A. SUMMARY

In 2002, the French women's wear market represented about 53 percent of the total French textile industry, a slight increase when compared to 2001. This increase can be explained by good domestic consumption and export growth, particularly to East Asian (Japan) and European Union (Belgium and United Kingdom) countries.

The industry is composed of 473 companies and generates USD 6.4 billion in annual sales. Up to 50 percent of these companies are located in the Paris area with the remainder concentrated in the North of France (mainly in Roubaix-Tourcoing) and the Southwest (mainly in Lyon for silk and synthetic material).

In 2002, women's exports came to USD 2.5 billion, while imports for the same period equaled USD 4.1 billion. Mediterranean, Asian, and more recently, Eastern European countries, continue to maintain a strong presence in the French market due to their extremely low production costs.

While U.S. imports represent only a fraction of the women's wear market in France (0.8 percent), French consumers are gradually becoming more receptive to American fashion and, according to industry analysts; U.S. firms are expected to increase their share in this promising subsector.

B. MARKET HIGHLIGHTS & BEST PROSPECTS

Market Profile

Textile and apparel consumption increased by 1.4 percent in 2002, as compared to a 0.1 percent increase in 2001. In value terms, consumption of women's wear increased by 2.1 percent. Women in the 30 and 40 years age ranges boosted the market and accounted for a significant growth in spending at more than 10.3 percent. This increase in spending is due to the fact that this group consists of active women ready to spend their money. According to market analysts, most of their purchases are due to impulse buying.

In volume terms, overall apparel purchases increased slightly by 1.54 percent (see Table 2). Certain segments experienced significant sales growth. For example, jeans and leisure pants recorded the largest sales increases at 31.13 and 45.78 percent respectively. Blouse (up 7.40 percent) and tee-shirt (up 5.93 percent) sales also registered strong growth. However, pull-overs, dresses, suits, and shorts were among the products that saw the most significant decreases as compared to 2001.

TABLE 1

FRENCH APPAREL PURCHASES (IN THOUSANDS OF PIECES)			
Product	**2001**	**2002***	**Percentage Increase/Decrease**
Tee-shirts	75,544	80,027	+ 5.93
Pull over	62,980	57,589	- 8.56
Town Pants	42,792	43,578	+ 1.84
Skirts	29,371	28,724	- 2.20
Blouses	24,407	26,214	+ 7.40
Dresses	17,412	14,277	- 18.00
Suits and ensembles	16,049	13,693	+ 14.68
Jeans	16,691	21,887	+ 31.13
Leisure Pants	13,205	19,251	+ 45.79
Sweatshirts	12,351	11,112	- 10.03
Parkas	7,296	7,885	+ 8.07
Swimwear	6,824	7,874	+15.38
Coats	6,518	6,049	- 7.20
Shorts	4,895	3,377	- 31.01
Blazers and vests	2,821	2,818	- 0.11
Raincoats	1,465	1,523	+ 3.96
Totals	**340,621**	**345,878**	**+ 1.54**

(Source: Women's Wear Trade Association in France - * 2002 estimated figures)

Best Sales Prospects

At the most recent women's wear trade show, Prêt-à-Porter, which took place September 3-6, 2003, a number of trends were presented that will influence the best sales prospect beginning in the summer of 2004.

At each session of the show, there are fashion presentations that explore and explain all the latest and the future trends in the fashion industry. These trends are defined by international styling agencies. This is a guide for buyers that help them to determine their needs to satisfy customers.

These trends were presented as follows:

- *Sportswear* - Elegant active urban sportswear, blending simplicity and ultramodern styling inspired by a new city style.
- *Retro Spirit* - Old prints, fabrics that have been worn, faded. This was inspired by a close encounter with the past, with memories and history. It features mainly laces, 60's-inspired flowers.
- *Knitwear* - Soft, body-hugging comfort with new styles creating a more bohemian or

casual look.   Most of the clothes are embroidered.

- *Flowers* - A riot of flowers encapsulate the freshness of spring with fabrics to remind the romantic spirit.
- *Colors* - Candy colors such as pink that express optimism and fun.

