Position : Brand Manager

❖ About your firm: Chenone started 13 years ago. Our section started a few years back. Our target is 0 to 14 years. Our focus is on western style and we occasionally do eastern wear for girls above 3 years.

❖ In your opinion importing is a better option or to manufacture is a better option in our country and why?

We have our own manufacturing firm Chenab Textiles in Faisalabad. Manufacturing is best according to me as it is easier to manage our own product in terms of quality and designs. Logically it is impossible to manufacture everything as baby wear has unlimited range so we also import some. It’s a mix and match of both. Before manufacturing a thorough research is carried out in terms of quality, designs and colour trends. We get the Paris book from which we get are colours and themes in winter and summer. We cannot copy the exact outfit so we alter it according to our market. Every detail on the garment is put with a reason and every detail is paid attention too. Italy and Germany are good countries to import from. In Italy the design are very innovative and unique. They use the best quality fabric called Zeniya. We import some fabric. Our prices are also reasonable as compared to our prices of ladies wear. There is a great space in this market for other manufacturers and designers to enter this field as customers demand is increasing and they need variety of designs to choose from.

❖ How much quality matters in this business?

100% quality matters in this business. To have a great quality and service is highly important to maintain the name of the customers and the foremost priority in this business. Although our quality is not 100% accurate it also has some faults. Faults of colour bleeding this is because people do not read the washing conditions mentioned on the tag on the garment.

❖ To what extent do you think are the foreign brands like Mother care, Debenhams, Next hinder the success of our local brands? Why do you think most of the customers are attracted towards their products?
Yes, when the new brand enters the market especially international. People getting excited and are attracted towards new thing. I surveyed Debenhams when it recently started the customer flow was very high but with span of time it now is not the same. The may be due to rise in prices and reduction in buying power. These firms have not hindered us instead they bring new ideas and give rise to a healthy competition. It is fun to work under competition more. Though the law and order situation slightly affects the sales otherwise the sale turnover is as expected.

Does our economical condition effect the baby wear business? How

Every firm is affected by the economic conditions. Manufacturing gets affected as delivery from Faisalabad is delayed due to strike, electricity failure which slows production and traffic. Law and order situation get worse some firms go in downfall because of economic factors. It is really difficult to manufacture and trade with easy in a country like Pakistan.
SURVEY FOR DISSERTATION

INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

Interview 1 (structured) in person

- Name: Naeem Suriya
- Age: 60
- Qualification: inter: B.Com, MA economics and CA finalist.
- Profession: Manufacturer and Exporter in textiles. Export all types of garment. Started with exporting baby wear and now focus more on men and women wear.
- Interest: I am interested in the art field also as it is a very creative field. I used to paint also and draw also as a hobby.
- Achievements:
  - Former Chairman of Pakistan Readymade Garment Export Association.
  - Member of Sindh Garment Association and Federation of Pakistan Textile Export Chamber and Industry.
  - Former Chairman of the Quota Supervisory council (related to garment)
  - Founder Chairman of Pakistan Ready Made Garment Technical Training Institute (PRGMTTI). In this institute pattern making and usage of new machines of readymade garment is being taught.

- What interested you to join this field of textiles?
The family business was of importing textiles but I wanted to create a business of my own so I chose to do manufacturing and exporting of ready-made garment. I join this glamorous field because I particularly had interest of creating my own innovative products. The motivating factors of joining this field also were that the textile industry and the export garment industry were at boom. He added 50% export income is of textile. There was an advantage of fabric as Pakistan is known as the land of cotton also cotton country. So I thought it was a profitable business as there was market and also better indigenous material available. I started with exporting

- Description on the condition of baby wears business in Pakistan?
Baby wear is the most difficult garment to make out of all the garments which include clothes for men and women. The reason are strict rules and regulation to be followed for quality which includes soft and comfortable fabric, colour should not bleed etc. other reason is abrupt change in demand and fashion, there is a wide range of product for
babies (everything cannot be manufactured here) and also the fast growing age of babies demands for more clothes. We are not the original creators. By this I mean copies are made, firms and designers follow the western patterns.

