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ASSISTANCE TO THE HANDBAG AND LUGGAGE SUB-GROUP OF COMPANIES

SI/JAM/88/802

JAMAICA

Technical report: Leather goods design*

Prepared for the Government of Jamaica
by the United Nations Industrial Development Organization,
acting as executing agency for the United Nations Development Programme

Based on the work of Ms. Maila Trovarelli-Chewan,
expert in leather goods fashion and design

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United Nations Industrial Development Organization
Vienna

* This document has not been edited.

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INTRODUCTION

The consultant arrived on September 15, three days after hurricane "Gilbert" devastated Jamaica; all of the industries were without electricity and many buildings were destroyed. Despite these constraints the Executing Agency of the Government, JAMPRO, decided to prepare a programme for the expert to visit all the factories in order to ascertain their willingness to participate in this programme. After several meetings at JAMPRO Headquarters it was decided that Mrs. Trovarelli could begin with design, training, and prepare a line of creative new designs suitable for the Jamaican manufacturers.

The expert visited all the factories reported in Mr. David Tracy's Report of September 9, 1988. She concurs with the findings of this report which assesses production and manufacturing technology.

After visiting the factories with the JAMPRO team Mrs. Trovarelli began a training course of four days at the JAMPRO offices which was attended by 16 applicants representing the above factories and private leather designers and small manufacturers. The course was very well received and further information can be read in the annex, inclusive of press coverage.

PROGRESS REPORT OF MISSION
WITH INDIVIDUAL COMPANIES

1. CARRY ALL LUGGAGE & COMPANY LIMITED, KINGSTON

The factory and assessment of its equipment and machinery are well described in UNIDO expert Mr. D. Tracy's report of September 9, 1988.

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

Low quality design suitable for bottom end of the market. Manufactured mostly for local consumption end with some CARICOM orders and some export potential.

3. MATERIALS UTILIZED

Nylon and vinyl of average weight in blues, maroons and blacks.

4. QUALITY OF FINISH

Due to the lack of precise guidelines for quality standards the finish is mediocre. Due also to inadequate machinery and lack of appropriate attachments. Lack of heavy duty equipment.

5. PATTERN MAKING CAPABILITIES

One man in the factory is capable of pattern making and is the only one authorized at present to make prototypes.

6. DESIGN OUTPUT

UNIDO designer expert prepared design patterns for 4 beauty cases and a lady's handbag plus 12 original drawings of:

- (i) Beauty Case Line with Luggage and Hand Bags for men and women. (A "Lancome" test order.)
- (ii) Travel Sport Accessory Bag for tennis racquets, etc.
- (iii) A line for Women Handbags and beauty case.
- (iv) A line for Office Travel and Handbag - Unisex.
- (v) (Proposed) Air Jamaica gift Beauty Case and Pyjama Case.

7. OUTPUT OF PROTOTYPES

Due to the decision of top management of Carry All, the company decided to implement only four of the designs of these new styles, and completed these four prototypes in three colours. Three other designs are in the process of being made but not yet completed.

8. POTENTIAL FOR EXPORT - DESIGN REQUIREMENT

If the company wants to export to foreign markets it must produce a minimum of fifteen original new designs every six months in nylon, in varying combination of colours aimed at middle level consumers (not mass) for (a) European markets, and (b) U.S. market.

9. OVERSEAS EXPOSURE REQUIRED

In order to be noticed these lines must be presented to
Dusseldorf Fair Germany, Sporting Goods Fairs in Europe
and USA.

1. AIR WATT MANUFACTURING COMPANY LIMITED, KINGSTON

Description of production operations and layout of plant.

(Refer to Mr. David Tracy's Report, UNIDO, September 9, 1988.)

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

Most of the products are copies of average travel accessories of passable quality. Designed for the mass market and medium level markets. This Company has its own logo which helps in identifying it and creating a name.

3. MATERIAL UTILIZED

Nylon and vinyl and textile/vinyl. Good variety in tasteful colours.

4. QUALITY OF FINISH

Average quality of finish. The production standards are passable for export orders.

5. PATTERN MAKING CAPABILITIES

Two highly skilled pattern makers are available at Air Watt.

6. DESIGN OUTPUT

UNIDO Designer Expert prepared a complete collection of new and original travel items.

(i) A Hand Carried Luggage Bag.

(ii) A Sport Accessory Bag.

(iii) A Multipurpose Travel and Sport Bag

(iv) A suitcase with wheels. These to be produced in

four different patterns in four different colour combinations.

7. OUTPUT OF PROTOTYPES

Because of the lack of electricity for 45 days, this factory could not put into production the prototypes until very late, but nevertheless produced excellent first prototypes. The expert is of the opinion that if they had more time they could have perfected them to a higher level of finish.

8. POTENTIAL FOR EXPORT - DESIGN REQUIREMENTS

In fashion oriented luggage industries the minimum change of new lines is every six months and for this factory they need to present twenty new designs on a bi-annual basis

9. OVERSEAS EXPOSURE REQUIRED

Exposure to overseas market fairs. Should attend the Dusseldorf Fair in West Germany and other fairs dealing with export goods. Should consider the European market first then the U.S. market.

1. EXCLUSIVE MANUFACTURERS LIMITED

A description of the factory is well covered by UNIDO Expert David Tracy in his report of September 9, 1988.

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

Mass market taste for local consumption. Mostly Handbags for Women - medium size, some Travel Bags and some Carry-alls. The designs are mostly copied from catalogues of overseas productions.

3. MATERIALS UTILIZED

Nylon, vinyl. Plain colours and also Bas-Relief patterns, and stamped patterns. The colour range is very limited; they could enlarge it for their own benefit.

4. QUALITY OF FINISH

Sufficient in quality for the local market. Could export to CARICOM.

5. PATTERN MAKING CAPABILITIES

There are no real pattern makers in this factory. The owner and the management all work as pattern makers but despite not being adequately trained, manage to prepare productions, patterns.

6. DESIGN OUTPUT

UNIDO expert has prepared and consigned 4 original designs for four different collections.

- (i) Small Handbags
- (ii) A small Bag for Travel, an Office Bag - Unisex, and Bucket Cylinder bag for women.

Three of these prototypes were cut and completed by the UNIDO expert herself.

7. OUTPUT OF PROTOTYPES

Except for the two done by the UNIDO expert, the factory was unable (due to decision by the management) to complete follow up or develop any of the design provided by the UNIDO expert other than those prepared by Mrs. Chewan.

8. POTENTIAL FOR EXPORT - DESIGN REQUIREMENTS

For exporting they must organize themselves to secure the services of a pattern maker and a prototype maker. Be ready to work with outside designers in order to produce every six months a minimum of twenty new items with more interesting raw materials than they are using at present time. Because Handbags for Women are more highly competitive they are very suited; the originality of design and materials must be constantly renewed by qualified designers.

9. OVERSEAS EXPOSURE REQUIRED

This company is not yet ready to present itself to international fairs until the recommendations by Mr. David Tracy are implemented and adequate lines and designs are prepared.

1. McARRY LEATHER PRODUCTS KINGSTON

This company has twelve workers and a small real leather manufacturer. They have a few stitching machines and have an excellent work ethic. They are continuously producing a range of leather products which spans from embossed hand tooled decorative plaques to embossed decorative office bags, wallets, handbags and a line of leather clocks. Their operation is small and at present their layout of production is adequate.

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

The quality of the leather and the quality of the work is sufficient and intelligently handled, but their present stock in trade are relief embossed scenes of Jamaica. (Touristic souvenirs) This is appealing to many Jamaicans, but not to those who want to buy serious leather accessories. They have a habit of spraying colours in darker browns so that the embossed design can be more easily seen, but the resulting effect is to make this fine leather work resemble cheap plastic. The management is intelligent, young and ambitious. They realize that the leather accessories field is a different type of business than leather souvenirs, and they are now cooperating in this exercise. They make exclusively for the local market.

5. MATERIALS UTILIZED

Goat skin, sheep skin and cow skin which are all tanned locally, mostly by vegetable means. The quality is excellent and very fashionable at this very moment. The variability of the vegetable tanning with different shades of brown is very fashionable in high boutiques in Europe this year.

4. QUALITY OF FINISH

The present finish of their products is not sufficiently adequate for the export market or for the highly styled items; but they are learning very quickly how to improve it under the UNIDO expert's direction.

5. PATTERN MAKING CAPABILITIES

They have two people who are highly qualified for any kind of model patterns of a wide range of items.

6. DESIGN OUTPUT

UNIDO expert delivered five original designs for office use, which are:

- (i) Man's Wallet
- (ii) Women's Wallets
- (iii) Women's Handbags
- (iv) Combination of Cheque Book and Credit Card Holder
- (v) Eyeglass Case.

All these items were done in four prototypes in three different colours with a new finish, which have made their production look completely different.

7. OUTPUT OF PROTOTYPES

This factory has collaborated and produced four prototypes in three colours.

8. POTENTIAL FOR EXPORT - DESIGN REQUIREMENTS

For the moment they should concentrate on the high end of the local market, with Jamaican quality boutiques, on the Northcoast and in Kingston.

9. OVERSEAS EXPOSURE REQUIRED

At the moment it is premature.

1. SIDCILE CRAFT, KINGSTON

This factory has fifteen workers. Has 250 women who produce straw bags, throughout the rural areas of Jamaica. The production is mostly handbags and hats made of vegetable fibers. The factory has adequate number of sewing machines and a good team of hardworking ladies.

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

Designs found by UNIDO expert on arrival were copies and variations of fashions in straw goods, fashionable three to five years ago. Essentially aimed at the tourist market which is the main market.

3. MATERIALS UTILIZED

A variety of straw, jippy jappa, banana, lace bark, other Jamaican fibers. They dye their own material.