C. COMPETITIVE ANALYSIS

Keys to Being Competitive

The French women's wear market is extremely competitive. In order to succeed, U.S. firms will need to consider the following keys:

- *Advertising* - One of the key factors in establishing a brand in France is providing an adequate advertising budget. Therefore, U.S. firms will need to be able to effectively promote their image and reinforce their position. New products should be aggressively marketed to appeal to French tastes and to influence fashion preferences.   An effective advertising strategy will use various media outlets (television and print press).

- *Credit/Delivery Terms* **-** Another important factor is the ability to offer credit terms and reorder services similar to those of French competitors. A European warehouse is an additional advantage in meeting short-term delivery requirements.

- *Price* **-** Price is also a key factor. If prices are competitive, U.S. manufacturers will be able to penetrate the French market much more successfully.

- *Clothing Characteristics* **-** Women are sensitive to the product quality. Therefore the quality/price ratio is extremely important.

Domestic Production

In 2001, the French women's wear industry comprised 473 companies generating USD 6.4 billion in sales. The majority of these French companies are located near Paris, in Northern France, and in the Rhone-Alpes region.

In 2001, the industry employed 28,639 workers, an 11 percent decrease compared to 2000 (see Table 4). Sixty-four French companies closed their doors in 2001, costing 3,727 jobs. Nonetheless, companies employing less than 250 workers boosted their sales by 8 percent in 2001due to their successful efforts to respond to worldwide competition. Companies employing 20 to 49 workers reported 19 percent sales growth. Companies employing 50 to 99 people increased their sales by 9.2 percent, while companies employing 100 to 249 people registered an 8.4 percent increase.

Although many French companies have established manufacturing facilities in countries with lower labor costs (Portugal, Morocco, Tunisia, Turkey, and recently in Eastern Europe), French domestic production enjoys a strong image for both creativity and quality. Therefore, industry specialists believe French exports will continue to increase by approximately 6 percent over the next few years.

TABLE 2
BREAKDOWN OF FRENCH WOMEN'S APPAREL MAKERS, 2001

COMPANY SIZE	SHARE AS A PERCENTAGE OF THE TOTAL NUMBER OF COMPANIES	SHARE AS A PERCENTAGE OF THE TOTAL NUMBER OF EMPLOYEES	SHARE AS A PERCENTAGE OF TOTAL SALES
Fewer than 20 employees	38.7	40.2	73.4
Between 20 and 49 employees	42.1	23.6	8.3
Between 50 and 99 employees	12.1	13.6	4.0
Between 100 and 249 employees	5.5	13.7	7.1
Between 250 and 499 employees	1.5	6.8	7.2
More than 500 employees	0.2	2.1	0

(Source: Women's Wear Trade Association in France)

TABLE 3
CHANGES AMONG FRENCH WOMEN'S APPAREL MAKERS, 2001 - 2002

COMPANY SIZE (NUMBER OF EMPLOYEES)	NUMBER OF COMPANIES			NUMBER OF EMPLOYEES	
	2000	**2001**	**Change from 2000 to 2001**	**2001**	**Change from 2000 to 2001**
Fewer than 20	208	183	- 12.0	11,516	- 8.4
From 20 to 49	224	199	- 11.2	6,758	- 12.7
From 50 to 99	63	57	- 9.5	3,903	- 9.1

From 100 to 249	34	26	- 23.5	3,935	- 21.8
From 250 to 499	8	7	- 12.5	1,939	- 28.8
More than 500	0	1	-	588	0
Total	**537**	**473**	**- 11.9**	**28,639**	**- 11.5**

(Source: Women's Wear Trade Association in France)

Table 4 shows that the industry is composed primarily of small and medium sized companies, with companies with less than 49 employees representing over 80 percent of total women's wear firms. Nonetheless, these companies have suffered along with the rest of the industry from the general economic slowdown, as evidenced by the 10 percent decrease in jobs offered by these firms from 2000 to 2001.

The economic slowdown was reflected in the production numbers also. Overall French production of women's wear items decreased 12.2 percent from 2001 to 2002, a loss of over 6.4 million pieces in one year (see Table 5). Swimwear saw the largest decline in production at almost 40 percent while pants and jeans also fell precipitously at 26 percent. Vests and blazers declined 17.3 percent, suits and ensembles fell 14.6 percent, and skirts dropped 12.7 percent. These five categories account for over 60 percent of total production. The only product categories to experience increases were blouses, which rose slightly by 2.3 percent, and raincoats, which saw a 65.6 percent increase.

