



日本人にとっての絶好機

米国におけるテキスタイルビジネスの動向と
日本のテキスタイルの国際競争優位性について

2021年8月26日 9:00 - 10:15 pm (東部時間)

河崎克彦・潮平須賀

1. 略歴
2. オフライン アプローチ
3. オンライン 現状・推移
4. 学び・気づき
5. 質疑応答

1. 略歴

2. オフライン アプローチ

3. オンライン 現状・推移

4. 学び・気づき

5. 質疑応答



BACKGROUND
起業経緯

1988 : Katsu Kawasaki Inc., in NYC

Supply Partners



J. Gerber Textiles



MARUMAN



SANKYO SEIKO GROUP

KURABO



YAGI



TOYOSHIMA

STYLEM



SEIREN



avanti inc.

M A S A E C O

Customers

LANDS'END

JHANE BARNES

OXFORD

ANN TAYLOR

J.CREW

Knoll

GIORGIO ARMANI

Madewell

WEITZNER

BANANA REPUBLIC

ATHLETA

GAP

Alice and Olivia
BY stacey bendet

MARC JACOBS

JACK VICTOR

MEN'S WEARHOUSE®

john varvatos

EILEEN
FISHER

ORVIS®

COACH

CLUB MONACO

theory

MINISTRY
OF SUPPLY

3.1 Phillip Lim

emanuel ungaro
PARIS

Uniform



Convention Center/Interior



PACIFICO YOKOHAMA

パシフィコ横浜



JHANE BARNES

Knoll

1994 / 5002 Seats

2020 Personal Protective Equipment (PPE)



Hackensack
Meridian Health



Lady and Butler Antiviral and surgical masks.
Adults and kids sizes now available.

LADY AND BUTLER



Adult Antiviral Masks

[Order Here](#)



Kids Antiviral Masks

[Order Here](#)



Surgical Masks

[Order Here](#)