4. QUALITY OF FINISH

Acceptable for the type of items they produce. Improvements can be made and are possible with new designs; when they come face to face with problems. These are all handmade products.

5. PATTERN MAKING CAPABILITIES

Adequate and sufficient for bags and hats since they make it all by hand.

6. DESIGN OUTPUT

UNIDO designer provided 10 design and sketches and worked hand-in-hand with them on the factory floor to develop week-end and beach bags, 4 belts and 4 matching hats. UNIDO expert used a combination of materials which are found locally, i.e. copper sheeting, leather and satin as decorative elements. Lace Bark was particularly interesting to the UNIDO expert because it's unique to Jamaica and has all the potential for high-fashion decorative details. She used this Lace Bark extensively in these models.

7. OUTPUT OF PROTOTYPES

All the prototypes were completed to satisfaction. Sidcile Company will probably go into production immediately since this Company is aware of fashion changes and the designs produced by the UNIDO expert have raised this level of sophistication to sell a better high-fashion handbag.

8. POTENTIAL FOR EXPORT AND DESIGN REQUIREMENTS

There is good potential to capture an export market, if guided by continuous design inp. s and export commissioners advice in Jamaica and overseas.

9. OVERSEAS EXPOSURE REQUIRED

These products can be immediately shown in the appropriate fairs for Fashion and Fashion Accessories combined with other fashion products.

It would be recommendable that they should show off to "handcraft fairs" because their price structure would not be competitive. But with original designs they could attract orders as Fashion Accessories within the context of Fashion Shows.

1. DERRICK BODDEN/THINGS JAMAICAN LIMITED

A senior Jamaican leather craftsman working with his colleague Miss Marchellin on a contract basis. Mr. Bodden utilizes the leather equipment of Things Jamaican. He has pioneered the suede leather lines of Things Jamaican in 1967. He is primarily active as an inhouse producer on a contract basis. These products were developed under a special order for Things Jamaican.

2. UNIDO DESIGNER OPINION OF PRESENT PRODUCTION

Works only on custom orders of original designs given out by Things Jamaican designers. Works only in genuine leather.

3. MATERIALS UTILIZED

Utilizes Jamaican leather exclusively. Goat, sheep skins and cow skins. Most of which is vegetable dyed. He sometimes utilizes Tanners Limited suedes. The quality is acceptable for local craft products for a medium to high style boutiques.

4. QUALITY OF FINISH

Quality is acceptable for hand made products, insufficient quantity of leather with consistent appearance is available to consider it for export.

His products are for medium to high priced local market outlets.

5. PATTERN MAKING CAPABILITIES

Can cut any pattern. Make any kind of product in leather accessories, handbags, sandals.

6. DESIGN OUTPUT

UNIDO expert prepare and finished 8 new and original designs utilizing only Jamaican materials inclusive of combining with vegetable fibers.

7. OUTPUT OF PROTOTYPES

Produced all the designs given with old, broken and worn-out machines of Things Jamaican. Finished the majority of the work by hand. If Mr. Bodden had the equipment of the other factories he could have produced a better quality merchandise.

8. POTENTIAL FOR EXPORT - DESIGN REQUIREMENTS

Not geared for export. Can only sell to local market. Could be a vital source for Things Jamaican if they could furnish him with up-to-date equipment and a few apprentices. Work method arrangements should be on a contract basis.

9. OVERSEAS EXPOSURE REQUIRED

Premature. It takes time, since it has to sell primarily to local and high style boutiques on the Northcoast and Kingston. At a later stage when Things Jamaican has revitalized its leather department they could export to CARICOM, especially to high style boutiques and finer stores in St. Maarten, Curacao, Bahamas, Barbados, Trinidad.

1. CLARENDON TRADERS, MAY PEN

This is a tannery run by Mr. Leslie James. It is a small tanning establishment tanning goat, sheep and cow leather with vegetable, allum and aniline.

2. DESIGNER OPINION OF PRESENT PRODUCTION

The leather is produced for local craftsmen and is sufficient in quality for small leather craft producers.

3. MATERIALS UTILIZED

Material produced - goat, sheep, cow hide. The quality is not yet ready for export. It would need improvement.

4. PATTERN MAKING CAPABILITIES

This is the first experiment which this tannery has ventured into production with another partner for the first time. Further development into production will depend on Mr. James and arrangements with Things Jamaican and JAMPRO.

5. DESIGN OUTPUT

4 new designs were specifically prepared for his limited hand stitched methods without the use of machines. These were three Women's Handbag and one Unisex Bag.

6. OUTPUT OF PROTOTYPES

Produced 2 prototypes of surprisingly high quality. Could be an exportable item to the CARICOM if only the leather would be guaranteed to be consistent and sufficient and

and work production could rise to the level of the McArry Leather Products Limited.

7. POTENTIAL FOR EXPORT - DESIGN REQUIREMENT

Only if the above conditions were met. Future development in products would require ten new items every six months.

8. OVERSEAS EXPOSURE REQUIRED

Only through Things Jamaican or the local boutiques and the finer stores of Jamaica.

CONCLUSION AND OBSERVATIONS

Jamaican manufacturers with whom I have had the pleasure of working have all expressed a great desire to export.

At present time no one is exporting the main part of their production in a consistent manner. The majority of their sales are in the local market. To export competitively in a fashion-oriented field such as this one certain attitudes must be changed and a different strategy must be applied. The following attitudes and misconception listed do not not apply to all Jamaican manufacturers, but it is a general attitude they have here in Jamaica.

1. COPYING OUTDATED DESIGNS

The design of the products, luggage, handbags, fashion accessories must be original and new. Must be as attractive as any competitor. To achieve this the Jamaican manufacturer must hire the best qualified talent he can afford for a minimum of two months to prepare a new sample line every six months.

2. The material used and the finish of sewing must be of the highest quality, no matter if it costs more. If Jamaica wants to attract attention it must import the best material and also use some local material that will give a special advantage.

3. Pricing must be based on production runs, rationally planned, consistent and predictable. Proper work planning is the key to profitable daily output. You cannot quote a price overseas that is eventually going to change.

4. Knowledge of the export markets is sadly lacking among Jamaican top management in this sector. None of the ones that I met have attended or visited important trend setter fairs (in a consistent and systematic manner). The Dusseldorf Luggage Fair, M.I.P.E.L Handbag and Accessories Fair in Milano; New York Luggage Handbag Fair, visit Department Stores of Cologne, Hamburg, Paris, London, New York and Milano. A biannual visit to these places by Jamaican manufacturers is crucially important.

5. Some Jamaican manufacturers await "the oversea order" like Deus-Ex-Machina to descend from the sky. They must change this attitude and instead go to the market with a well designed and well finished line which will show what they are capable of doing. The future client might then order his own designs on the basis of what he has seen.



THE DAILY CLEANER, TUESDAY, OCTOBER 4, 1988

ADVANCED LUGGAGE DESIGN: Mrs. Mailla Tovarelli-Chehwan, an Italian designer of leather products, conducting a workshop in pattern making and cutting at JAMPRO Limited, New Kingston

during September. The Italian designer is in the island on a six week visit to assist in the modernisation of the luggage and handbag industry.

(Vin McKay photo)

JAMPRO gets top Italian designer for luggage industry

AS part of JAMPRO's ongoing programme to assist in the modernisation of the local handbag and luggage industry, leading Italian leather goods designer and consultant, Mrs. Mailla Tovarelli-Chehwan is currently in the island. She is conducting an initial six-week programme in the sector.

The immediate objectives of the project are to make the local producers of handbags and travel goods more cost and quality competitive in order to develop export sales, and to cater to the large tourist market.

Accordingly, Mrs. Chehwan has been assigned to assist selected leather goods producers who will benefit through training in designing and pattern engineering.

However, the recent hurricane is impacting on the programme somewhat. Mrs. Chehwan came in on September 19, but because of dislocation in water and electricity supplies, factories have not been in a position to accommodate in-plant assistance during the first two weeks of the visit.

