

Vietnam Việt Nam



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Karlique Caesar

**(Project Analyst &
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- Geography: Cultural & Economic
- The Economy
- Distribution & Consumption
- Product



Marilyn Chiu

(Project Manager)



- Climate
- Population & Demographics
- Technology
- Fiber, Fabric and Apparel

Shelby Simon

(Creative Director)



- Culture
- Natural Resources
- Labor and Employment Practices
- Import/Export Policies

Good Afternoon

We ask that our fashion colleagues join us on a virtual trip in exploring our beautiful home country; Vietnam. As you navigate through this presentation, we recommend viewing from an international perspective with an open mind.

Thank you.

Domestic vs. International Retailing from Vietnam

Domestic companies dominate the retail store sector in Vietnam, however, foreign competitors are trying to break into the market. With 128 and 123 outlets, Co.op Mart, a Vietnamese brand owned by the private conglomerate Masan, and Saigon Co.op, a state-run cooperative, topped the list for supermarkets (Duc, 2023). The largest percentage was represented by WinMart+, a unit of Masan, with 3,049 outlets, followed by Bach Hoa Xanh, a unit of Mobile World Investment Corporation, with 1,710 (Duc, 2023). The operation of retail stores across many nations is referred to as international retail. Despite the dominance of domestic shops like VinMart and Bach Hoa Xanh, numerous overseas chains like the Korean Lotte and Japanese Aeon have seen growth in popularity (Nguyen, 2022). While local brands led in commercial centers, supermarkets, and mini markets, foreign brands had a bigger proportion in convenience stores and online retailers.



Current Event in Vietnamese Fashion

**Lee Vinh-Khuat leads
the Vietnamese
Vanguard in the world
of Fashion**



Current event in Vietnam



Vo Van Thuong
instated to
combat
corruption



Popular Fashion Designers in Vietnam

Cong Tri Nguyen

- Self taught visionary
- Graduate of fine arts at Ho Chi Minh University of the Arts
- Recognized for producing trendy designs, infused with Vietnamese tradition



Fall 2023 Ready to Wear

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Apparel and Textile Complex in Vietnam Website

[Apparel and Textile Complex in Vietnam – by Karlique Caesar, Marilyn Chiu, Shelby Simon \(cuny.edu\)](#)