Initiatives



Association for Contract Textiles



Change Fashion Challenge Work Shop 2018



兵庫県
Hyogo Prefecture

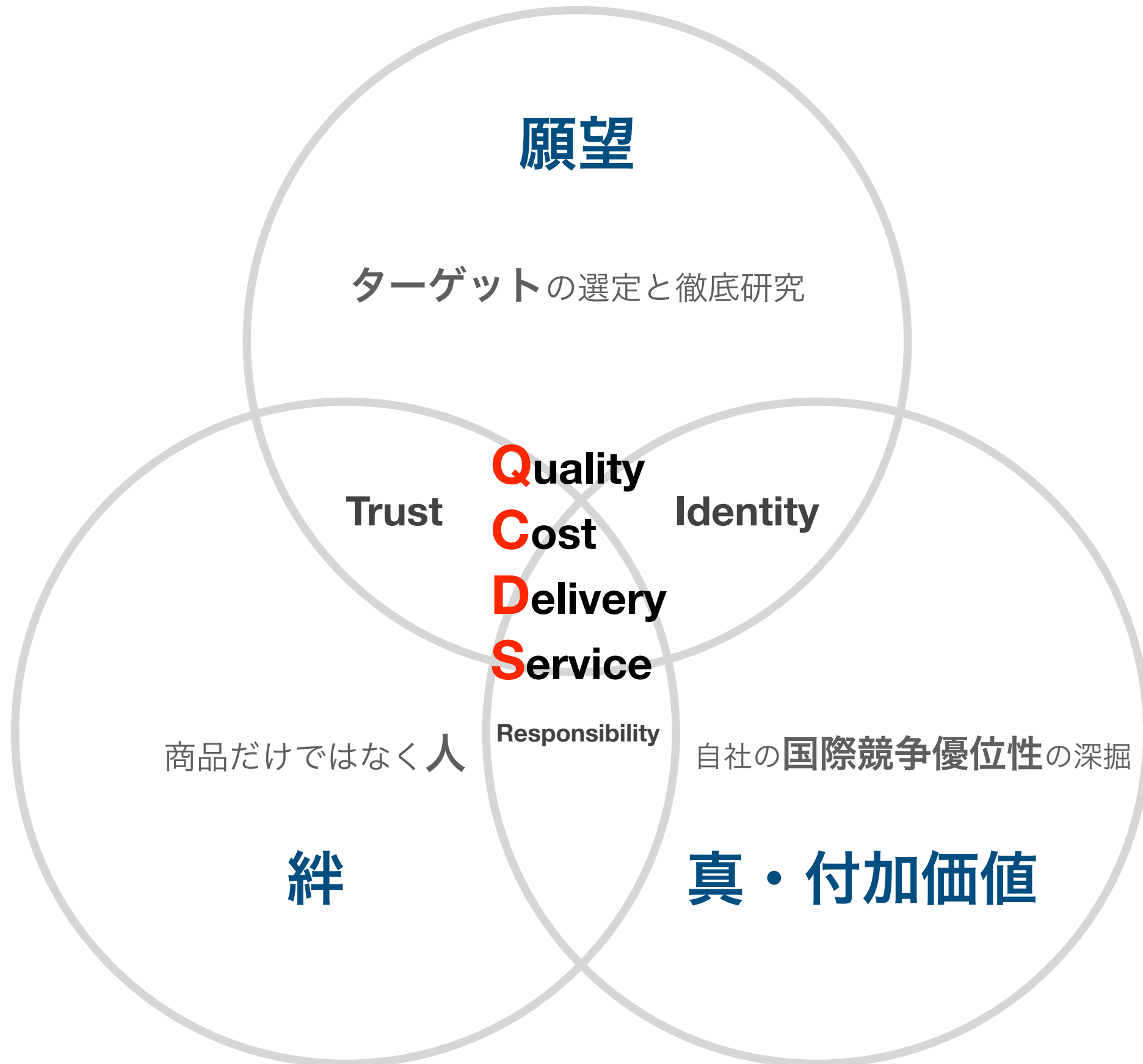
1. 略歴

2. オフライン アプローチ

3. オンライン 現状・推移

4. 学び・気付き

5. 質疑応答



Quality (品質)



Creativity
Technology
Sustainability
Liability

Cost (価格)



B社
\$3-4/yd for Shirts
\$3-5/yd for bottoms/outer
\$7-8/yd for wool suiting

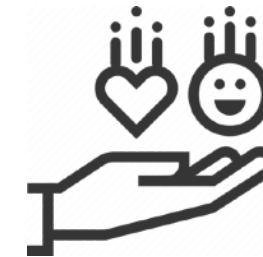
Delivery (納期)



In Time

45 - 50 days for bulk

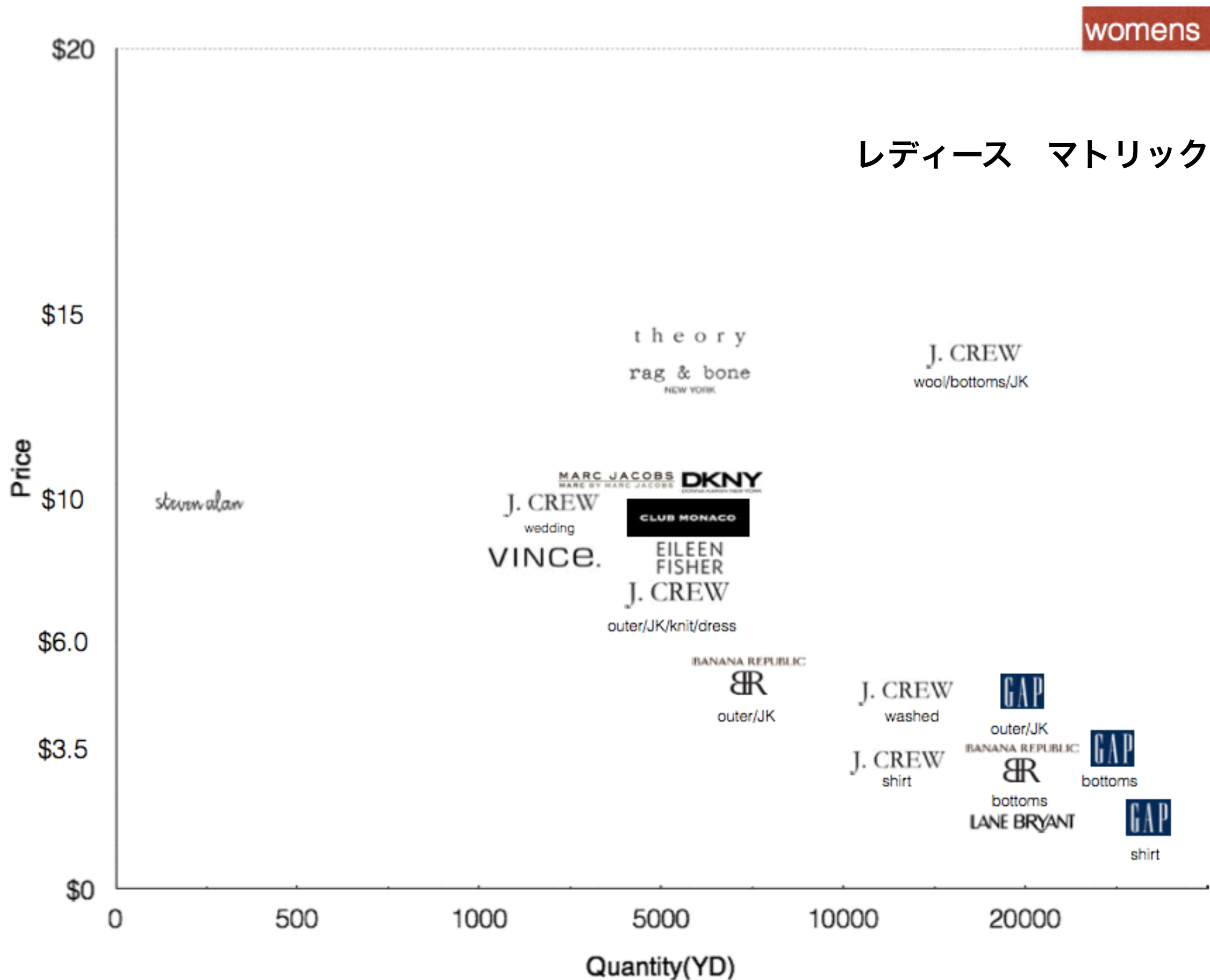
Service (サービス)