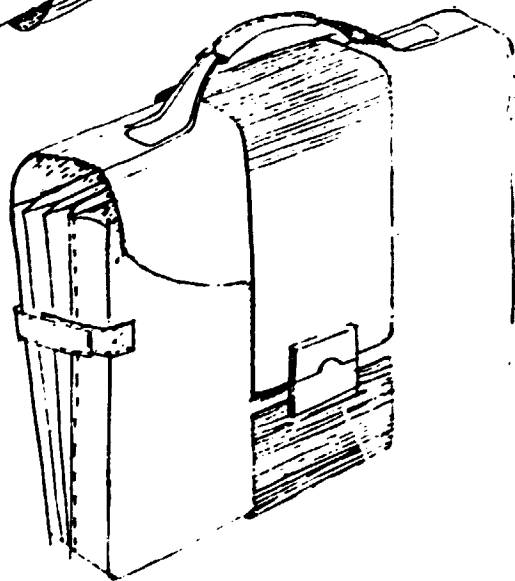
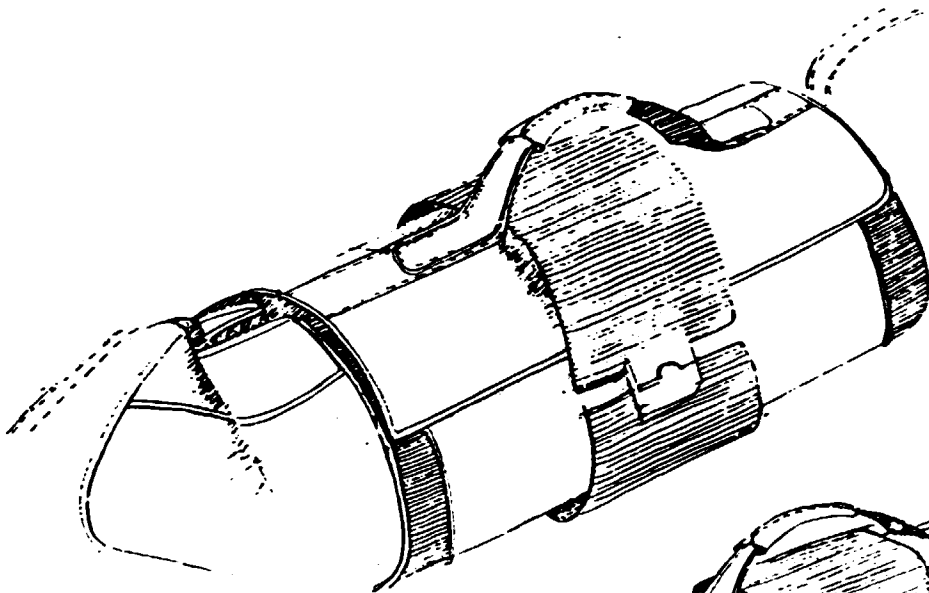
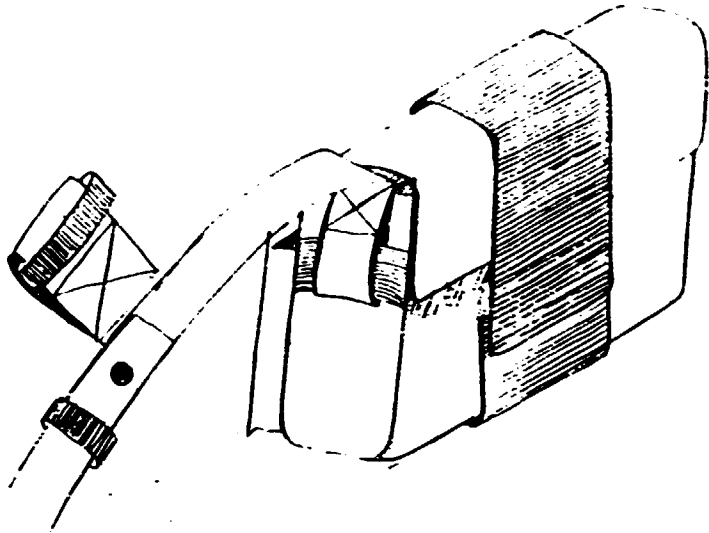
Against this background, and so as not to lose this valuable opportunity, a four-day pattern making/cutting course was conducted at JAMPRO's auditorium in New Kingston. There were fourteen (14)

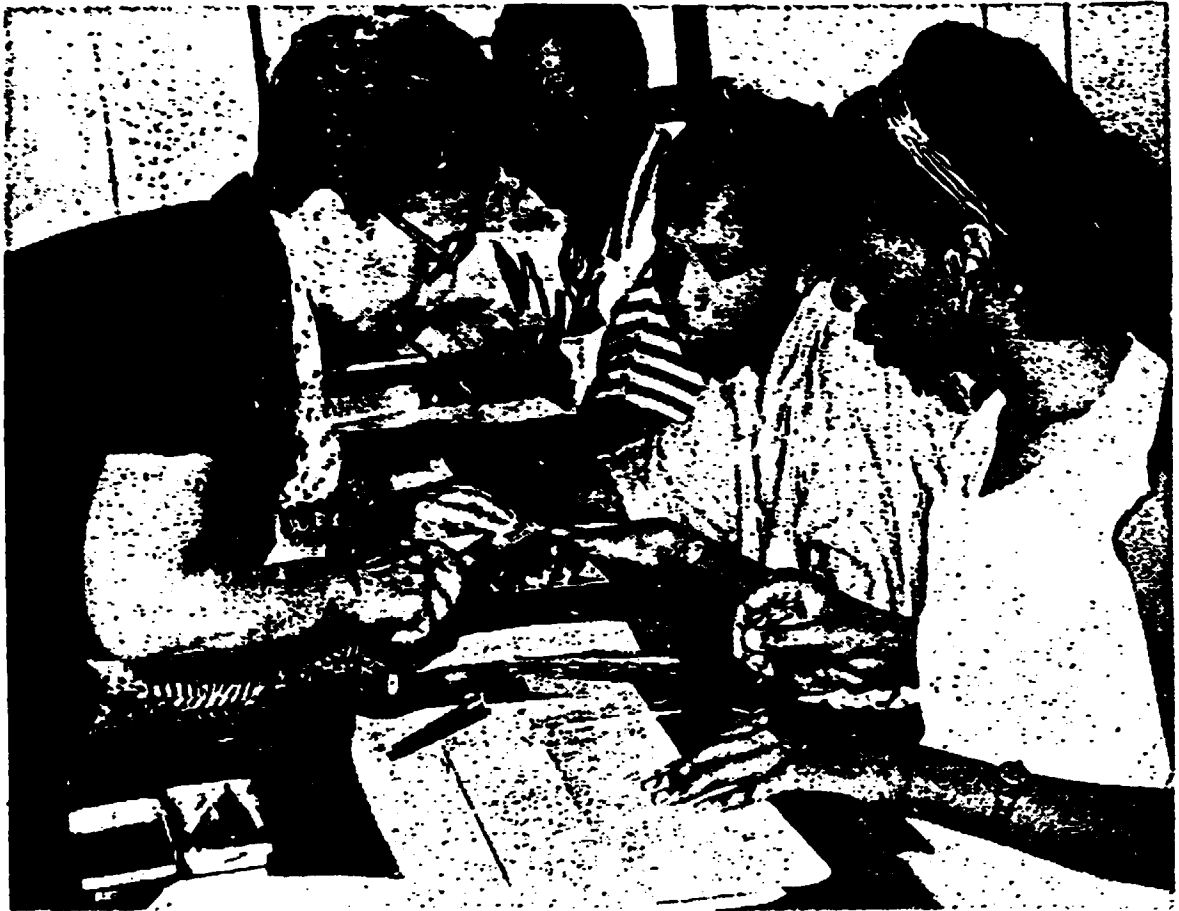
participants including staff from things Jamaica Limited, Air Watt and Carry-All.

Meetings have been held with resident consultant in the Footwear Sub-Sector, Mr. Udo Steiner, who had been providing some of the training material and also with three (3) manufacturers. In-plant consultations will commence at the end of the training period.

A comprehensive report with detailed recommendations for further development of the industry will be made at the end of the assignment.

PAGE THIRTEEN





Italian consultant/designer of leather products, Mrs. Mailla Tovarelli-Chehwan, guides a participant in a recent pattern making/cutting workshop held at JAMPRO's auditorium, The Towers, Dominica Drive, New Kingston.