Does most of the firms import or manufacture baby wear in Pakistan and why?
The importing started from Thailand and Phillipine. Thailand is still on the top to import baby wear products, than there is China and Indonesia. Most firms import. In fact 90% can be said is imported and 10% exported. The reason is it cost them cheaper. The international countries manufacture in bulk and export to more than 50 countries at a time, therefore their cost of production is balanced. They export their garment on cheap rates and small quantities. The firms in Pakistan prefer importing as they can even get small amounts like 500 pieces. As we know fashion changes in no time people need variety, so majority of the firms prefer to import.

In my opinion importing is better because in Pakistan there are some unorganized factors related to the baby wear business which hinder the success of the baby wear industry. Small quantities are not produced as they cost more; there is a huge problem in maintaining quality and weak quality control programs. Quality is the first and foremost priority in this business. Quality has to be checked to a high degree as babies are very sensitive. Clothes made for them have to be of soft fabric so they can feel comfortable. There is no room for fabrics or chemicals that may cause itching or other skin problems.

Lack of education in this particular field and lack of innovative ideas and designs. The masters who were expert in making baby wear clothes have grown old. Therefore there is a dearth of ideas.

There are lots of fabric issues. The ‘Course Yarn’ is made which is not fit for baby wear. There is a lack of fine yarn made of 80 double thread or 120 double. This limits the fabric to be used for babies. Then there are dying and printing problems. To be more specific the dying, problems are small amount is not dyed, colour bleeds as appropriate material is not being used etc. There is a moderate stitching facility.

The other factor is lack of machines. Exclusive special machines are required to produce baby wear. In our country mostly manufacture has small units of these machines which are not enough to produce large quantities and more variety. labour in our country are very less efficient hence we need advance machines to run successfully as manufacturers.

The rising competition from foreign is affecting the survival of local markets. This is because the market is changing so abruptly that one has to be on their toes to survive in such a competitive market. Nowadays parents are more concerned about dressing their kids therefore they choose the best for their children. Therefore to meet the changing demands of the market most firms prefer to import.

Why are baby wear so costly if it small in size and less fabric is used?
The reasons are special soft fabric is required, high quality check is expensive and making charges are high as small garments are difficult to make. To make pattern for babies’ clothes is complicated due to its tiny size. 6 to 8 kinds of fabric are used in one garment; rivet and steel buttons are used. Embroidery and printing is done, zippers and other accessories without lead are required for babies clothes therefore the items are imported from Hongkong and China. Quality fabric has to be used to meet the international competition.

To what extent do you think are the foreign brands like Mother care, Debenhams and Next, hindered the success of our local brands? Why do you think most of the customers are attracted towards their products?

Definitely there is an adverse affect of the foreign brands on local brands. Internationally manufacturing is done in high scores. The international brands have franchises in many regions like South Asia, America, Europe, China etc. they have a huge variety of items available. They have advance facility for the importers. They have design catalogues ready for the buyer to look at and order in as much quantity they want (even can buy in small quantities. They sell the products at competitive rates. There marketing and promotion strategies are very strong. They endorse there product really well. Celebrities are hired to advertise for them. Product placement is done in popular shows and there are uncountable sales promotions which include broachers, free distribution of magazine and they have sale gimmicks. Advertising is done through both print and electronic media. Articles are written about the brands and it success. Fashion shows are carried out to give a full exposure of their brand to the customers. Fashion critics write about them. The designs are updated, trendy, internationally acclaimed and excepted and are depicted in fashion shows and magazines. In short it is become one of the important businesses.

In addition I will like to add that as there is no concept of summer and winter clothes amongst people, they buy what they like and therefore due to this we are cheated by the foreign brands and they sent as there rejected items or off season items. Our women are crazy they think whatever is expensive is good and our people are so brand conscious that they ignore our good quality local brands products. As it is said everything that glitters is not gold likewise everything that is expensive or branded may not be good.

Does our economical condition effect the baby wear business? How

- 110% are economic conditions have affected the baby wear business. As due to income crises people have cut their expense which includes sacrificing clothing expense also. The industry is also affected due to electricity failures which lead to delay in production which further affects delivery. The adverse political conditions result in strikes which lead into holidays and loss of working days.