Mind of Customer

White Glove Service

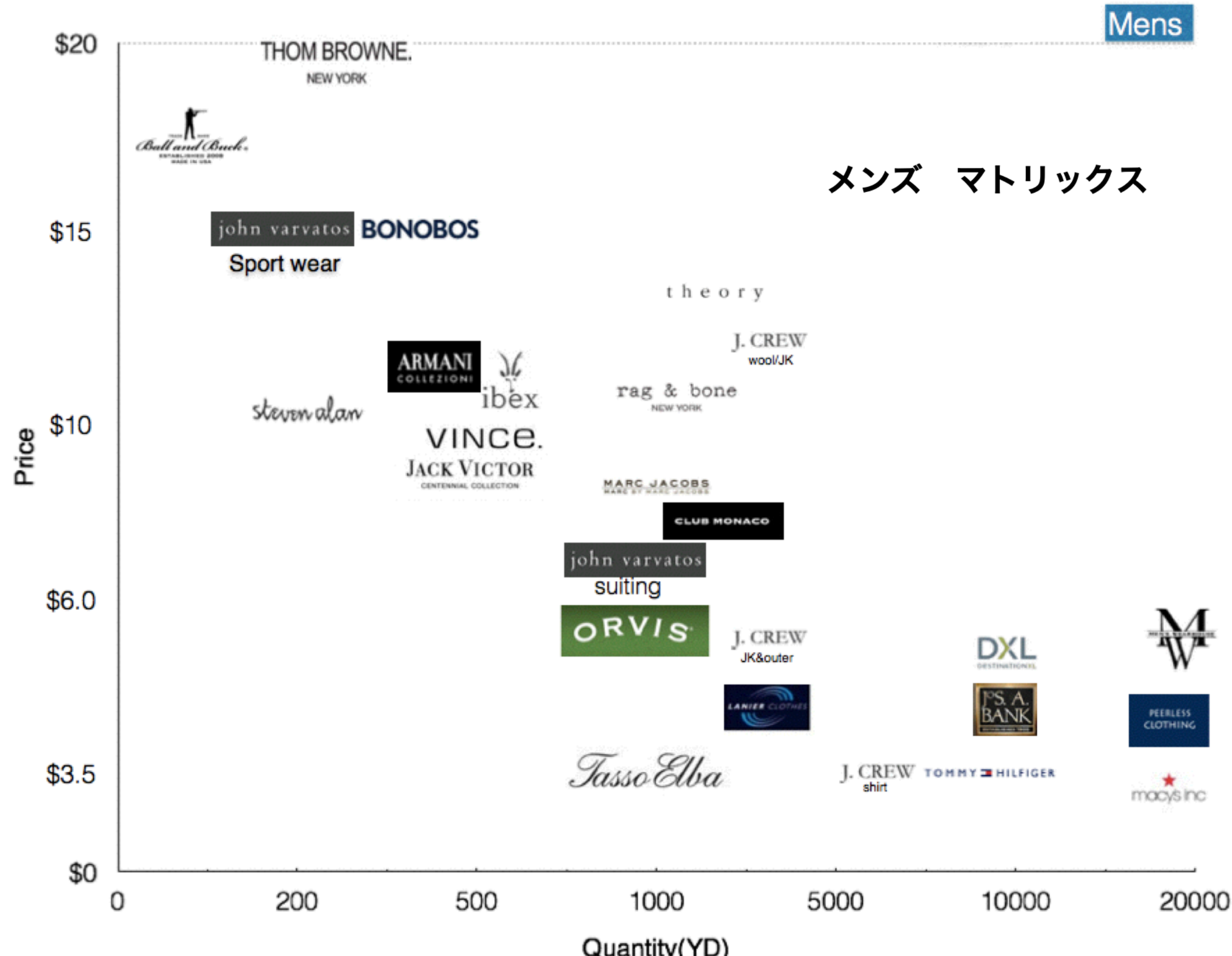
2. Off line -Matrix Women's



2. Off line -Matrix Men's

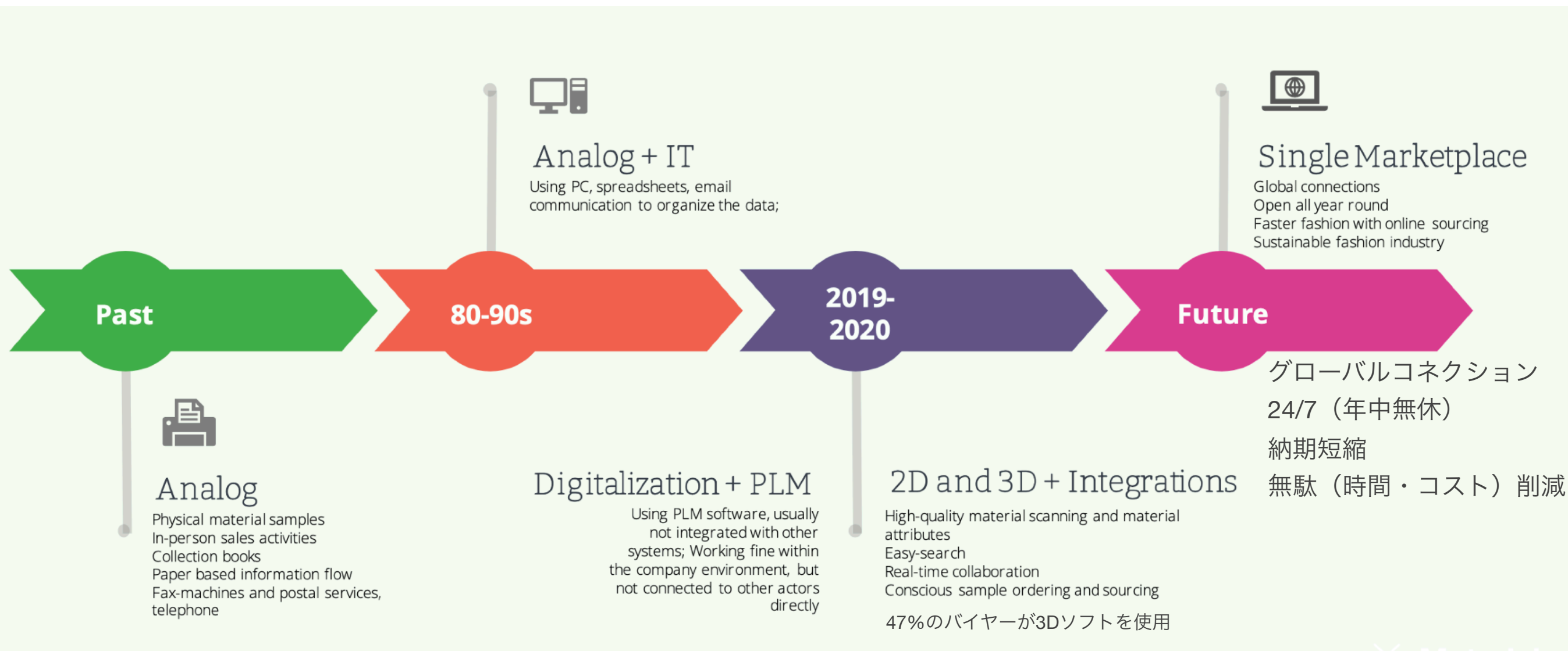
Mens

メンズ マトリックス



1. 略歴
2. オフライン アプローチ
- 3. オンライン 現状・推移**