Italian leather goods consultant here for six-week programme

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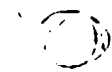
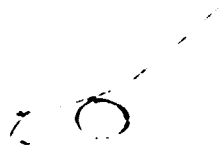
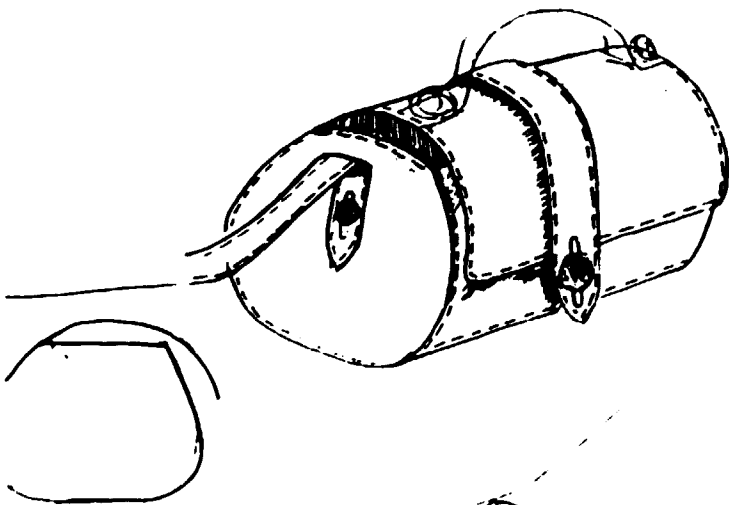
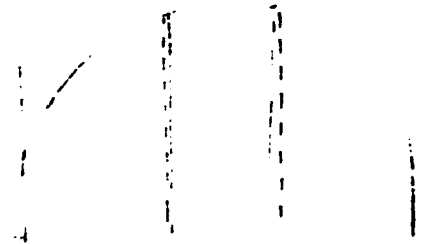
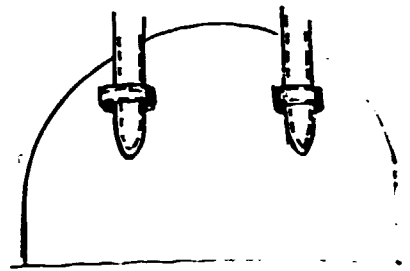
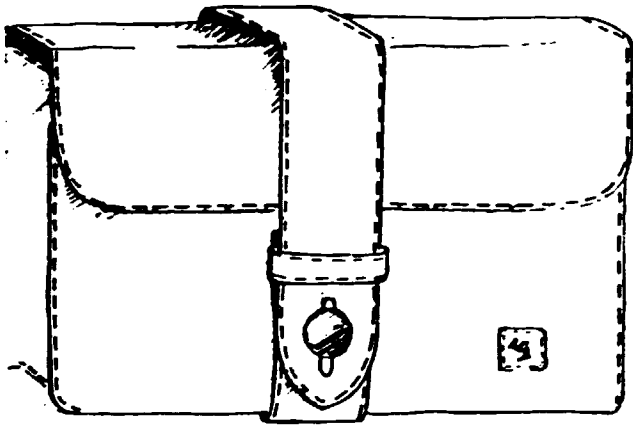
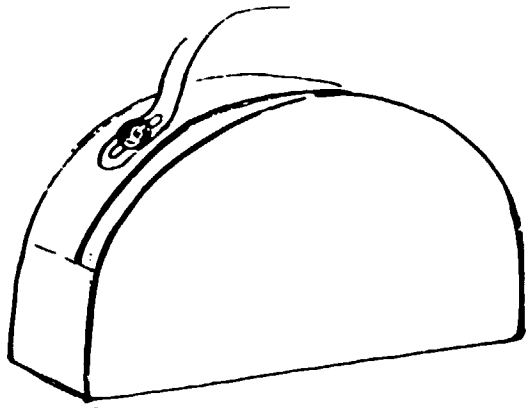
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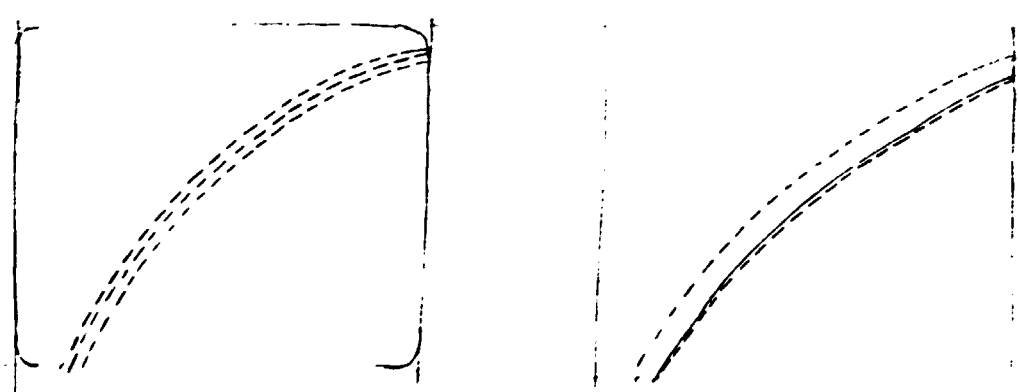
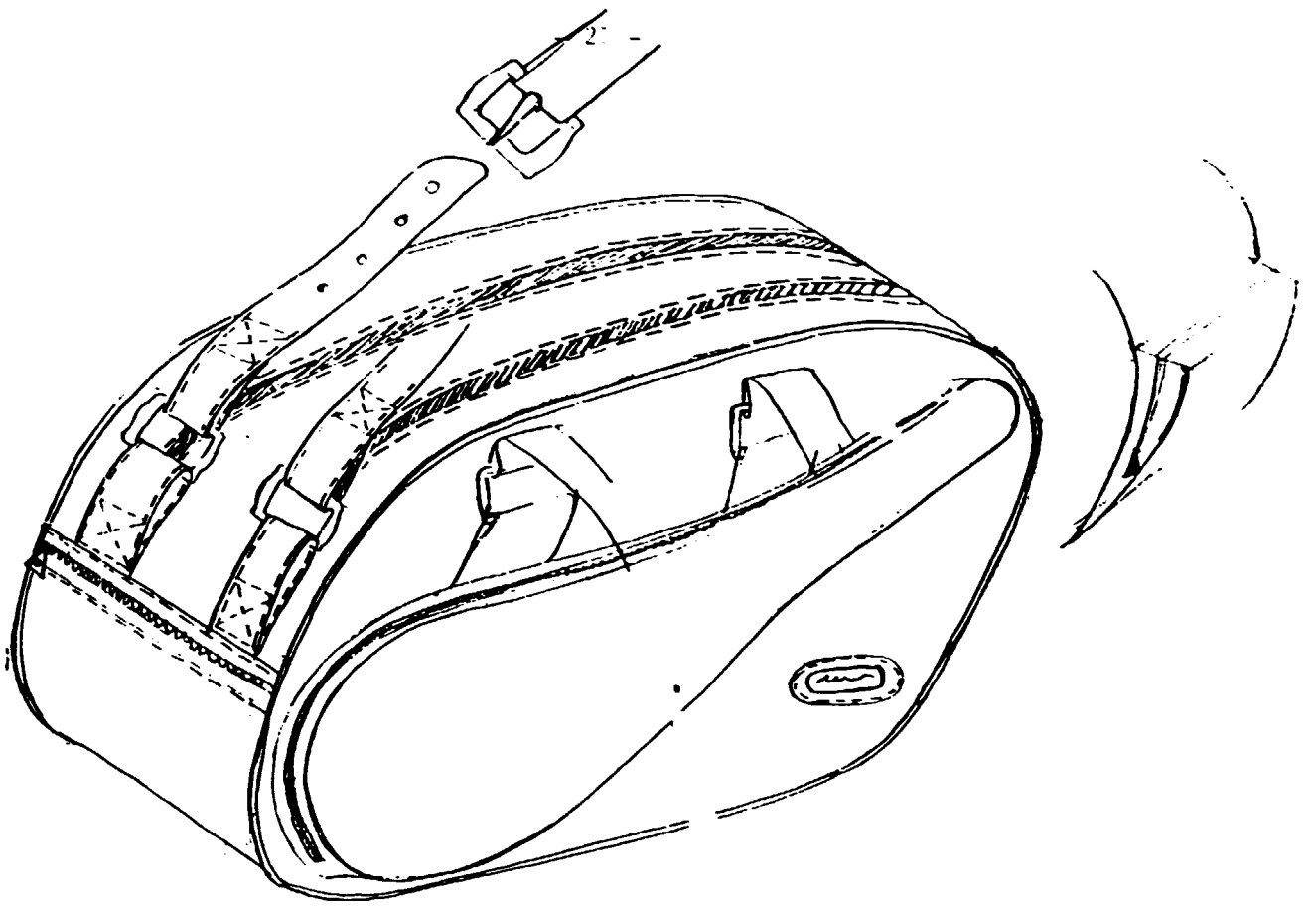
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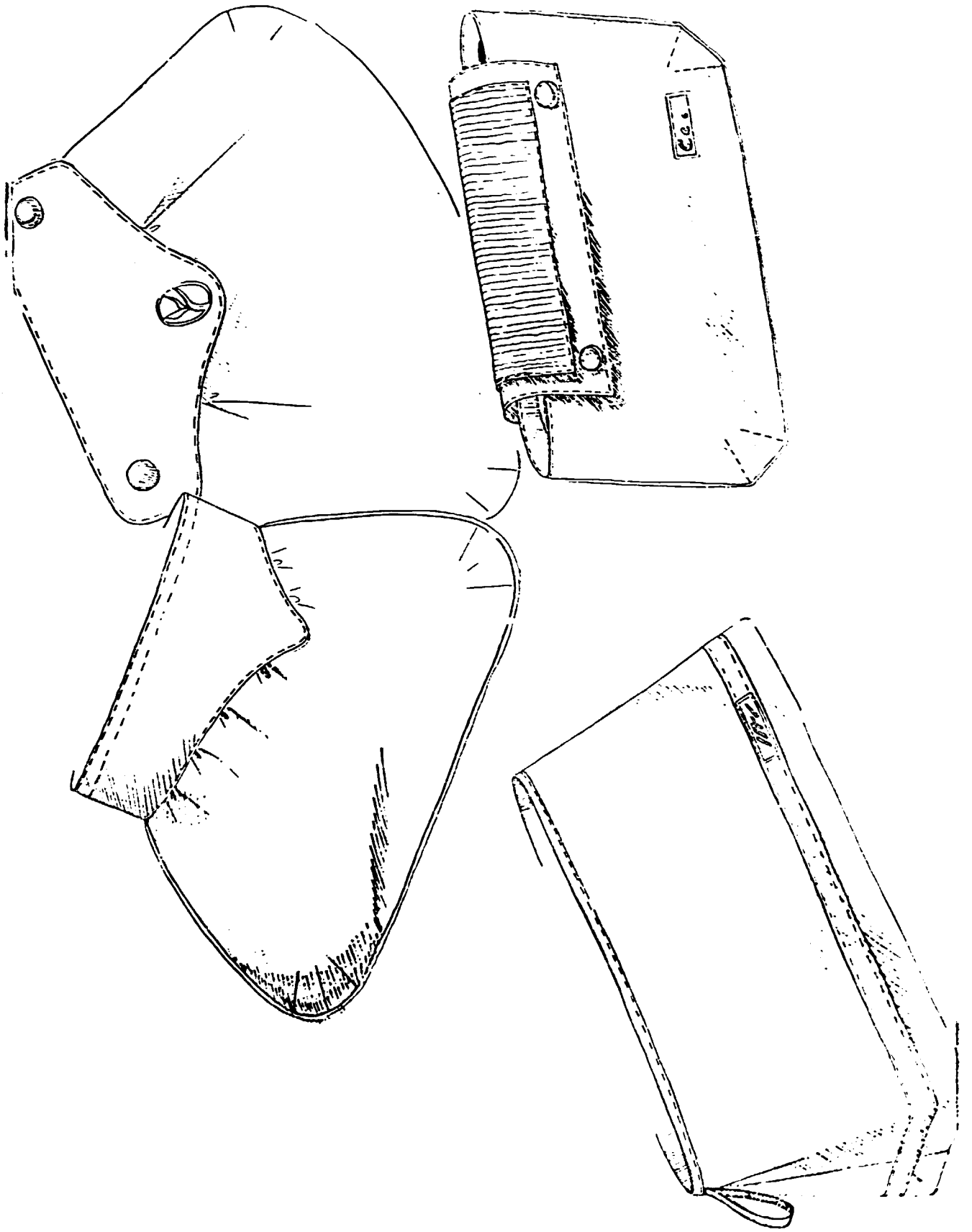
