



Group members: Tiffany Eng, Tyshae Greene, Michelle Wu Feng, Yinghe Zhao

Region/Country: East Asia – China.

Fiber, Distribution & Import/Export

Indigenous fashion products: Hanfu and Cheongsam.

Prof. Alyssa Adomaitis

New York City College Of Technology

Fiber, fabric, and apparel production

China's textile industry is the largest in the world (Sabanoglu, 2022). China excels in production and exports within the industry (Jun, 2022). They excel in the production because of the amount of supply they have and the reasons behind China's success in the textile industry is because of the continuous innovations and new technologies (Jun, 2022). Majority of the goods that China exports are "clothes, clothing accessories, textile yarns, and textiles articles" (Sabanoglu, 2022). China makes up the majority of the global apparel production and also makes up "more than 30 percent of worldwide apparel exports" (Ma, 2022).

China's textile industry ranks among the world's top in total output and export volume (Robin, 2020). The origins of Chinese weaving can be traced back to the Neolithic Age, and the most famous is silk. Silk Knitwear Silk. There are many silk fabrics: brocade, satin, silk, etc. This variety is produced due to the difference in weaving and silk fabrics. Some are lined, some are unbleached, some are heavy, and some are thin. Silk fabrics are one of China's extraordinary contributions to world culture. (Robin, 2020)

Weaving skills appeared in primitive societies. They can showcase a country's cultural traditions. Although they were historically used as clothing material, their ties to civilians were never severed. Many excellent weaving techniques and patterns were first created by ordinary people and passed on to all walks of life (Robin, 2020). Silk fabrics are widely used, and all kinds of Hanfu and cheongsam can be cut and made from silk. Clothing made of silk is comfortable and breathable (Yan, 2020).

Damasks are intricate patterns woven with auxiliary weft yarns and are used in many variations, including intricate Lampas weaves with additional bound warp yarns (Satopay, 2020). Kesi is a tapestry weaving, probably initially developed by the Central Asians using wool yarns, and highly refined in the works of Chinese weavers in the Song Dynasty

(960-1279) and later. Embroidery, a method of decorating fabric with stitches made with thread needles, flourished in the history of Chinese silk textiles. (Satopay, 2020).

The unique features of Hanfu and cheongsam are that apart from the difference between the version and ordinary clothing, the decoration on the clothes is essential, which not only shows beauty but also usually contains auspicious meanings or a good vision for the future (Yan, 2020). Among them, according to the content, it can be divided into plants (hibiscus, peony, plum, orchid, bamboo, chrysanthemum, etc.); animals (dragon and phoenix, unicorn, peacock, parrot, swallow, etc.); characters (traditional golden boy and jade girl, etc.) story) (Sohu, 2019). Furthermore, there are many kinds of decorative craftsmanship for Hanfu and cheongsam, such as painting, printing and dyeing, jacquard, gold weaving, embroidery, and so on.

The most famous is embroidery, which spread widely in China during the Han Dynasty (206 BC - 220 AD). Four styles or schools of embroidery emerged at the time, although each peaked after the boom in the Silk Road trade created the demand for Chinese goods. (Gavin, 2021). Embroidery is widely used in addition to making clothing, and it can also be used to make many pieces of daily use, such as pillowcases, handkerchiefs, tablecloths, etc. (Guo, 2022). Some are beautifully hand-embroidered and look like fine paintings. Sometimes it is even thought that it is a real existing scene/object rather than an embroidery work (Guo, 2022).

Distribution and consumption

In recent years, China's fashion sector has flourished. China is the second largest apparel market in the world, taking up 18.4 percent of the billion dollar market(“ China's burgeoning fashion market: Trends and consumers” , 2021). Based on sales revenue, clothing

and footwear are now China's top online shopping sector; from just \$ 220 million in Yuan in 2011 to almost \$ 1.8 billion yuan in 2020, online retail sales revenue for Chinese clothing businesses increased dramatically (Ma, 2022). There are many pros to online shopping. China's shift to more online channels are resulting in the highest return on investment. The ease and convenience of online shopping has greatly increased. It gives customers access to a wider variety of goods and services than a single storefront, including those that would not be offered at a nearby brick and mortar store(Baluch, 2022). China's three most popular ecommerce sites for clothes distribution are Tmall, Taobao and JD. China's *mode of entry* into an international market should ideally be through *export* because Hanfu is traditional to China, popular among Han Chinese and widely accepted by other East Asian countries(Jiang, 2022). **Cheongsam is also one of the traditional clothes to China, the west has known Cheongsam since 2000, but it has a much longer history (Ying, 2022).**