4. 学び・気付き
5. 質疑応答

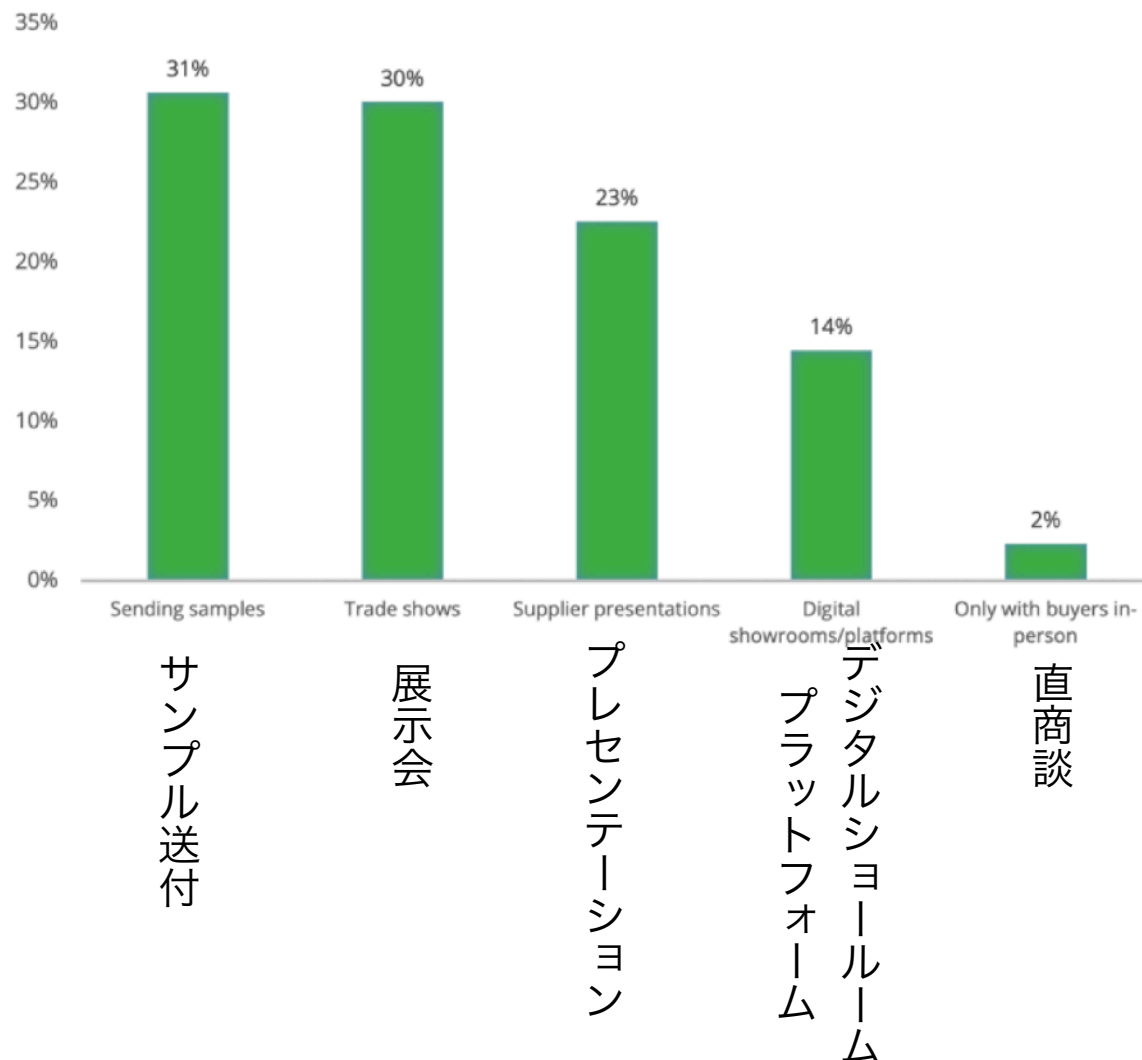
プラットフォームの推移



サプライヤーの現状

どのように新商品の提案をしているか

How suppliers are presenting and communicating new material collections

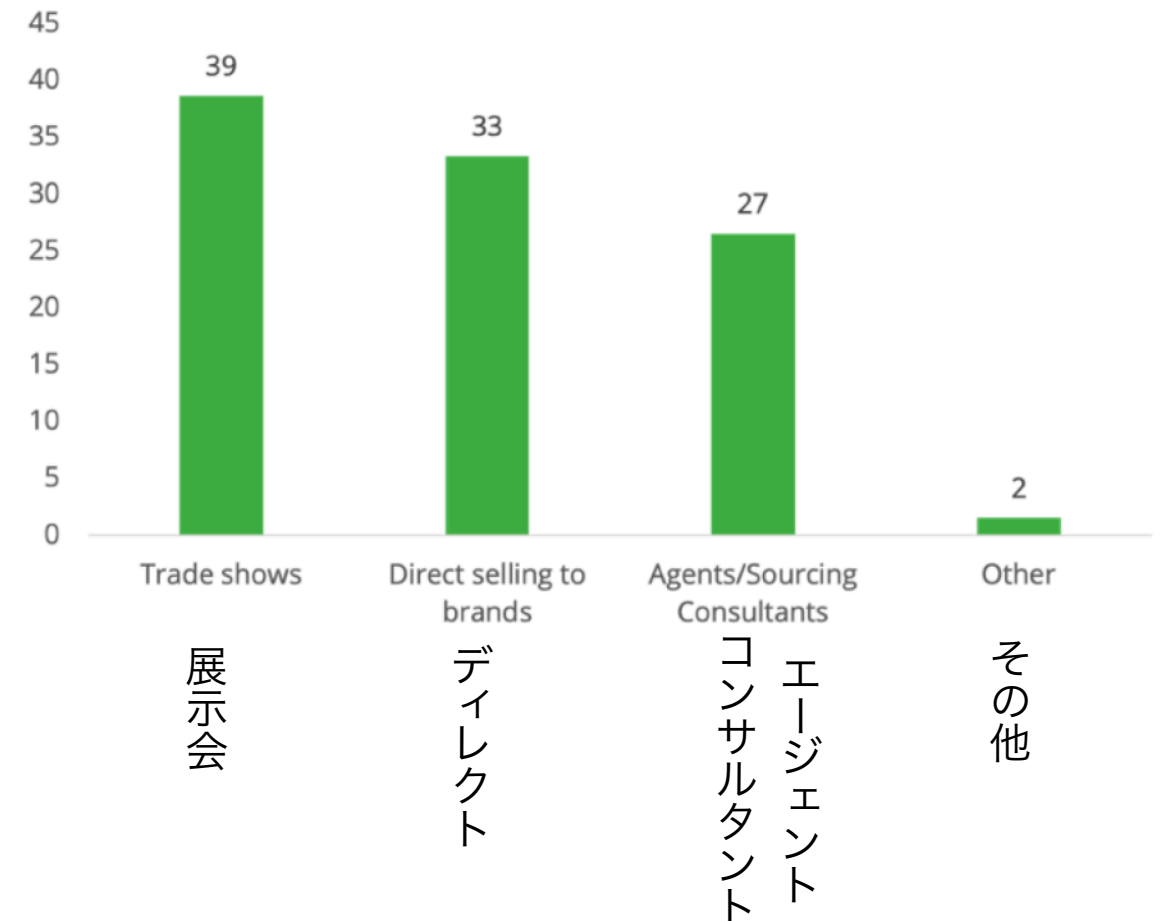


セールスチャンネル