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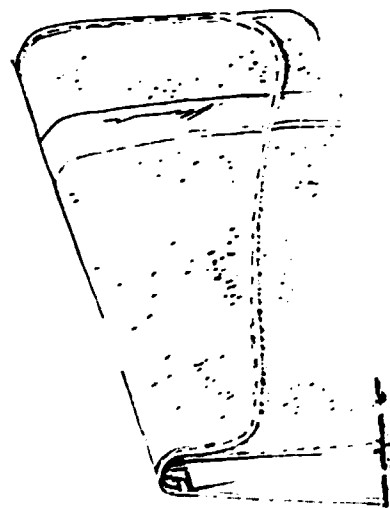
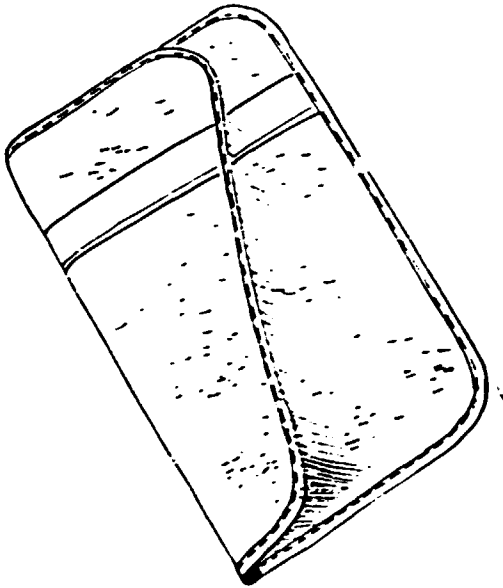
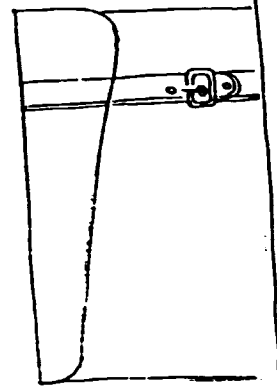
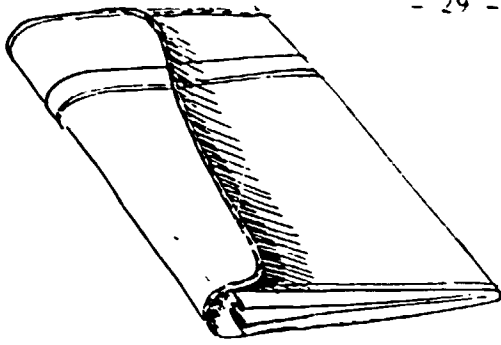
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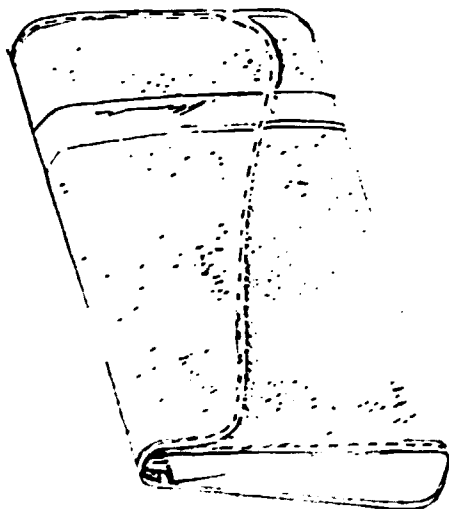
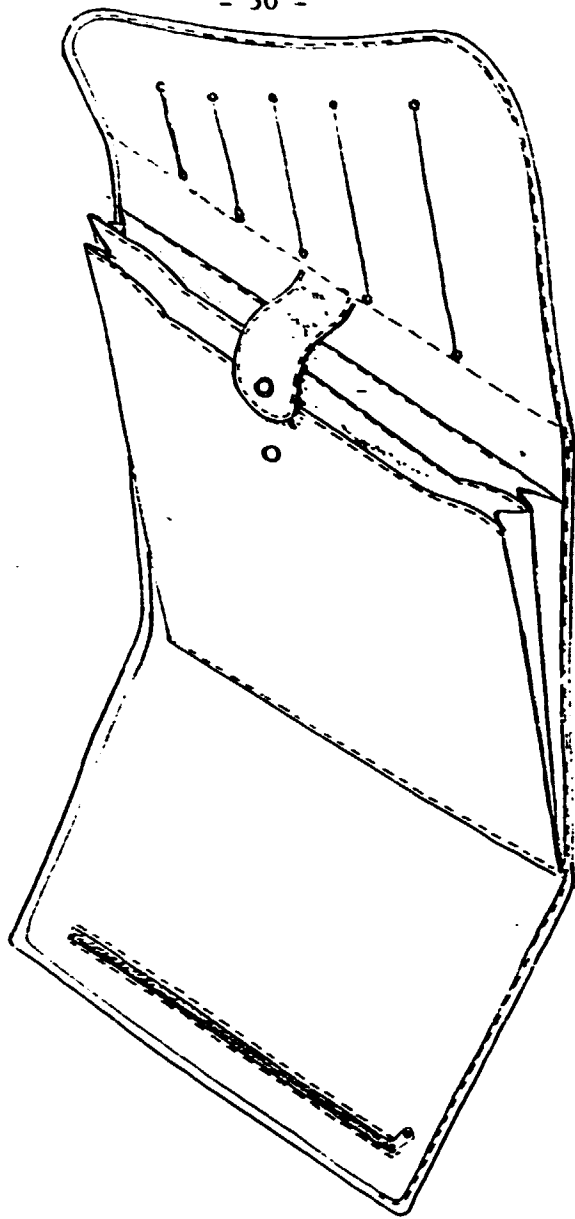
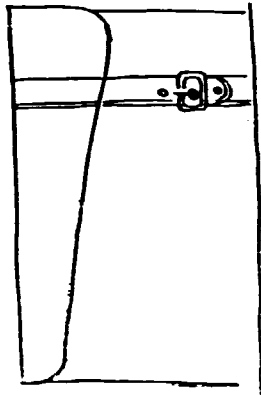
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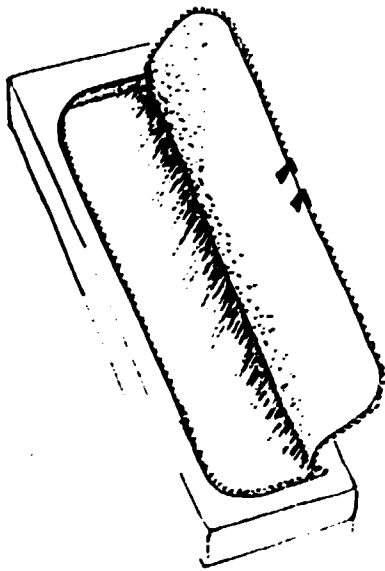
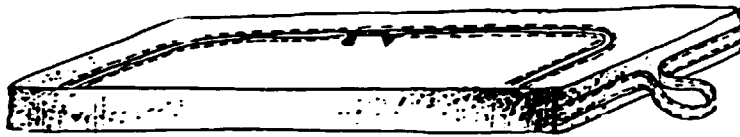
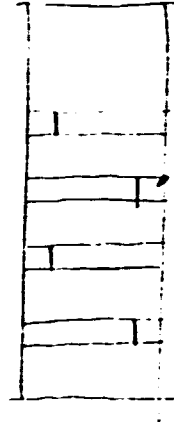