Is there a good market for baby wear in Pakistan?
100%. The market demand for baby wear products is rising. We are a population of 18 crore and this is estimated to rise to 300 million by 2025. The middle income society is rising. Education is increasing.

“Baby wear is produced in Pakistan and is exported unlabeled and the foreign brands label it and resell it to our market” quoted by a owner of a baby garments shop. To what extent is this statement?

- 100% wrong statement.

How many designers or brands are working in the baby wear business/local baby wear designers? Do you know any? Name them.

- I don’t know any designers as far as brand is concerned there is Zubaidas and Chenone

Who is the main big manufacturer of baby wear in Pakistan?

- No idea

Why in your opinion, most designers focus on clothes for women and men, but not on baby wear designing as it is also one of the main need?

- As I mentioned early we are a economically affected country no one is willing to take risk. Likewise designers will also put their money in a business which they know will 100% work.
- They want to earn fame and money. They can only do that but investing into something profitable and something they are capable of doing.

Do you agree that our country lack in institutes to provide education to designers to specialize in this particular field? How can this problem be solved?

- Yes definitely. Design schools offer the student with this subject also. So the ones interested can specialize in the baby wear business and can give our market a new dimension.

Any suggestions to improve the baby wear market better in the upcoming future of Pakistan?

- There is still a huge gap that can be covered by the future upcoming firms and designers. According to me this business is very profitable. Sincerely if more people show interest this industry can be very strong and successful.
Interview in person

- Name: Irfan Ali
- Brand: Outfitters
- Position: Area Manager
  - 4
- Education: MBA

About your firm: We started kids wear in 2008. We are located in 15 cities of Pakistan. The look than we focus casual giving a funky look to it. Our focus is on western cuts and styles. We are known be manufacturer. We have a home production we manufacture and retail to our own exclusive outlets. We import very limited products. We have a team of designers, some of them graduated from abroad and some are of Pakistan. A mix of great creative designs for us. We are one of the best firms to who provide high quality product. Our motive is that if sell good quality local product with great designs so consumer will feel no need to go out and buy.

In your opinion importing is a better option or to manufacture is a better option in our country and why?

I prefer manufacturing. Looking at the current situation of the market. We prefer to manufacture. Outfitters according to me are only brand that is manufacturing successfully whereas most people prefer to outsource. We manufacture 70% to 80% in house. The biggest benefit of manufacturing is that, we can meet the quality standards and meet our customer demands effectively. We do not prefer importing although we do some imports especially winter garment like woolen jackets, sweater etc. Jackets because if we produce in Pakistan it will be so costly, as the material and manufacturing is very expensive. Comparatively if you go to China to purchase you will find the manufacturing cheaper because they have large units which we do not have. We cannot afford large machinery due to the unstable condition of our country. Cost should to kept such that it could be covered if incase there is a loss. To make a jacket a big setup is required. For example if we put up and arrange large amount of fabric if crises comes it will be a huge loss. We can use denim to manufacture our own jackets but denim is out of fashion from last two year. Even in men only Levis is making it. We try to follow the latest fashion of the international markets. So the local customers can feel up-to-date.

Why do you think most of the firms usually import baby wear rather than manufacturing in the local market despite of having good quality fabric and stitching facilities?
The major reason is in Pakistan as you can see is a lot of crisis these days. People don’t have buying power and so they cannot afford. Even if we manufacture in house a small top goes through 10 steps. Hence the cost of production increases so much that the firms cannot sell at those rates. The other main factor of importing is its cheaper, less duty and small amounts can be bought easily.

Why are baby wear so costly if it small in size and less fabric is used?

It is costly because it takes more time to make a small baby frock as compared a men shirt. Because baby garment are more time consuming to make the cost is almost equals to an adults garment. Fabric cost is less but stitching increases as there are lot of details to taken into consideration like pattern, embroidery, buttons etc.

How much quality matters in this business?

Quality is the foremost priority in this business. Although you won’t get the quality of international brands but if you survey and focus our products you will know we are no less in quality. I don’t say we are fault less. We lack in quality but in a very minimal aspects like for example get complains mostly about colour bleeding. Colours used in baby wear clothes have a mix of 4 to 5 colours one of the colours acts raw and bleeds. But this is very minimal 2 or 3 articles out of 300 items. From the past two years we are trying to strengthen the quality. Better quality is really needed to build brand loyalty. The main thing is updating fashion nowadays parents want something unique for their children which nobody else has it or worn before. The marketing is getting very competitive. Hence we have proper quality control programs to keep up to the standards.