Sales Channels are varied

Trade Shows are king

While suppliers reported various sales channels, Trade Shows proved to most popular. This further supports the need for digitalization both for future pandemics or business disruptions but also as a tool to support trade show materials.

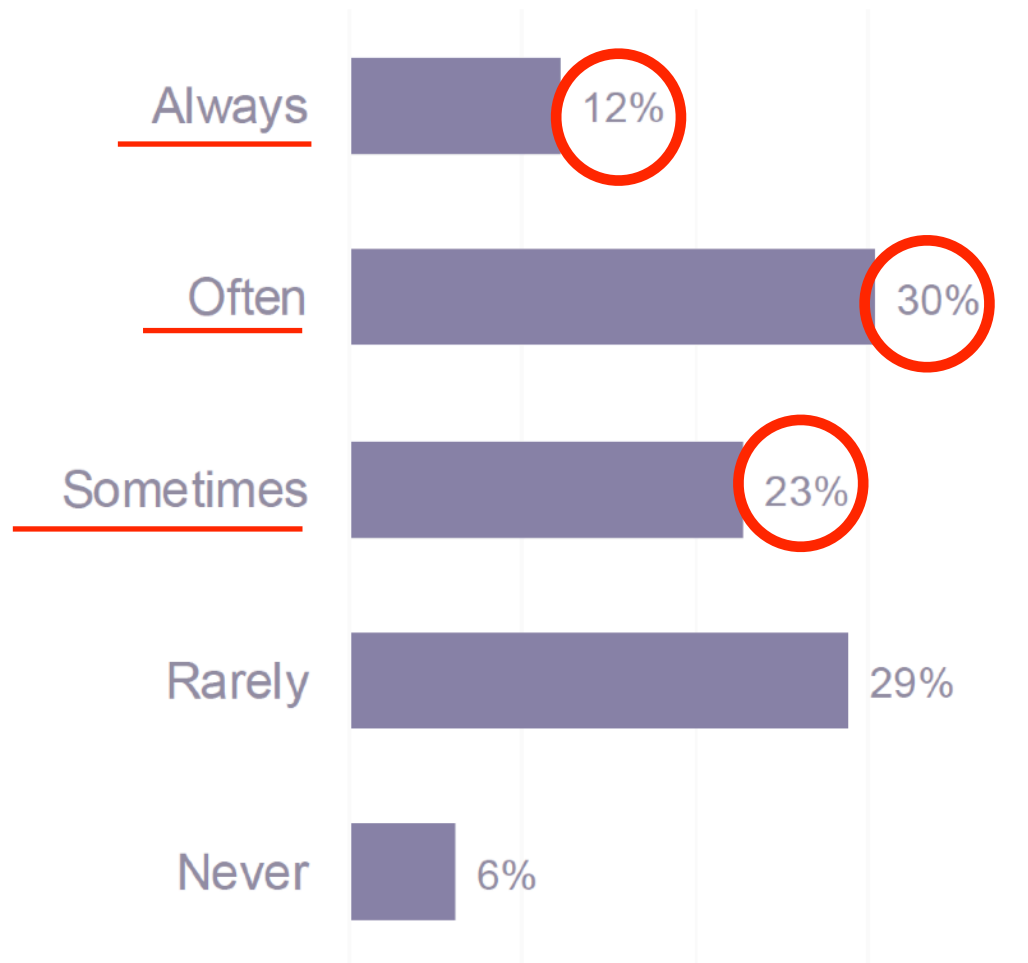


バイヤーのソーシングの動向

デジタルソーシングの頻度

Buyers are already digital

Digital material sourcing - how popular is it?
30% of buyers often source materials digitally.

