

Strengthening Trade Partnership

Mauritius | United Kingdom

DISCOVER LATEST DESIGNS
of
MAURITIUS APPAREL MANUFACTURERS

@ Olympia Exhibition Centre London

27|28²⁰¹⁷
june

Enterprise
Mauritius

Enterprise Mauritius renews participation at Fashion SVP, Olympia London to strengthen partnership.

Enterprise Mauritius is leading for the second time a delegation of apparel manufacturers at **Fashion SVP**, from 27 – 28 June 2017 at Olympia Exhibition Centre in London. Fifteen manufacturers comprising of 5 large enterprises and 10 SMEs will be showcasing their latest collections for a wide range of products including T-Shirts, Shirts, knitwear, denim, jerseywear and others to UK buyers.

The fashion industry is a dynamic one moving incredibly fast these days. In order to be successful, it is very important to anticipate what's coming for the next season. Taking this into consideration, EM has engaged the services of **Trendstop Ltd**, a Consultancy firm based in London whose expertise lies in forecasting latest trends and create new designs for the UK market. Mauritian operators have benefitted from the expertise of **Trendstop Ltd** in realising their new collections. These collections will now be presented to UK buyers during the show in **Fashion SVP**. It is to be noted that some renowned retailers have already responded to visit the Mauritian stands to take cognizance of the products offer from Mauritius.

Fashion SVP attracts buyers from large famous European retailers to smaller chains, clothing brands, wholesalers and boutique labels. In 2016, the fair attracted buyers from companies such as **Debenhams, Monsoon, Marks & Spencer, House of Fraser, Boden, Jaeger, River Island, Harrods, Arcadia, White Stuff, Jack Wills, Inditex, Hackett, Jigsaw, Next, Henley, John Lewis, Esprit, New Look, Orsay, Ted Baker, Joules, Aurora Group, Diesel** among others.

The textile and apparel industry has been a key pillar for the Mauritian economy and the United Kingdom remains an important market for Mauritian exports, accounting for over 15% of total domestic exports. Over the years, textile & apparel has emerged as a flexible sector always adapting to latest smart technologies to be competitive and providing value-added garments to the global market. Mauritius has been working with top UK retailers such as **Arcadia Group, NEXT, Debenhams, Harrods, River Island** among others. However, after the UK's referendum on EU membership, Mauritian exporters are facing new challenges.

In line with Enterprise Mauritius' coherent strategy to consolidate market share in the UK market, we are strident in our promotional efforts in the United Kingdom in order to stay close to clients who have been working with Mauritius for several decades and to propel further the 'Made in Mauritius' brand.