To what extent do you think are the foreign brands like Mother care, Debenhams, Next hinder the success of our local brands? Why do you think most of the customers are attracted towards their products?

In my opinion when the word international comes to a customer’s mind he believes in no time that the quality will be better than the locally made products. It is a mindset of people. On the other hand when the price factors comes the customer compares the prices of local to international. If he sees almost same product in lower price he or she will prefer that immediately. Due to higher price of Mother Care, Debenhams people divert to us and we give high quality product so these international brands haven’t affected us that much. Our sales turnover is as expected.

Does our economical condition effect the baby wear business? How

Every firm is affected by the economic conditions. No issue of delivery as we retail to our own stores so that is covered. Secondly if electricity goes in factory it affects production. The reason for rise in our prices from last year is because the cost of everything is raising cost of petrol, electricity unite increase every 10 days. It all adds to the production cost.
Is there a good market for baby wear in Pakistan?

In this sector of the market I still see a vast space available to fulfill. Mother Care, BabyShop and Outfitters Juniors are the big names in this business. If more people will make clothes for babies people will surely buy it. There is high demand but less people to manufacturing as there is a wide range in baby wear products.

- This may be due to lack of education in this particular field. Fashion and textiles schools should take some steps to encourage this topic. There is a gap in the market. Hyderabad has one brand of baby wear leisure club and some small shops which retail. People from there come to purchase are product this is a clear indication how much people are involved to dress their kids these days.

How many designers are working in the baby wear business/ local baby wear designers? Do you know any? Name them.

- no idea

Why in your opinion, most designers focus on clothes for women and men, but not on baby wear designing as it is also one of the main requirements?

- It their personal choice but there is a customer demand available if they cater to the baby wear market. There are three categories formal, semi-formals and casuals. Casuals and semi-formal are still being done but formal are very less paid attention too. Eden robe makes it but not more than 4 to 5 designs at a time which leads to less variety and limits the consumer’s choice. Also to my knowledge ready –made from 12 to 14 years age group are not available as fitting is not well patterned and it doesn’t fits properly to children of this age group.
SURVEY FOR DISSERTATION

INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

Interview on phone from Lahore

- Name: Tauqeer Younas
- Qualification: MBA Marketing
- Your position at the firm you work for: Brand Manager
- Brand name: Minnie Minors
- Detail about your brand specially the baby wear sector? When did it start, what is the focus on (eastern or western wear and why).

We target children of 0 to 5 years. Our main focus is western wear but we manufacture some eastern wear also on festivals. We have both have knit and woven clothes. The fabric used is cotton, denim etc. Minnie Minors comprises of both casual and western wear. We are working in this field since 1998 and I believe Sefam our retailing firm is the biggest in Pakistan as baby wear is concerned. In this business quality of the fabric is the first priority as chemicals, dyes and metal if not used properly can affect the child. 80% of the fabric we use to manufacture is local and 20% like chiffon etc we import from China. Minnie Minors uses the best quality fabric and our products are no less than the products of international brand Zara, Gap etc. We have our outlets abroad in Dubai, Canada and UK.

- Does your brand manufacturer in Pakistan or it is just a retail shop?
- We do manufacture but we outsource more. I will say we are more of retailers than manufacturer.
- In your opinion importing is a better option or to manufacture is a better option in our country and why?
- I prefer retailing because manufacturing is quite costly as handling of baby garments is difficult. Special attention has to given to quality, fabric, dying, printing and it also needs high technology based machines. There is a lot of product range for babies so all of it cannot be successfully produce here. Our economic conditions like electricity failures, strikes, traffic, wage problems etc are also one of the major reason that limit the manufacturing process. So I think retailing is better as goods can be imported and it cost cheaper than manufacturing. Although we manufacture but to some extent. Manufacturing has its own advantages if we manufacture we can effectively respond to the need of our market.
To what extent do you think are the foreign brands like Mother care, Debenhams, Next hinder the success of our local brands? Why do you think most of the customers are attracted towards their products?