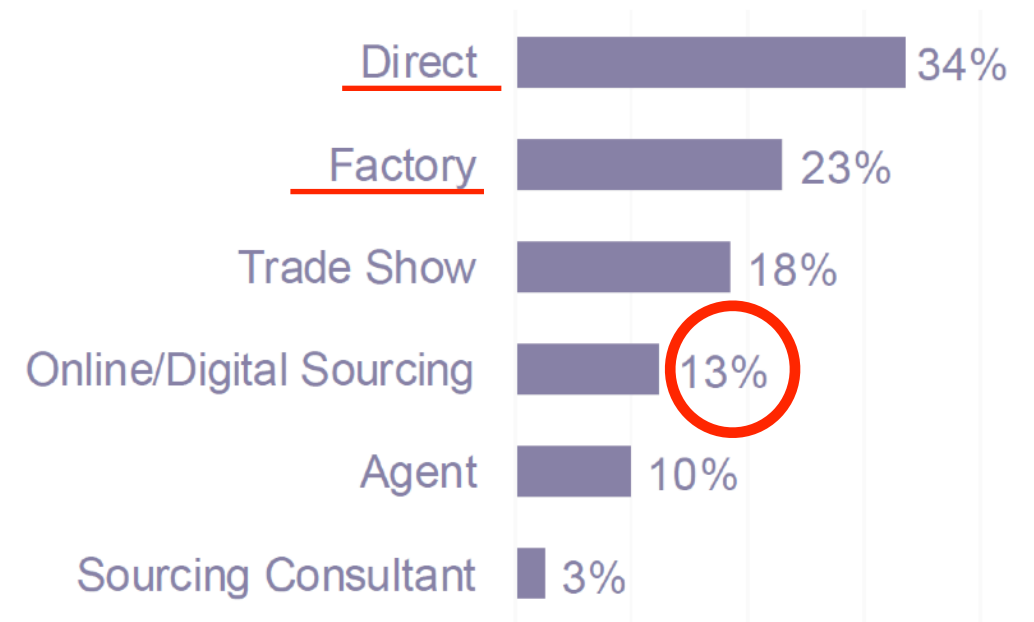


65%がオンラインでソーシング

オーダーに関して

Relationships are king for buyers

When it comes to repeat business - buyers prefer direct
While buyers stated Trade Shows are the preferred way to find new suppliers, they still prefer to source direct.

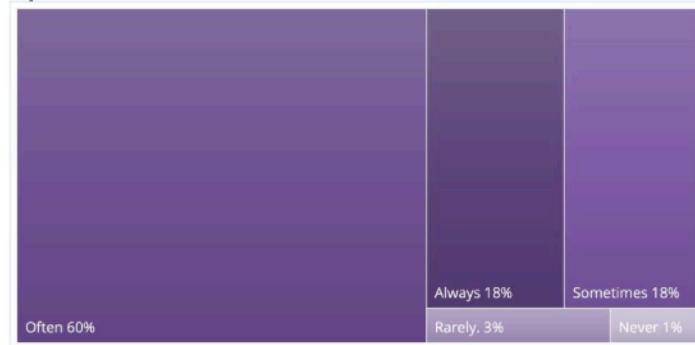


87%がオフラインでオーダー

バイヤーのソーシングポイント

78% Of buyers ask often for sustainable options

How often do buyers ask you for sustainable options?



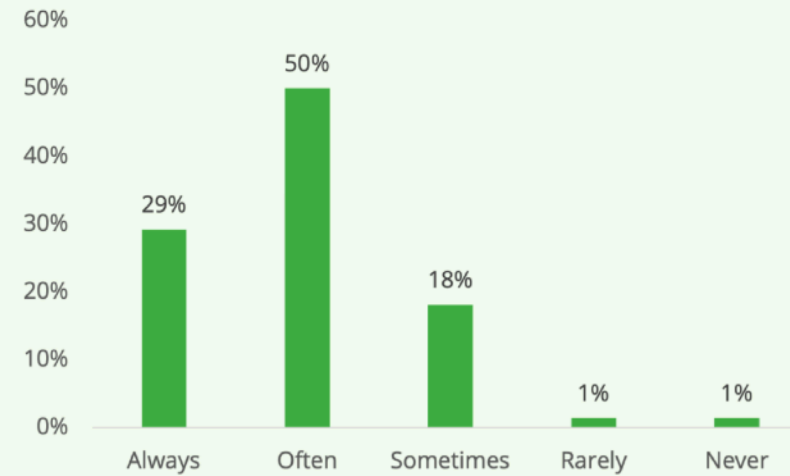
Sustainable fashion is on track to become a significant trend within the footwear and apparel industries, it is slowly but steadily becoming a conscious decision by many brands, accelerated by consumer demands for transparency.

Brands must find the perfect combination and the right balance between economically, socially and environmentally sustainable goods.

We asked participating suppliers, how often they receive requests for sustainable materials and if they are able to fulfil these requests.

98% All **but** 2% of suppliers can provide sustainable options

How often are you able to provide sustainable options?