TABLE 4
CHANGES IN PRODUCTION LEVELS OF WOMEN'S WEAR PRODUCTS, 2001 - 2002
(IN THOUSANDS OF PIECES)

Product	2001	2002 (estimated)	Percentage Change
Coats	340	321	- 5.6
Anoraks	337	330	- 2.1
Vests	2,555	2,112	- 17.3
Raincoats	32	53	+ 65.6
Ensembles & Suits	591	505	- 14.6
Dresses	3,998	3,726	- 6.8
Skirts	6,215	5,425	- 12.7
Pants & Jeans	7,671	5,652	- 26.3
Blouses	5,971	6,107	+ 2.3
T-shirts	18,074	17,848	- 1.3
Swimwear	6,843	4,144	- 39.4
Total	**52,627**	**46,223**	**- 12.2**

(Source: Women's Wear Trade Association in France)

French Exports

Market statistics reported that in 2002 the most exported products in terms of value and volume were pants followed by blouses. Blouses registered particularly good results with an increase of respectively 39.0 percent in value and 29.3 percent in volume. The third exported product in terms of volume was skirt, while it ranks fifth in terms of value with a 16.8 percent increase in 2002. Vests still remain one of the most important exported products (6.3 percent in terms of value and 5.6 in terms of volume). Anoraks also registered good results with an increase of 15.1 percent in term of value and an 11.6 percent increase in term of volume. However, ensembles showed an important decrease of 32.9 percent in terms of volume and 22.8 percent in terms of value.

TABLE 5
EXPORTS OF PRODUCTS IN TERMS OF VALUE AND VOLUME

Product	**Value**		**Volume**	
	Percent Change, 2002/2001	Share of Total Market	Percent Change, 2002/2001	Share of Total Market
Pants	- 3.2	13.0	- 12.0	27.9
Dresses	- 5.6	6.0	- 12.7	8.4
Vests	+ 1.2	6.3	+ 1.2	5.6
Skirts	+ 16.8	5.9	- 0.7	14.8
Blouses	+ 39.0	8.1	+29.3	19.0
Coats, raincoats	- 7.6	3.2	- 7.3	2.4
Anoraks	+ 15.1	3.1	+11.6	6.4
Ensembles	- 22.8	1.6	-32.9	1.8
Swimwear	- 13.3	0.4	-31.8	1.9
Suits	- 13.5	0.9	-12.8	0.8

(Source: Women's Wear Trade Association in France)

Export Value by Geographical Area

In 2002, total French exports of women's clothing came to USD 2.5 billion, a 5.1 percent increase over 2001. This rise was due primarily to increased shipments to five countries: Japan - shipments up 6.6 percent, Germany - shipments up 2.1 percent, Belgium - shipments up 11.7 percent, United States - shipments up 1.1 percent, and United Kingdom - shipments up 10.8 percent (see Table 7). These five countries represent about 47 percent of total French exports.

In 2002, exports to Europe represented 60.8 percent of total French exports. These exports, estimated at USD 1.5 billion, represented a 6.3 percent increase over 2001, while exports to Africa were estimated at USD 67.8 million, a 26.4 percent increase. During the same period, French exports to Asia rose by 3.7 percent, while exports to the Americas dropped one percent.

TABLE 6
PRIMARY DESTINATIONS OF FRENCH WOMEN'S WEAR EXPORTS (VALUE)

COUNTRY	EXPORTS (IN USD thousand)		PERCENT CHANGE	PERCENTAGE AS A SHARE OF TOTAL EXPORTS	
	2001	2002	2002/2001	2001	2002
Japan	245,423	261,714	+ 6.6	10.1	10.2
Germany	235,082	240,074	+ 2.1	9.7	9.4
Belgium	213,554	238,497	+ 11.7	8.8	9.3
United States	232,625	235,104	+ 1.1	9.6	9.2
United Kingdom	202,030	223,830	+ 10.8	8.3	8.8
Italy	157,092	169,975	+ 8.2	6.5	6.6
Spain	156,822	168,845	+ 7.7	6.4	6.6
Switzerland	149,736	127,442	- 14.9	6.2	5.0
Hong Kong	83,441	69,315	- 16.9	3.4	2.7
Portugal	68,941	79,950	- 16.0	2.8	3.1