No our brand is not affected in any way a good competition built a healthy and wealthy environment.

Does our economical condition effect the baby wear business? How

Due to the economic crises production has slowed, buying power has declined hence it leads to rise in cost of production and naturally the prices increase.

Do you know any famous baby wear designer in Pakistan? Name them.

No particular designer. But we have designers from NCA and some other fashion institutes working on our kids wear.

Any suggestions to improve the baby wear market better in the upcoming future of Pakistan?

The baby wear demand is increasing day by day. It should be appreciated and encouraged as less people are interested in this business. The baby garments comprises of unlimited product range and the designs change very quickly this gives us an advantage to take the challenge and step into this profitable business. I feel if Fashion school should educate their students more about this field it can make a difference. There is definitely need to provide education about this subject. It will be great if baby garment market also rises like men and women garment business. It will be nice if we will be recognized internationally for our baby wear as much as we are recognized for our men and women wear.
SURVEY FOR DISSERTATION
INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

- Name: ANAS FAZAL
- Age: 28 YRS
- Qualification: BBA
- Brand name: ZUBAIDAS MOTHERSHOP
- Profession: Brand Manager
- What interested you to join this field of baby wear?
  - Absolute Passion for baby products, to go with a family business
- From how many years are you working in this field?
  - 7 yrs
- Have you researched or studied about baby wear business or design from somewhere?
  - No,
- Does your brand manufacturer in Pakistan or it is just a retail shop?
  - We import Baby Fashion Apparel and we manufacture Newborn Apparel Accessories locally.
- If you retail where do you import from and if you manufacture where do you manufacture?
We import predominantly from China and Thailand. We have a manufacturing unit in Karachi.

In your opinion importing is a better option or to manufacture is a better option in our country and why?
As of now, it varies from category to category.
Products that are fashionable such as baby daily wear, we tend to import them, simply because of manageable MOQs.

Why do you think most of the firms usually import baby wear rather than manufacturing in the local market despite of having good quality fabric and stitching facilities?
Like most of the fashion industry, trends change from season to season and it is difficult to manufacture a lot of products. Babywear with comparatively limited market for us is best served when we import.

Why are baby wear so costly if it small in size and less fabric is used?
Our products are competitively and reasonably priced.

How much quality matters in this business?

To what extent do you think are the foreign brands like Mothercare, Debenhams, Next hinder the success of our local brands? Why do you think most of the customers are attracted towards their products?
It’s a market with ever increasing demand for International products, not so that the local brands aren’t as competitive, it’s a phenomena these days.
I also believe it has only happened for the good, these brands have given new dimension to our retail market.
As to your question on the above brands, Mothercare has been to some extent successful over the years in their baby apparel division. NEXT and Debnhems have just arrived, too early to comment on them.

If yes what do you think is the reason (their quality, design, marketing expertise)?
It’s a combination of all.

Does our economical condition effect the baby wear business? How
Yes, for an importer it’s very simple, the very obvious inflation in currency exchange rate.

Is there a good market for baby wear in Pakistan?
Yes, it's still very untapped, high potential but at the same time it has its pros and cons.

How many designers or brands are working in the baby wear business/local baby wear designers? Do you know any? Name them.
There are numerous local brands in baby wear.
Minnee Minors
Outfitter Juniors
Pepperland

Who is the main big manufacturer of baby wear in Pakistan?
I suppose it's Minnie Minors (Sefam Pvt Ltd)

Why in your opinion, most designers focus on clothes for women and men, but not on baby wear designing as it is also one of the main needs?

Can you name any local baby wear brand that is running successfully abroad?
There isn’t any, (to my knowledge)

Though we are one of the best countries to produce cloth and we have all the facilities why do we still lack meeting the international standards?
Local Brands that are in baby wear division are doing remarkably well. They all meet international standards without a doubt.

Do you agree that our country lack in institutes to provide education to designers to specialize in this particular field? How can this problem be solved?
Yes I seriously believe we lack in this field. Most of our local brands are following international brands and patterns.