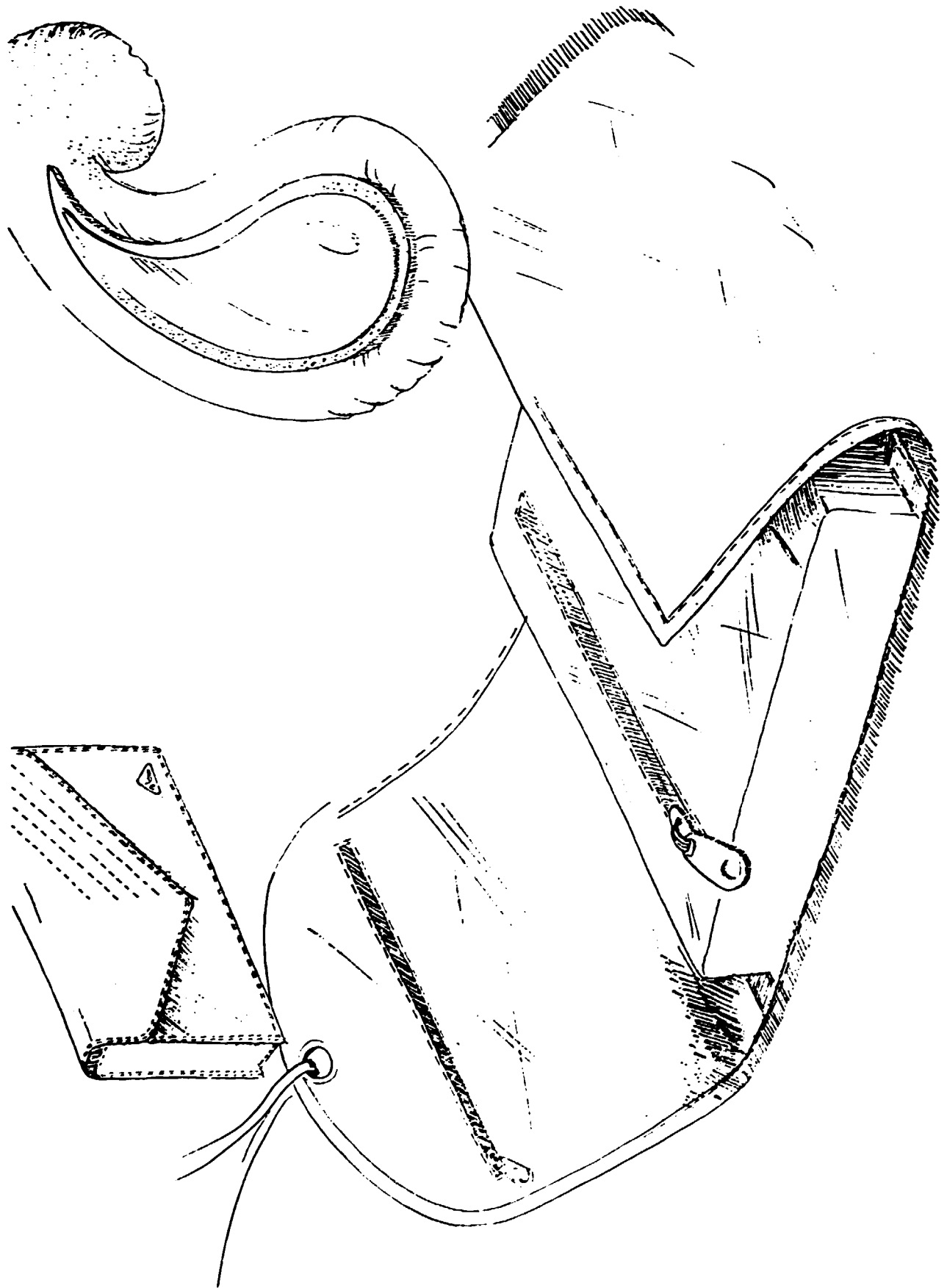




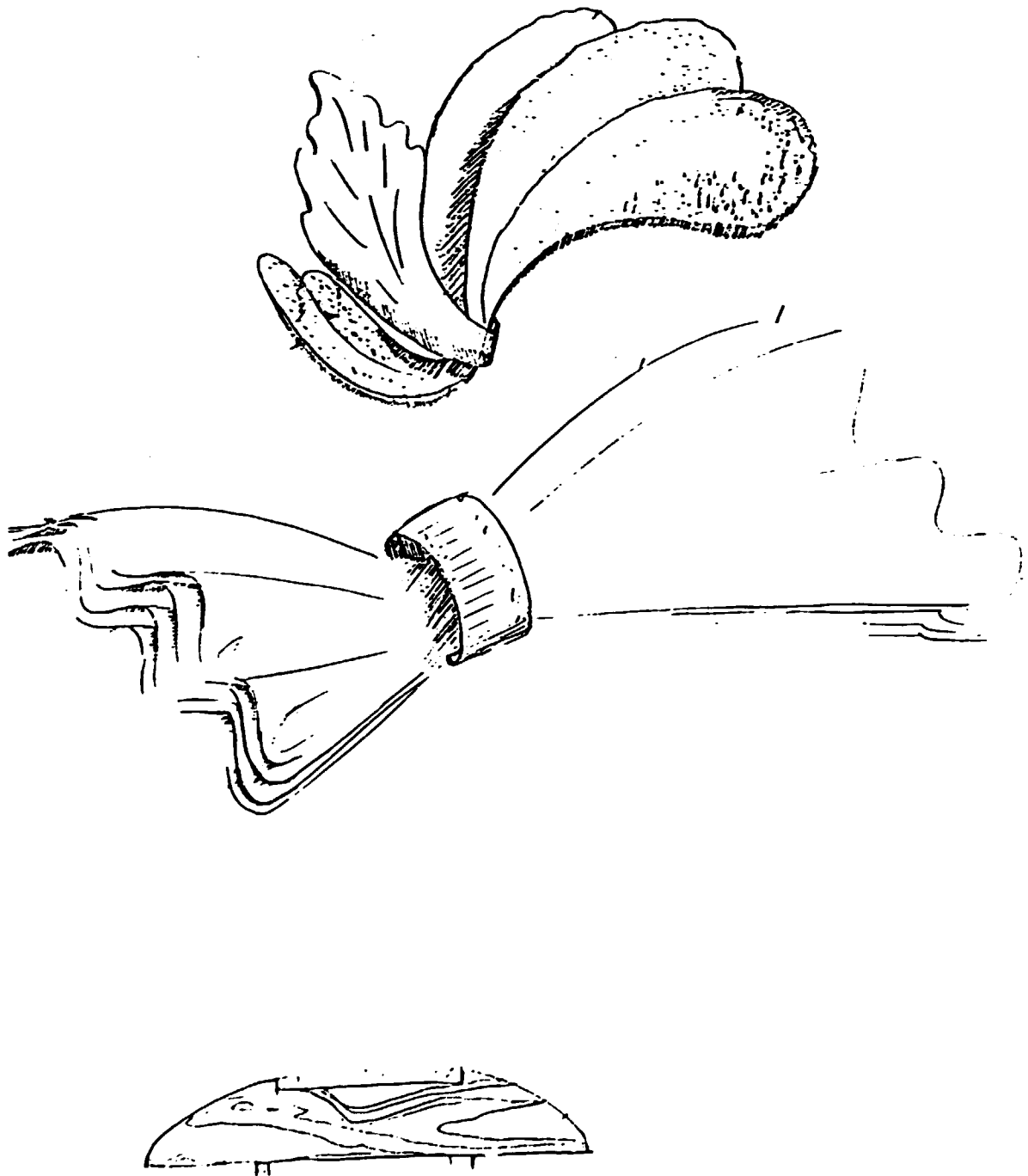


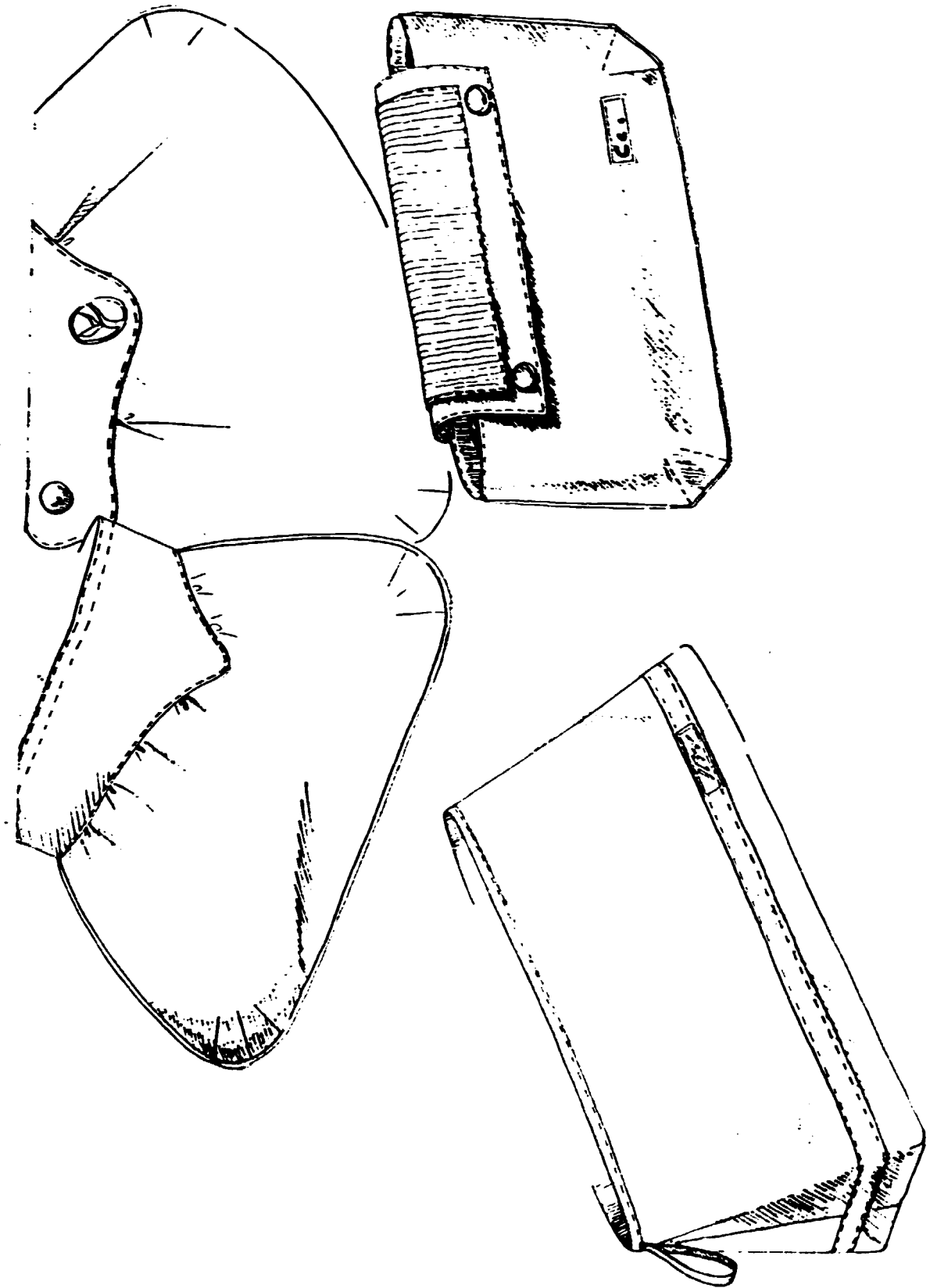


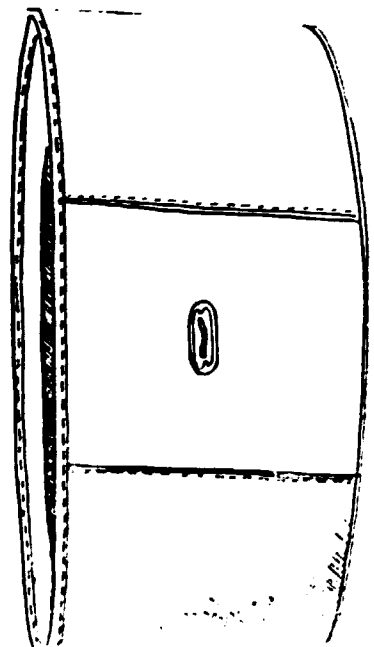
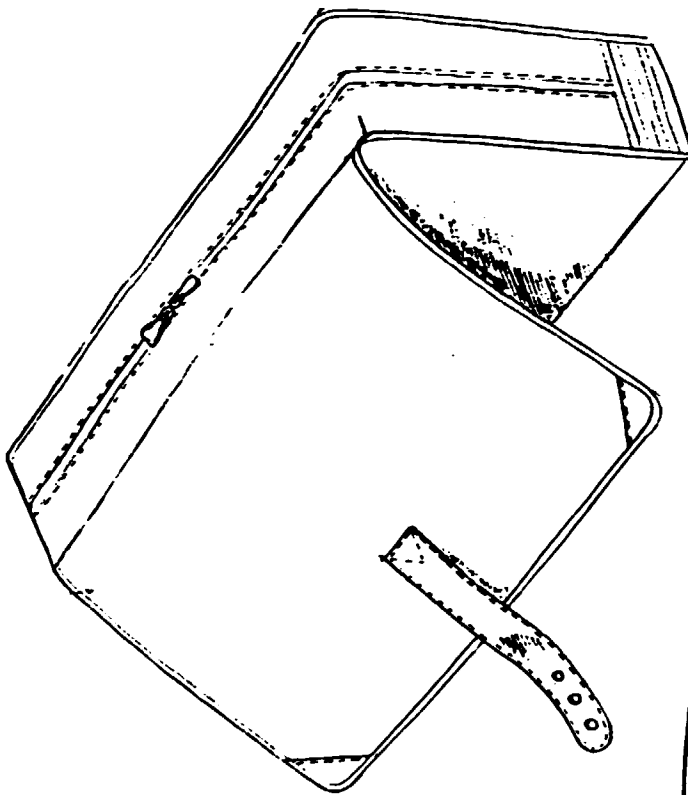
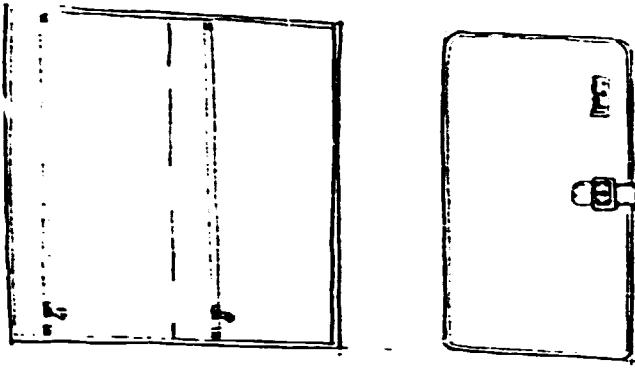


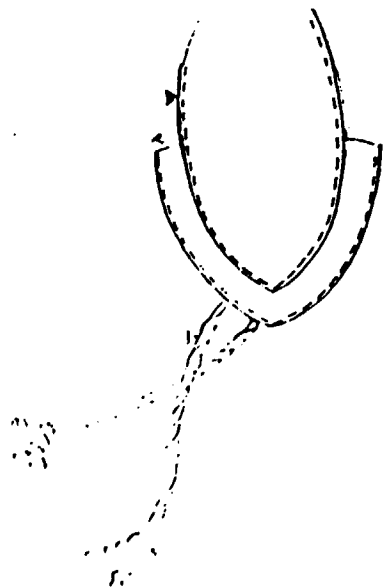