(Source: Women's Wear Trade Association in France)

Export Volume by Geographic Area

In 2002, export volume (number of items) declined by 0.3 percent to 61.5 million pieces. Total exports to the European Union came to 78.2 percent, or 48 million pieces. France saw postive export growth to Belgium – up 10 percent, the United Kingdom – up 8 percent, and Spain – up 14.7 percent (see Table 8). However, exports to Denmark and The Netherlands were down significantly, 22 and 10 percent respectively.

TABLE 7
PRIMARY DESTINATIONS OF FRENCH WOMEN'S WEAR EXPORTS (VOLUME)

COUNTRY	EXPORTS (IN NUMBER OF ITEMS)		PERCENT CHANGE	PERCENTAGE AS A SHARE OF TOTAL EXPORTS	
	2001	2002	2002/2001	2001	2002
Belgium	10,973,189	12,070,000	+ 10.0	17.8	19.6
Germany	12,225,225	11,176,000	- 8.6	19.8	18.2
United Kingdom	6,969,658	7,524,000	+ 8.0	11.3	12.2

Spain	5,248,080	6,020,000	+ 14.7	8.5	9.8
Italy	4,050,674	3,923,000	- 3.1	6.6	6.4
Switzerland	3,130,987	3,141,000	+ 0.3	5.1	5.1
Portugal	2,768,236	2,678,000	- 3.3	4.5	4.4
United States	1,682,713	1,862,000	+ 10.7	2.7	3.0
Netherlands	1,691,843	1,526,000	- 9.8	2.7	2.5

(Source: Women's Wear Trade Association in France)

Third Country Imports

In 2002, French women's wear imports totaled USD 4.1 billion, an 8.1 percent increase over 2001. Most imports came from countries with low production costs where more and more companies have located manufacturing facilities (see Table 9).

TABLE 8
PRIMARY SOURCES OF FRENCH WOMEN'S WEAR IMPORTS (VALUE)

COUNTRY	EXPORTS (IN USD thousand)		PERCENT CHANGE	PERCENTAGE AS A SHARE OF TOTAL IMPORTS	
	2001	2002	2002/2001	2001	2002
China	516,790	630,088	+ 21.9	13.6	15.3
Morocco	464,560	477,000	+ 2.7	12.2	11.6
Tunisia	416,777	416,395	- 0.1	11.0	10.1
Italy	263,867	330,414	+ 25.2	6.9	8.0
India	198,283	214,607	+ 8.2	5.2	5.2
Turkey	152,369	185,824	+ 22.0	4.0	4.5
Spain	124,325	139,631	+ 12.3	3.3	3.4
Belgium	119,817	140,148	+ 17.0	3.1	3.4
Indonesia	100,936	75,980	- 24.7	2.7	1.8
Hong Kong	76,635	76,031	- 0.8	2.0	1.8

(Source: Women's Wear Trade Association in France)

Import Value by Geographical Area

Imports of women's clothing from Asia increased 8.9 percent in 2002 USD 1.6 billion (see Table 10). China remains the leading source and increased shipments to France by 21.9 percent over 2001 figures. Imports from the Middle East also increase, rising more than 17 percent. This is primarily due to increased imports from Turkey (up 22 percent in 2002). However, imports coming from Indonesia and Hong Kong decreased by 24.7percent and 0.8 percent respectively.

Imports from Europe rose 10.6 percent in 2002 to USD 1.4 billion million. After Asia, Europe is France's second largest source for imports, representing 35.7 percent of total French imports.

Imports from Italy increased 25.2 percent in 2002 and accounted for more than 38 percent of all imports. Eastern European countries also saw significant increases. In particular, imports from Romania rose 17.4 percent to represent nearly 14 percent of all French imports.

Shipments from North Africa increased also, but only by 1.8 percent. The two main regional players are Morocco (up 2.7 percent) and Tunisia (down 0.1 percent) and account for 95 percent of French imports from North Africa.

