



MARKET RESEARCH & INTELLIGENCE | STRATEGY | CONSULTING

## APPAREL INDUSTRY



**Our scope of research extends to Europe, Asia, and beyond as we strive to connect our clients with the broader world they seek to reach.**


## APPAREL AND TEXTILE RESEARCH

We live in a data-intensive age in which successful companies require instant information to make the informed decisions that will define their success or failure. Regardless of the size of your business, or how well-equipped or staffed you are; without the critical information needed to help you assess the strengths and weaknesses of you and your competition, you are really just flying blind. Whether your textile research projects are brief and targeted, or they are ongoing and extensive, SIS International Research gives you the insight, intelligence, data, and analysis you need to make confident moves going forward.

Textiles command huge market share in the US, and the industry employs a quarter-of-a-million people. Understandably, practitioners in such a powerful business look to SIS International Research for our unparalleled experience in comprehensive market

assessments, behavioral and attitudinal studies, competitive intelligence campaigns, mall intercepts, focus groups, grey goods studies and more. With so much at stake, our marketing research methodologies use bleeding edge strategies to maximize your efficiency and effectiveness in the marketplace, unlocking the data and knowledge you need to prosper.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generation Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | SIS has Focus Group and Interviewing facilities in all the major fashion capitals.

We have a Focus Group near Madison Avenue in NYC. We have interviewing facilities in London, Milan, Los Angeles, Shanghai and other fashion capitals.

### Selected Clients

- Rent the Runway
- Boston Beer Company
- Ferragamo
- Dunhill
- Hugo Boss
- Stitch Fix
- Vida Shoes
- Ralph Lauren
- Ross Stores
- Urban Outfitters



SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • [research@sisinternational.com](mailto:research@sisinternational.com)





## Comprehensive solutions for the Apparel Industry

- Conducted a comprehensive market assessment of the market size, retail and wholesale volume, segmentation, pricing, imports and exports, and legal issues for the following apparel segments in US:
  - Infant wear
  - Boys clothing
  - Menswear
  - Women's wear
  - Women's suits
  - Swimwear
- Conducted focus groups for upscale women for their attitude on select designer apparel.
- Conducted focus groups in Asia for teens attitudes toward Western clothing.
- Conducted focus groups in Europe, Asia, and the US on handbags and accessories.
- Mall Intercepts in the US on consumers attitudes toward retail clothing of store brand names.
- Conducted focus groups for brand name items.
- Conducted a protective/chemical apparel study in US.
- Conducted several studies in US which analyzed the marketing strategies of chain stores.
- Conducted a fashion study in New York for an Italian clothing manufacturer and designer.
- Conducted a woven fabric market study in US for an Asian firm.
- Conducted a study on "grey" goods imported into US.
- Conducted a study in Japan for sneakers.
- Conducted textile market intelligence study in USA and Europe.
- Conducted focus groups to obtain behavioral, attitudinal, and shopping preference information.
- Conducted market intelligence study of the US textile market for an Asian textile manufacturer.
- Conducted a multiphase project for Baby Walking Shoes. The study included Focus Groups, a nationwide quantitative study and a strategic analysis.
- Conducted mystery shopping for a luxury apparel brand in their NYC flagship to measure customer experience.
- Conducted Focus Groups for a high end apparel brand to understand attitudes and opinions towards outlet stores.

SIS Worldwide Headquarters

11 East 22nd Street, 2nd Floor, New York, NY 10010

New York • London • Frankfurt • Shanghai • Tokyo

t: +1 212 505 6805 • [research@sisinternational.com](mailto:research@sisinternational.com)