Hanfu would be best distributed via live streaming on Alibaba and significant social media sites like Instagram and Facebook, as today's world is centered around technology. Those platforms have billions of active users and thus would allow for faster product diffusion and adoption of Hanfu in the marketplace to connect and catch the attention of the consumers. There are 2.95 billion facebook monthly active users and 2 billion monthly active instagram users (Dixon, 2022). In addition to providing organizations with useful real time feedback and data, live streaming may foster communication between businesses and consumers eager to discover new products, support decision making, and increase convenience through seamless checkout integration(Suen, 2021). Live streaming enables customers to interact with things up close and hear how they feel, look, or smell(Chowdhary, 2020). Hanfu will be imported to interested parties all around the world. Live streaming would be helpful in this scenario since it would allow those people to see the product through

the vendor on the screen and help them make an informed decision because they won't have a physical retail experience to do so.

Cheongsam (Qipao) would be best distributed via Shanghai Qipao stores tailors or Shanghai Tang because Cheongsam is an iconic garment in Shanghai and Shanghai Tang is considered as the world's most famous manufacturers of Qipao (Hall, 2017). Most of the Qipao are custom made, which also confirms that Shanghai would be best distributed of Qipao because one of the most famous Qipao manufactutors in China is Han Yi Qipao Dian (Hall, 2017), which is located in Shanghai (Song, 2021). Qipao also will be imported to interested countries over the world. Many Asia countries imported Qipao from China, for example, Singapore (Cheung, 2018). In addition to Qipao's physial stores, in the United States you can also find Qipao products online, such as Etsy, Qipao Mood and so on (Pipdig, 2022).

Consumption

The Han ethnic group's traditional garment, Hanfu, is more than 3000 years old, but in recent years, young Chinese have brought it back into fashion. Young Han Chinese people wear it out of desire to display their national identity and individuality(Zheng, 2021). Hanfu has been out of style for more than 400 years, several Han ethnic groups have called for its rebirth as a part of a movement encouraging people to be proud of their Chinese culture(Jiang, 2022). There are many reasons why an individual might wear Hanfu, to name a few, for picture shoots, musical performance and cultural events(Zhang, 2020). This could possibly be because they admire the style and want to show cultural appreciation. Chinese people celebrate traditional holidays by wearing Hanfu. The Lunar Year, commonly known as the Spring festival or Chinese New Year is celebrated in nations like the United States. According to the Chinese calendar, it is the first day of the New Year. People of Chinese

heritage would wear Hanfu to signify their culture, and non-Chinese people may wear Hanfu to show cultural appreciation.

Qipao originated in China's Qing Dynasty, Manchu people's clothes (Lin, 2022), Qipao has been inspired by the diversification of garment manufacturers in recent years, the changed in length and patterns, for example, from long dress to high neckline or the figure hugging silhouette (Song, 2021). Qipao disappeared in 1949 in China because of the Communist Party. At that time, cheongsam was considered to be decadent and bourgeois in thought (AFP, 2022). But in 21 century, Qipao came back. Films such as *In the Mood for Love* (2000) and *Lust, Caution* (2007) revived the demand for Qipao from women. Some foreign designers bring Qipao elements into their design, such as Jean Paul Gaultier and Yves Saint Laurent (Lin, 2022). Cheongsam can be worn as an everyday garment, but Chinese women usually wear it on special occasions such as weddings or family photo shoots (Ho, 2021).

Import/export trade policies and practices

China has opened up its foreign trade system after becoming one of the members of the World Trade Organization (WTO) on December 11, 2001. In 2004, China revised its foreign trade law to allow any type of business, including state-owned enterprises, private enterprises and even individuals, to engage in foreign trade as long as the records are properly filed. The average applicable *import tariff* rate of China's Most Favored Nation (MFN) has been continuously reduced, from 15.3% in 2001 to 7.5% in 2020, reducing import tariffs by 7.8% over the past 19 years. If foreign investment export processing enterprises *import* raw materials, parts, and components, they need to pay value-added tax. This trade policy started from April 1, 2019 (Poon, 2022). Although China has opened up its foreign trade policy, it

does not mean that all products can be imported. There are still some products that are prohibited and restricted to import. The products include various types of weapons, counterfeit currency, photos, posters, and videos that damage China's politics and economy, imports of goods related to the processing trade, used clothes, potentially hazardous food, and harmful industrial waste (International trade administration, 2022).