The Americas say a slight decrease of 0.1 percent in shipments to France in 2002.

TABLE 9
PERCENTAGE SHARES OF FRANCE'S IMPORT MARKET
(VALUE)

GEOGRAPHICAL AREAS	2001	2002
Europe	34.8	35.7
European Union	20.9	21.4
A.E.L.E.	0	0.1
Eastern Europe	12.8	13.9
Other European countries	1.1	0.3
Africa	24.6	22.9
North Africa	23.2	21.9
Occidental Africa	0.0	0.0
Other African countries	1.4	1.0
AmericaS	0.5	0.4
North America	0.4	0.3
Central and south America	0.1	0.1
Asia	38.8	39.1
Middle East	4.6	5.0
South East Asia	23.0	24.2
Other Asian countries	11.2	9.9
Australia, Oceania	0.0	0.0
French overseas territories	0.0	0.0
Other countries	1.3	1.9

Import Volume by Geographic Area

In 2002, import volume was estimated at 300 million pieces, a 9 percent increase over 2001. Asia remains France's most important supplier at 48.8 percent. As in value terms, China increased its shipments significantly (by 29.3 percent). Hong Kong also increased its share significantly by 13.6 percent. India and Bangladesh did the same with 6.3 percent and 21.5 percent increases respectively (see Table 11).

Africa shipped 84 million pieces with North African countries representing 95 percent of those imports. With 45 million pieces, Morocco is France's second largest supplier. Mirroring the drop in value terms, imports from Tunisia fell 2.2 percent in terms of volume. Imports from Europe represented 22.3 percent of French imports (68 million of pieces). Belgium and Spain saw increases, representing 10.3 and 17.8 percent of imports respectively.

TABLE 10 FOREIGN SUPPLIUERS - FRANCE'S IMPORT MARKET (VOLUME)			
COUNTRY	**IMPORTS (IN NUMBER OF ITEMS)**		**PERCENT CHANGE**
	2001	**2002**	**2002/2001**
China	36,622,629	47,336,000	+ 29.3
Morocco	43,958,220	45,001,000	+ 2.4
Tunisia	35,455,203	34,673,000	- 2.2
India	28,186,797	29,973,000	+ 6.3
Turkey	14,382,616	15,151,000	+ 5.3
Bangladesh	9,068,220	11,020,000	+ 21.5
Spain	7,092,067	8,351,000	+ 17.8
Belgium	7,177,505	7,918,000	+ 10.3
Indonesia	7,233,145	6,497,000	- 10.2
Hong Kong	5,499,662	6,245,000	+ 13.6

U.S. Market Position

In 2002, imports of women's wear from the United States represented 0.3 percent of total imports, a 1.6 percent decrease from 2001. Nonetheless, French women are becoming more receptive to American fashion and imports from the U.S. are expected to grow in the upcoming years. Well-known American designer brands, such as "Calvin Klein", "Tommy Hillfiger", "the Gap" are sold in French department stores. However, it is noteworthy that like their French counterparts, U.S. firms are starting to manufacture more and more of their products overseas in order to reduce manufacturing costs. This may affect the U.S. import market and cause a considerable decrease in imports to France of clothing made in the U.S. Nonetheless, it still appears that there are numerous opportunities for American companies to successfully penetrate the French women's wear market.

D. END-USER ANALYSIS

French women of today are decisive and dynamic. They desire basic garments that can be easily mixed and accessorized. Although French women generally prefer to invest in high quality clothing, they occasionally indulge in impulse buying.

"Ready-to-wear" clothing for working- women has experienced a boom over the past few years, and many manufacturers have developed a successful market niche in this area.

Table 11 shows that the category of women aged from 70 years and older is the most important followed by the category aged from 60 to 69 years. These two groups have more money to spend, and this is why companies should take into consideration this factor in the presentation of their collections. However, manufacturers like to design for women aged between 30 and 40 years because this category of active women like impulse buying and have generally their own money to spend.

