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# U-Corp@Knitup

*Final Presentation*

**knitup**

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# 'Aims'



- To gather information regarding the Knitwear market in China.
- To understand how Knitwear products have developed so far in China and other Asian countries.

# KOLs

- Most significant of them are the Key Opinion Leaders (KOLs) like "悦子" (yue zi) since they're the most dominant for the promotion of clothing industries like knitwear.
- Researching on them and taking their interviews helped us understand how they get their supplies from the businesses producing Knitwear.
- A connection between the Knitwear companies and the individual customers.



# Agencies

- These agencies help connect International Businesses with KOLs in China such as PARKLU and E-SON.
- Filtering option to match these businesses with the right KOLs.



# Chinese Knitwear Manufacturing Companies

- Shenglida Garments Zhejiang Co.,Ltd
- Tongxiang Jinlong Knitting Sort Out Co.,Ltd
- Beijing Richman International Trade Co.,Ltd

# Other International Knitwear Businesses/KOLs

- Gobi Cashmere (Mongolia)
- International Knitwear Limited (Pakistan)
- Khajoor Studio (India)
- Korean KOLs

# 'Research Methods'

- Dividing the roles between each other as a team that each one of us would be targeting a different party. The following resources were used :
  - Internet
  - Emails
  - Social media handles (Wechat and Instagram)
  - Interviews



# First Interview

A designer set up her own brand

——悦子

Her brand:

- Target at people aged 20-30 years old
- Use classic fabric with good quality



# WHY Set up a Brand?

- Big companies don't recruit designers who graduate from ordinary art universities.
- Had previous experience setting up a brand with a team in the e-commerce industry.





# KOLs in China Can Find Suppliers



- May not know where to find them at first.
- There are difficulties filtering suitable suppliers.
- But they are able to solve the problem eventually.

## How they found suppliers?

- Investors have factories of their own
- Learned from industry during internships
- Fabric sellers' recommendations
- Places where suppliers gather

# Clothes Factories

- 1 东大门 (Dong Da Men) (Hangzhou)
- 2 鹭江(Lu Jiang) Dongyue New Street (Guangzhou)
- 3 沥滘(Li Jiao) (Guangzhou)

# Fabric Markets

- 1 四季青面料市场(Sijiqing Fabric Market) (Hangzhou)
- 2 广州国际轻纺城(Guangzhou International Textile Market)

# Communication

## between the designer & factory



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Two of the three KOLs have some trouble communicating with the factory.

- Production schedule
- Plate making.

One of them communicated with the factory well.

- Might change some details if it is more convenient for mass production.

# Why they don't design knitwear?

## Technical Difficulty:

- Knitwear factories require large-quantity orders.
- Factories design, instead of designers.
- They purchase knitted fabrics to produce knitwear designs.





1  
3

# Second Interview

A designer working under the Bosideng brand

Bosideng: Mainly focus was on the production of products until the 1990s, and then began to create its own brand



# The process of producing a piece of clothing



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# Why there is no knitwear in Bosideng

- Not in line with the brand positioning
- Technical Difficulty



- Large Demand
- Connections with factories
- Choose of fabric does not matter
- Less willing to work with new factories

What they care about:

- Brand image
- Designs

**Big KOL's have  
everything they  
need**



# Misconception of knitwear in China

## Harder to contact

Factories that specialize in cotton clothing are more common and easily accessible. Knitwear-oriented factories are harder to find and may not work for small individuals who want to produce a smaller quantity

## Harder to produce

Knitwear products use yarn and must be knitted which most individuals such as our interviewee believe that it can only be produced by hand. Due to this reason, people believe it will take much longer to produce knitwear

## Higher prices

Due to the production process being handmade or having special equipment only for knitwear, people believe the price of producing knitwear products are much higher compared to cotten



# Things we learned from the interviews

Branded designers & individual designers



## Targeted KOLs

Compared with the designers employed by big name brands, individual designers are more likely to be interested in learning knitwear technique



## Perception

Individual designers from small brands don't understand knitwear (technique; quantity)



## Market—Local Hub

All most all designers will go to local hubs to find fabric

# Suggestion

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Target at individual designers instead of Big Brands

- More interested in Knitwear
- More help is needed in the production chain for them

Contact Producers in the fabric market

- Show some products made by Knitup in their stores

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# Q & A

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