If you will be given a chance to educate the upcoming designers about baby wear designing in Pakistan will you avail this opportunity?
Specify what kind of assistance is required.
Which countries produce most of the baby clothes?
China, Vietnam, Bangladesh, India

What sort of a set up is required you think to produce baby wear in Pakistan?

Nowadays as seen most of the firms are producing or retailing west inspired baby clothes? In your opinion do you think that if we produce something inspired from our culture for babies like our sindhi, balochi dresses, would that be something unique for our market and a great step to get our cultures recognized and our market to succeed?

I doubt, may be it can be worn occasionally, but not on daily basis. Kurta Shalwar is second alternate and that has too gone way behind in our daily lives.

Any suggestions to improve the baby wear market better in the upcoming future of Pakistan?
INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

1) Name: UNZALA BAIG

2) Age: 28 years

3) Qualification: Bachelors of Textile Design(Karachi university V.S)

4) Brand name: Cambridge garments

5) Profession: Designer at Cambridge

6) Detail about your brand specially the baby wear sector? When did it start, what is the focus on (eastern or western wear and why). In short general view about your brand.
   - Our brand name is GUTS, it is under the umbrella of Cambridge. Guts is for KIDS(2-14+yrs), it started in 2009, we do both Eastern and western wear, eastern wear are normally in festivals because children over here mostly wear shalwar suits in Eid, we have both girls & boys wear.

7) What interested you to join this field of baby wear?
   - It really interesting to do graphics for kids with more embellishment; I can experiments easily with different ideas and every season its new not same repeating stuff.

8) From how many years are you working in this field?
   - 4 yrs.

9) Who is your target market?
   - Target to all kids not to some specific cast as we do party wear & everyday to maintain the price factor

10) Do you produce both summer and winter product?
    - Yes we do all seasons summer, winter & both Eid.

11) Does your brand manufacturer in Pakistan or it is just a retail shop?
    - Yes Guts manufacture in Pakistan

12) In your opinion importing is a better option or to manufacture is a better option in our country and why?
• Manufacturing is better because you can develop new creative ideas, which kids actually love and have a distinctive graphics from others, rather having china stuff in mostly baby wear shops.

13) Why do think most of the firms usually import baby wear rather than manufacturing in the local market despite of having good quality fabric and stitching facilities?

• In spite of having good quality of fabric it cost a lot for them as in kids wear embellishment and printing cost a lot plus good quality requires, so its easier n cheaper for them to outsource /import.

14) What fabrics do you use mostly?
• Fabric weight varies in summer and winter. For girls we use viscose and jersey. We use pique and sub jersey as well in boys. Yes we do knit wear sweaters for winters and for tees we use 100%cotton jersey. It’s soft with brighter color and according to weather. She added if the winter clothes according to some brands are difficult to manufacture due to the material limitation they can use denim and hosiery which is available easily in Pakistan.

15) Why are baby wear so costly if it small in size and less fabric is used?
• As above I told small appliqué plus printing, buttons, different fabrics, etc in one piece only these small embellishments cost more than a women wear.

16) Do you import your fabric or manufacturer locally and from where?
• Locally

17) How much quality matters in this business?
• Quality in kids wears is more than elder garments as softness of fabric plus not itchy, lastly color bleeding issue.

18) To what extent do you think are the foreign brands like Mother care, Debenhams, Next hinder the success of our local brands? Why do you think most of the customers are attracted towards their products?
• Honestly due to good quality but price factor is a major factor which restrict mostly customer to buy
19) Does our economical condition effect the baby wear business? How
   • Yes

20) Is there a good market for baby wear in Pakistan?
   • Yes

21) Do you know any famous baby wear designer in Pakistan? Name them.
   • Babyshop
   • Guts
   • Outfitters
   • No as such designer, for these brands designers are working
   • In eastern wear nomi ansari & J. is good

22) Who is the main big manufacturer of baby wear in Pakistan?
   • Guts, outfitters, Minnie minors

23) Why in your opinion, most designers focus on clothes for women and men, but not on baby wear designing as it is also one of the main need?

24) Can you name any local baby wear brand that is running successfully abroad?
   • Now no one

25) Though we are one of the best countries to produce cloth and we have all the facilities why do we still lack meeting the international standards?
   • Due to price factor

26) Do you agree that our country lack in institutes to provide education to designers to specialize in this particular field? How can this problem be solved?
   • Yes I do institutes must have to focus on it, having workshops, smart assignments related to it, it may bring new talent in this field.