TABLE 11
BREAKDOWN OF FEMALE POPULATION IN FRANCE, 2002

Age Range	Number of Women	Percent of Women's Population
13/18 years	2,272,809	7.4
19/24 years	2,297,209	7.5
25/29 years	1,899,578	6.2
30/34 years	2,134,957	7.0
35/39 years	2,189,313	7.1
40/44 years	2,161,604	7.1
45/49 years	2,119,792	6.9
50/54 years	2,116,448	6.9
55/59 years	1,706,542	5.6
60/69 years	2,722,651	8.9
70 years and older	4,358,194	14.2

(Source: Women's Wear Trade Association in France)

E. MARKET ACCESS

Import Climate

French importers pay a 19.6 percent VAT (Value-Added Tax) on the CIF (Cost, Insurance, Freight) value of imported goods. They also pay customs duties of 14 percent.

There are no quotas on imports of apparel manufactured in the United States. Regarding labeling, listing the fiber content of clothing is compulsory. COFRET is the French agency in charge of implementing rules regarding labeling (see "Key Contacts" below).

Distribution/Business Practices

Women's wear in France is sold through a variety of sales outlets. In 2002, sales at department stores, specialty chains, and hyper/supermarkets rose slightly, while those at other outlets remained stable, with the exception of mail-order sales, which have declined somewhat (see Table 12).

TABLE 12
DISTRIBUTION OF FRENCH WOMEN'S WEAR SALES

SALES OUTLET TYPE	SALES VOLUME IN $ MILLION		SHARE OF THE MARKET (IN TERMS OF REVENUE)	
	2001	2002*	2001	2002*
Department stores	390	421	4.8	5.1
Popular stores	69	78	0.9	0.9
Independent stores	2,196	2,198	26.9	26.6
Specialized stores	961	980	11.8	11.9
Chains (<400 m2)	2,260	2,380	27.7	28.8
Sports stores	228	223	2.8	2.7
Super and hypermarkets	52	577	6.4	7.0
Mail order catalogues	781	734	9.6	8.9
Markets	314	343	3.8	4.2
Others	438	318	5.4	3.9

* Estimated figures (source: Women's Wear Trade Association in France)

<u>Selling in France</u>

There are three main ways for American firms to sell women's wear in France: through a sales agent, through a distributor, or through a subsidiary. Most U.S. firms use a sales agent or a distributor.

<u>Using a Sales Agent.</u> A sales agent works with retailers and end-users to promote the company's products. Agent commissions for women's wear in France are usually about 15 to 20 percent, and agents will frequently request exclusive representation. Agents are protected by a number of French laws. If an American manufacturer wishes to terminate the business relationship prior to expiration of the contract, the agent must first be contacted and given the opportunity to improve his/her performance. If the American manufacturer still wishes to end the relationship after these steps have been taken, the agent has the right to retain the names of all contacts, clients, and related sales information. The manufacturer may purchase this information from the agent, but it is often very expensive. Finally, often the manufacturer must pay the agent a severance fee ranging from one to two years of the agent's anticipated future commissions.

<u>Using a Distributor.</u> Distributors purchase products from the American manufacturer, and then

add a 30 to 40-percent markup to cover commissions, credit risk, after-sales service, and the cost of carrying a local inventory to meet small orders. Distributors normally pay Value-Added Tax (VAT) and tariffs. As with sales agents, French distributors often request exclusive contracts. Many American companies use distributors when introducing a product that employs a new technology or design. Distributors share much of the same legal protection as agents. If termination occurs prior to contract expiration, the usual termination fee equals the value of the distributor's expected profit margin over a two-year period. Furthermore, women's wear distributors representing U.S. firms in France control the product marketing strategy and image. Distributors are not obligated to communicate market research information to the American manufacturer. Therefore, it is important to select a distributor that understands the American company's goals and objectives. French women's wear distributors usually pay for their orders within 90 days.

Establishing a Subsidiary. Establishing a subsidiary offers several advantages for the manufacturer: more control over their distribution practices, the ability to adapt quickly to evolving needs of the market, more direct influence over the training of personnel, and control over unauthorized dissemination of technology for which the American firm holds a patent. However, a subsidiary involves a much greater financial investment and the responsibility of maintaining assets and employees in a foreign country.