China has administered bilateral investment agreements with many countries (more than 100), such as Canada, Spain, Germany, Italy, United Kingdom and so on. China has administered bilateral Free Trade Agreements with ASEAN, such as Singapore, Cambodia (International trade administration, 2022). And China is also negotiating Free Trade Agreements with Gulf Cooperation Council (GCC) countries. There are 21 free trade agreements that have been signed and implemented by China, and 8 items are still under consideration (Poon, 2022).

Reference

Satopay, A(May 27,2020).TEXTILES AND COSTUMES OF CHINA. Textile Value Chain.

Retrieved NOV. 04,2022

FROM:<https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textiles-and-costumes-of-china/#:~:text=Textiles%20of%20China&text=Cotton%20cultivation%20began%20at%20least,material%20and%20an%20economic%20staple.>

Baluch, A. (2022, June 13). The pros and cons of online shopping. The Balance. Retrieved November 8, 2022, from

<https://www.thebalancemoney.com/the-pros-and-cons-of-online-shopping-939775>

Chowdhary, A., & Chowdhary, A. (2020, October 14). Live stream shopping: Making its way into fashion retail. Apparel Resources. Retrieved November 8, 2022, from

<https://apparelresources.com/technology-news/retail-tech/live-stream-shopping-making-way-fashion-retail/>

China's burgeoning fashion market: Trends and consumers. Heuritech. (2021, April 20).

Retrieved November 8, 2022, from

<https://www.heuritech.com/fashion-market-china-consumer-trends/>

Dixon, S. (2022, June 21). Topic: Social media. Statista. Retrieved November 8, 2022, from

https://www.statista.com/topics/1164/social-networks/#topicHeader_wrapper

International trade administration. (2022, January 4). *China - Prohibited and Restricted*

Imports. Trade.gov. Retrieved October 30, 2022, from

<https://www.trade.gov/country-commercial-guides/china-prohibited-and-restricted-imports>

International trade administration. (2022, January 4). *Trade Agreements*. Trade.gov. Retrieved

October 30, 2022, from

<https://www.trade.gov/country-commercial-guides/china-trade-agreements#:~:text=China's%20FTA%20partners%20are%20ASEAN,%2C%20Hong%20Kong%2C%20and%20Macao>

Jun, L. (2022, May 31). *China insight: China's textile industry - from big to strong*.

WWD. Retrieved from

<https://wwd.com/business-news/business-features/china-insight-chinas-textile-industry-from-big-to-strong-1235191699/>

Ma, Y. (2022, May 18). China: Apparel

Distribution Channel Breakdown. Statista. Retrieved November 1, 2022, from

<https://www.statista.com/statistics/432137/breakdown-of-apparel-distribution-channels-in-china/>

Ma, Y. (2022, September 14). *Topic: Apparel industry in China*. Statista. Retrieved from

<https://www.statista.com/topics/7494/apparel-industry-in-china/#dossierKeyfigures>

Poon, C. (2022, March 3). *Trade Regulations of China*. HKTDC Research. Retrieved

October 30, 2022, from

<https://research.hktdc.com/en/article/MzM0NTEzMzcy>

Robin (2020, Aug 31). *TEXTILES OF CHINA* Textile Value Chain. Retrieved NOV. 04, 2022

FROM: <https://textilevaluechain.in/in-depth-analysis/articles/textile-articles/textiles-of-china/>

Yan, Z. (2020). Chapter 2 Hanfu production (pp. 106-110). *How to wear Hanfu*. Beijing.

Publishing House of Electronics Industry. Retrieved NOV. 04, 2022.

Suen, Z. (2022, June 9). *Livestreaming: How brands can make it work - download the case*

study. The Business of Fashion. Retrieved November 8, 2022, from

<https://www.businessoffashion.com/case-studies/technology/livestreaming-how-brands-can-make-it-work-download-the-case-study/?outputType=amp>

Sabanoglu, T. (2022, September 19). *Largest Textile Exporting Countries in 2020*. Statista.

Retrieved from

<https://www.statista.com/statistics/236397/value-of-the-leading-global-textile-exports-by-country/>

Zheng, J. (2021, July 16). *A return to tradition: How Hanfu returned as a modern style*

statement. Harper's BAZAAR. Retrieved November 6, 2022, from

<https://www.harpersbazaar.com/uk/fashion/shows-trends/a37045828/how-hanfu-returned/>

Zhang, T. (2020, November 25). Putting China's traditional Hanfu on the world stage. WWD.

Retrieved November 6, 2022, from

<https://wwd.com/fashion-news/fashion-features/china-traditional-hanfu-style-fashion-1234638369/>

Yan,Z. (2020). Chapter 2 Hanfu production(pp. 106-110). Beijing. Pulishing House of

Electronics Industry. Retrieved NOV.04, 2022.