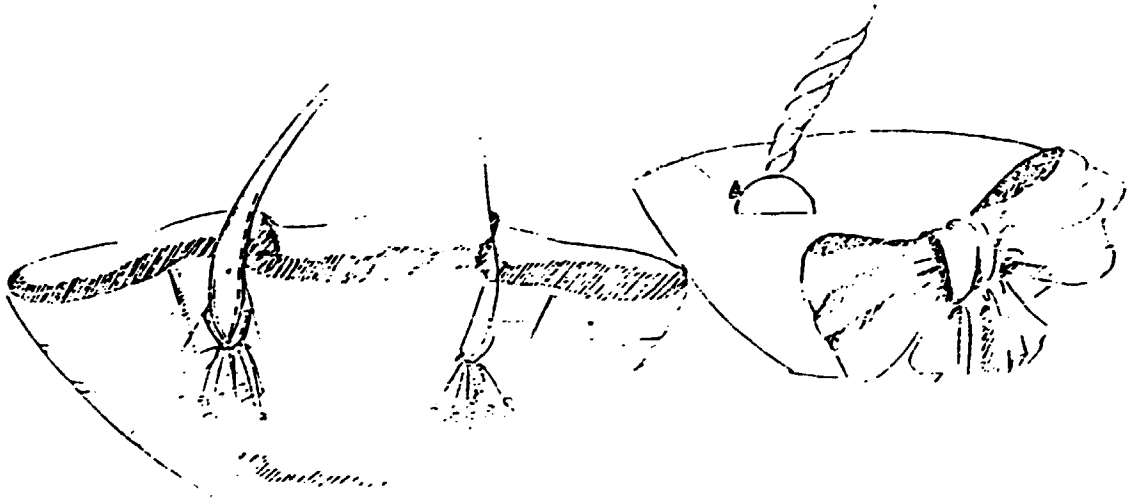
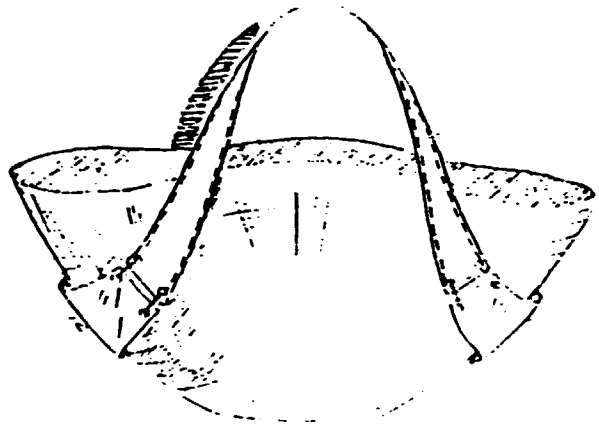


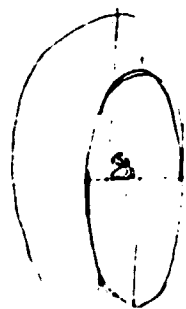
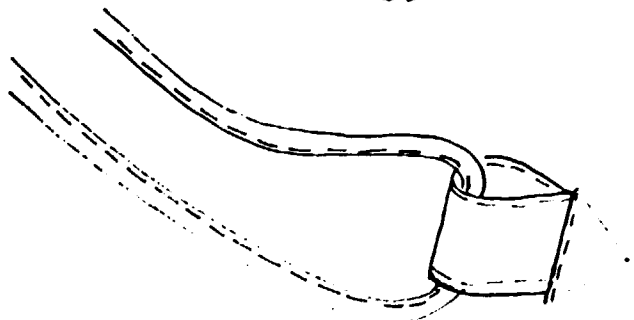
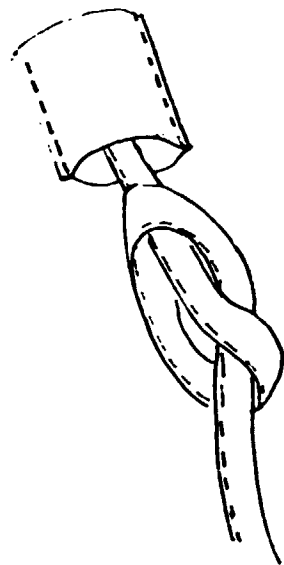
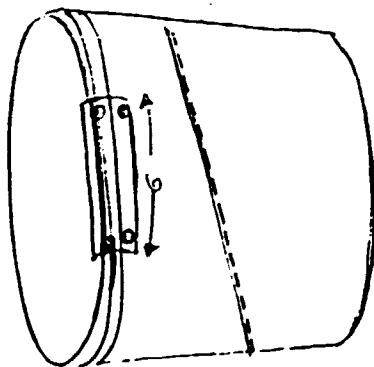
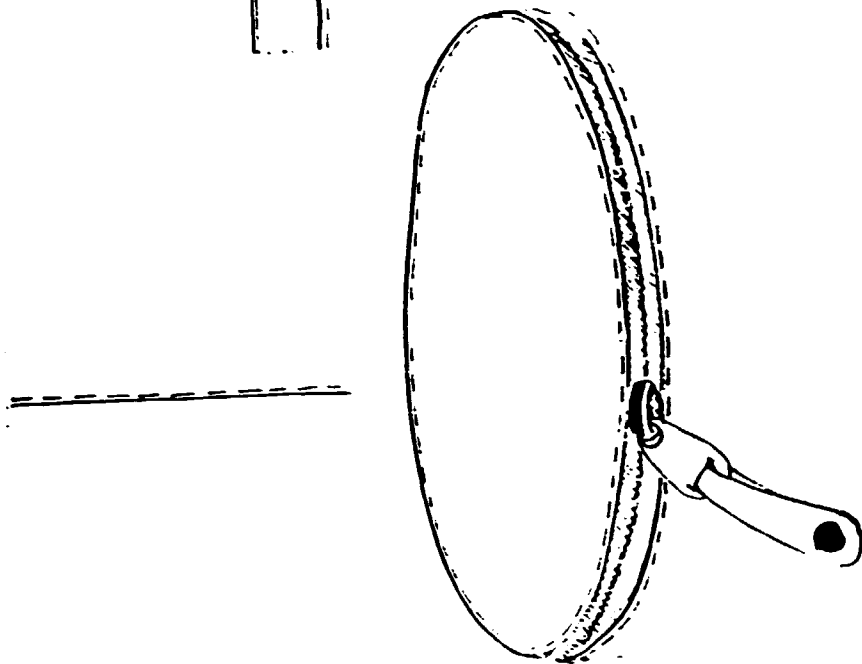
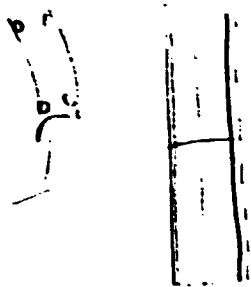