F. KEY CONTACTS

Trade Associations

Fédération Française du Prêt-à-Porter Féminin
(French Trade Association for Women's Wear)
5, rue de Caumartin
75009 Paris
Tel: (33-1) 44.94.70.00
Fax: (33-1) 44.94.70.02
Contact: Mr. Jean Pierre Mocho, President
Web site: www.pretaporter.com

Fédération des Industries de la Maille
(French Trade Association for Knitting Products)
37-39, rue de Neuilly
92110 Clichy
Tel: (33-1) 47.56.32.32
Fax: (33-1) 47.56.32.99
Contact: Mr. Lucien Devaux, President

Union des Industries Textiles
(French Textile and Apparel Trade Association)
37-39, rue de Neuilly
92110 Clichy
Tel: (33-1) 47.56.31.33
Fax: (33-1) 47.30.25.28
Contact: Mr. Guillaume Sarkozy, President

Trade Magazines

JOURNAL DU TEXTILE
61, rue de Malte
75541 Paris Cedex 11
Tel: (33-1) 43.57.21.89
Fax: (33-1) 47.00.08.35
Contact: Mrs. Joelle Pignau, Chief Editor

Information Agencies

Centre Textile de Conjoncture et d'Observation Economique - CTCOE
(Monthly Publication of Economic and Statistical Data)
37/39, rue de Neuilly
BP 249
92113 Clichy Cedex
Tel: (33-1) 47.56.30.10
Fax: (33-1) 47.56.30.16
Contact: Mr. Philippe de Bohan, Director

Comité Français de l'Etiquetage pour l'entretien des Textiles - COFRET
(French trade association for labeling requirement)
37, rue de Neuilly
BP 121
92113 Clichy
Tel; (33-1) 47.56.31.80
Fax: (33-1) 47.30.27.09
http://www.lamodefrancaise.tm.fr/cofreet

Department Stores

Galeries Lafayette
40, boulevard Haussmann
75009 Paris
Tel: (33-1) 42.82.34.56

Fax: (33-1) 48.78.25.19
Purchasing Directors for women's wear: Ms. Odile Morvan

Printemps
102, rue de Provence
75009 Paris
Tel: (33-1) 42.82.45.55
Fax: (33-1) 42.82.50.05
Buyers for women's wear: Mrs. Valérie Salem and Mrs. Monica Henri

Au Bon Marché
5, rue de Babylone
75007 Paris
Tel: (33-1) 44.39.83.89
Fax: (33-1) 44.39.80.50
Purchasing Director for women's wear: Mrs. Delphine Van Praet / Mr. Frédéric Chiocca

Bazar de l'Hotel de Ville (BHV)
55, rue de la Verrerie
75004 Paris
Tel: (33-1) 42.74.90.00
Fax: (33-1) 42.74.96.79
Purchasing Director for women's wear: Mrs. Elizabeth Pucheu

Samaritaine
19, rue de la Monnaie
75001 Paris
Tel: (33-1) 40.41.20.20
Fax: (33-1) 40.41.28.28
Purchasing Director for women's wear: Mrs. Laurence Dekowski

G. TRADE PROMOTION OPPORTUNTIES

The bi-annual women's wear trade show, Salon du Prêt-à-Porter, is held at the Porte de Versailles exhibition center during the first week of September and the last week of January.

Name:	Salon du Prêt-à-Porter (Women's Wear Trade Show)
Location:	Porte de Versailles
Dates:	January 24-27, 2004 for winter collections 1st week of September 2004 for sping/summer collections
Frequency:	Twice a year

Organizer: SODES
5, rue Caumartin
75009 Paris
Tel: (33-1) 44.94.70.00
Fax: (33-1) 44.94.70.34
Web site: www.pretparis.com
Mr. Jean Pierre Mocho, Chairman
Ms. Dalila Bihrouchen, Commercial Director

The last show, which took place September 3-6, 2003, featured 1,200 companies. The show welcomed a total of 43,000 visitors and about 1,000 journalists.

American companies wishing to penetrate the French market are highly encouraged to participate in this trade show to learn about French business practices and to see how their products will be received in the French market. It is also an excellent forum to meet potential agents and distributors.

Sources: **French Customs Office**
23, rue de l'Université – 75007 Paris
Tel: (33-1) 40.24.65.10 – Fax: (33-1) 47.56.30.16

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