98%のサプライヤーはサステイナブルな商品を提供する準備ができています

78%のバイヤーはサステイナブルのオプションを求めている

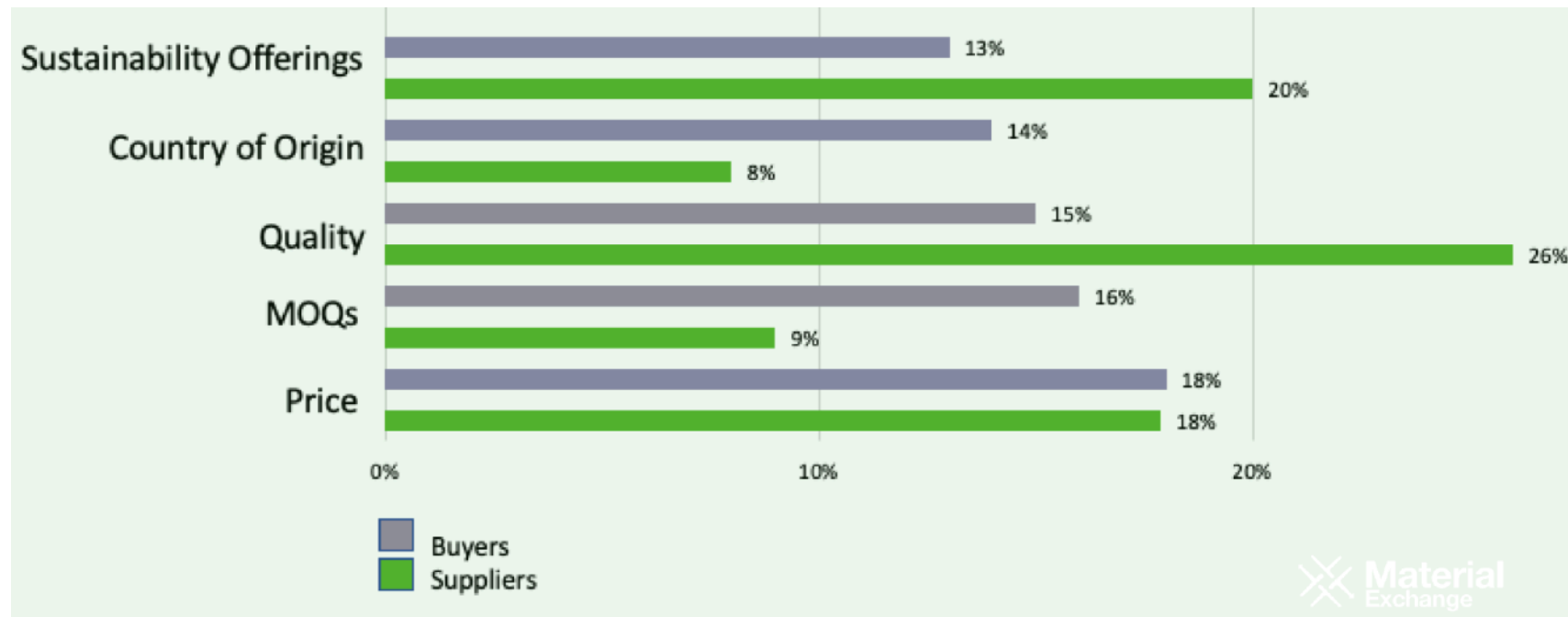
サステナビリティ

原産国

品質

オーダーミニマム

価格



DX=Digital Transformation

QUEEN
OF
RAW

 Material
Exchange



CALA

1.Match Making vs. EC

2.Overstock vs. Quick ship vs. By Order

3.Domestic vs. Global vs. Transactional

4.Marketplace

4. Findings & Learnings

1. 略歴

2. オフライン アプローチ

3. オンライン アプローチ

4. 学び・気づき

5. 質疑応答

4. Findings & Learnings

WHO can succeed ?

1. The person who can make decision at sight.
2. The person who has options.
3. The person who can listen people's mind.
4. The person who is committed to succeed.
5. The person who can fight over unfair matters.
6. The person who can come up with BCS & WCS.
7. The person who cares for others.

成功する人のタイプ

即返できる人

“Plan B, Plan C”を持ち合わせている人

相手の言葉を越えたマインドを聴ける人

覚悟を決めている人

喧嘩ができる人

”BCS , WCSを描け、準備ができる人

GNNを重んじる人

A PASSION FOR SUCCESS



Profit **A**mbition **S**incerity **S**trength **I**nnovation **O**ptimism **N**ever give up

利益・願望・誠実さ・真の強さ・創意工夫・積極思考・決してあきらめない

Customer sustainability target areas



Leading initiatives

Multi-stakeholder Initiatives

- World Economic Forum (WEF)
- Sustainable Apparel Coalition (SAC)
- Zero Discharge of Hazardous Chemicals (ZDHC)
- Make Fashion Circular by EMF
- UN fashion charter
- MMCF Round Table Group
- Textile Exchange
- CEPI (Confederation of European Paper Industries)
- World Resource Institute (WRI)

NGOs

- Canopy Style Initiative → Hot Button Report
- Changing Markets Foundation → Dirty Fashion Report
- Forum for the Future

Investors & Ratings

- CDP, MSCI, Oekom, Sustainalytics, etc.

あ
い
う
え
お

か
き
く
け
こ