27) If you will be given a chance to educate the upcoming designers about baby wear designing in Pakistan will you avail this opportunity?
   Obviously, will love to share my experience & teach them to promote new line.

28) Which countries produce most of the baby clothes?
   • UK, USA, China

29) What sort of a set up is required you think to produce baby wear in Pakistan?
Having a production house where stitching will be done proper with all advance machines, plus printing & embroidery unit to make the production faster.

30) Nowadays as seen most of the firms are producing or retailing west inspired baby clothes? In your opinion do you think that if we produce something inspired from our culture for babies like our sindhi, balochi dresses, would that be something unique for our market and a great step to get our cultures recognized and our market to succeed? Already told u yes. It is we experiment this in our tees from summer which gives good response.

31) Any suggestions to improve the baby wear market better in the upcoming future of Pakistan?
   More advancement in machines plus embellishments sourcing
   Media: yes have to arrange kids’ ramp walk which started now but very minimum.
SURVEY ON BABY WEAR IN PAKISTAN

INDUS VALLEY SCHOOL OF ART AND ARCHITECTURE

Sample of the survey questionnaire
(circle the answers)

Q) Name:

Q) Age:

Q) Profession:

Q) Where do you mostly purchase baby clothes from?

1. Locally
2. International market

Q) Which local baby wear brand do you buy from mostly?

1. Outfitters
2. Khaadi kids
3. Minnie Minors
4. Cambridge
5. Bumble and Bumble
6. None of the above

Q) Do you think our local brands lack in quality as compared to international brands?
1. Yes
2. No

**Q)** What difficulties do you face when it comes to buying local made baby clothes? (you can choose more than one)

1. Poor quality  
2. Less variety  
3. Poor designs and colour  
4. Unreasonable prices

**Q)** Any experience you would like to share regarding quality or any other problem you faced when your purchase from the local baby wear brand?

**Q)** Which International brand do you prefer for your baby clothes?

**Q)** How many times do you get a chance to buy from the international market?

**Q)** Nowadays as seen most designers are focusing on men and women wear? Do you feel baby wear is ignored as it is also one of the main need?

1. Yes  
2. No
Q) What do you think is the reason for this? (you may mark more than one).

1. Lack of education in this field
2. The baby wear market is not as profitable as men as women wear
3. Designers do not want to take risk
4. No need for it as already a lot of baby wear brands exists
5. None of the above.

Q) Has baby wear become the new fashion statement in our market?

1. Yes
2. No

Q) Some people say that buying expensive clothes for babies is a waste? Do you agree or disagree.

1. Yes as it is used for a certain period
2. No I wear expensive clothes why not my baby
3. Is not about cheap or expensive I want to buy quality clothes for my child
4. I want my child to look special.

Q) What type of look do you prefer in your babies clothing?

1. Western clothes
2. Eastern clothes
3. Mostly western and some time eastern
4. Mostly eastern and some time western.

Q. As researched most of the local baby wear brands are focusing on the western look. Do you believe there is a lack of eastern readymade apparel for children?

1. Yes
2. No
Q. Pakistan is a land of cultures. Do you think if our local brands design clothes for our babies keeping in mind the cultural aspect (Sindhi, Balochi etc) would that give a new edge to our baby wear market locally and internationally?

1. Yes
2. No

Q. If yes will you buy such unique clothes for your child instead of just encouraging western wear?

1. Yes
2. No
3. I will but I will also buy western wear
4. I will just buy culturally clothes
5. A mix of both

Q) Do you feel that social exposure like fashion shows for baby wear should take place in Pakistan? (you may choose more than one answer)

1. Yes this will promote our baby wear market
2. No. I don’t prefer kids to be models as such an early age
3. There age is to play not to focus on what to wear
4. Not fashion shows some other ways of promoting

Q) Give opinions, what changes do you feel can improve our baby wear market in the upcoming future? (You may choose more than one answer)

1. Proper branding.
2. Good use of export quality material.
3. A lot of research on our culture.
4. Proper education
5. Improvement in economic conditions
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