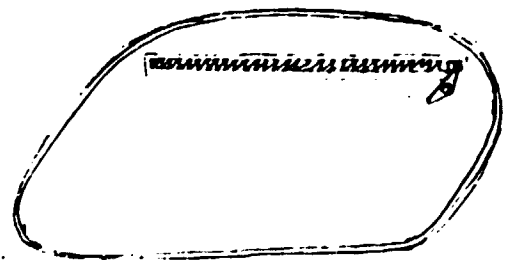
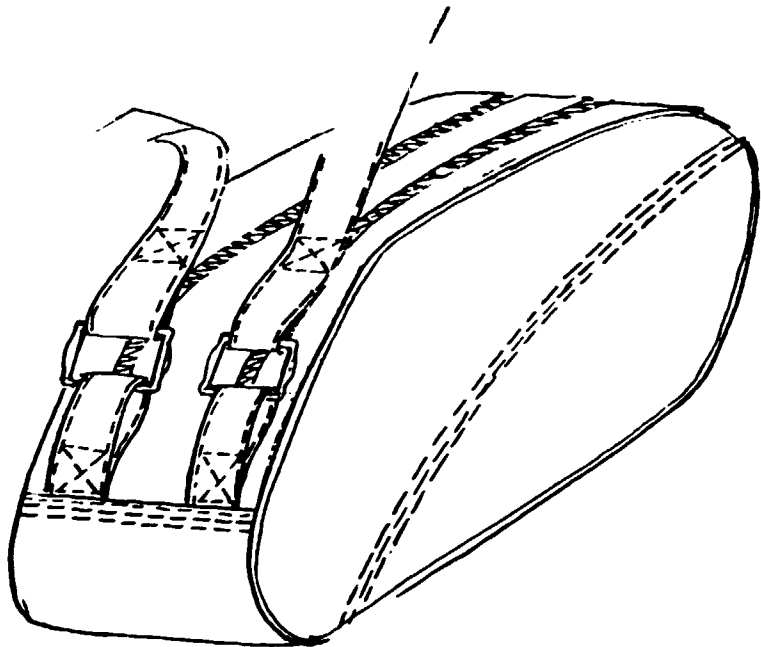
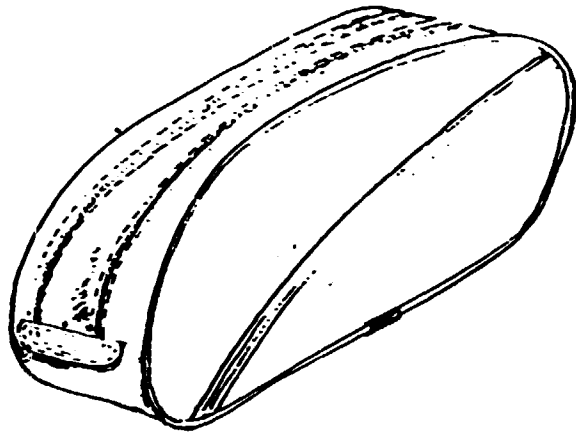


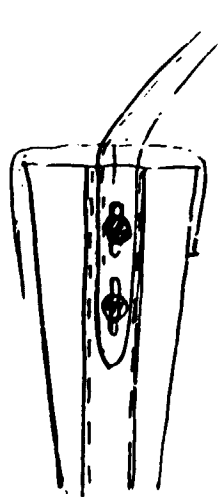
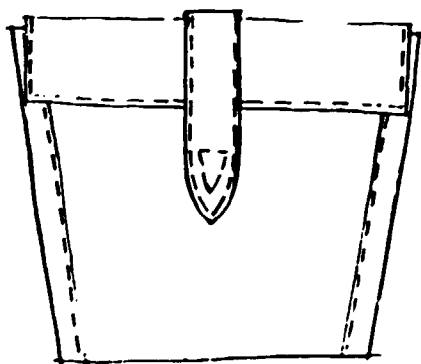
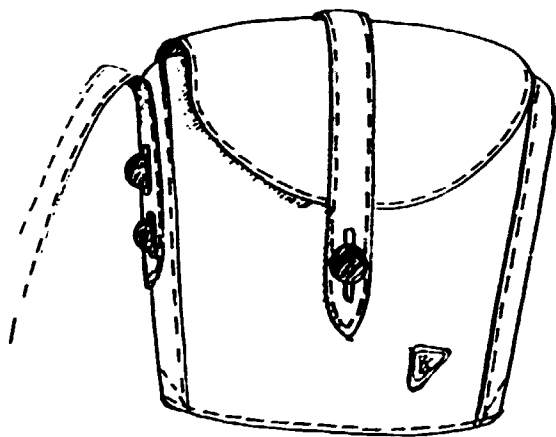
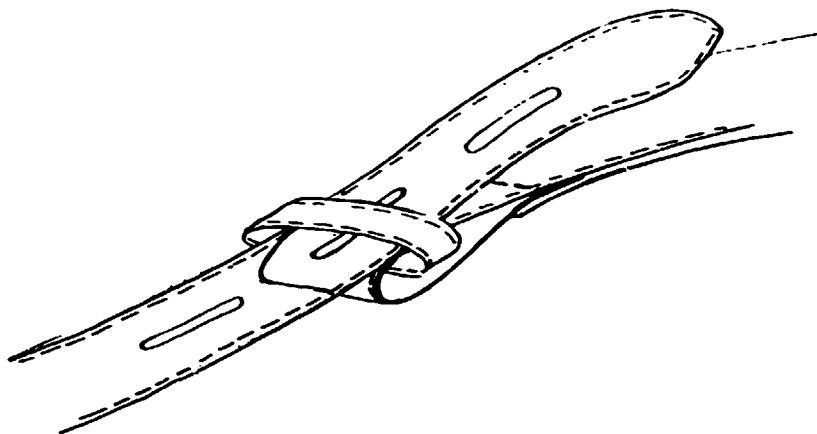


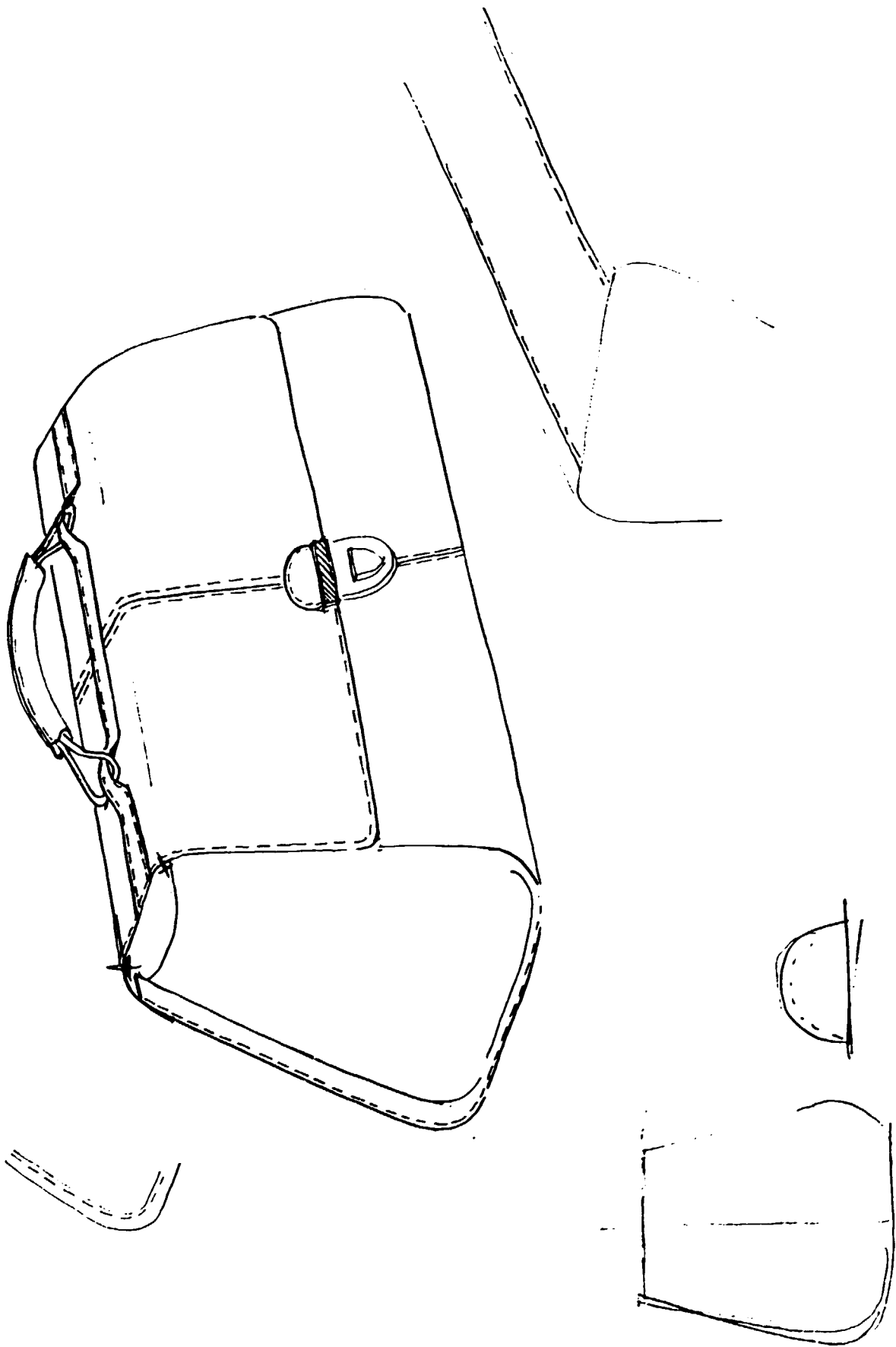












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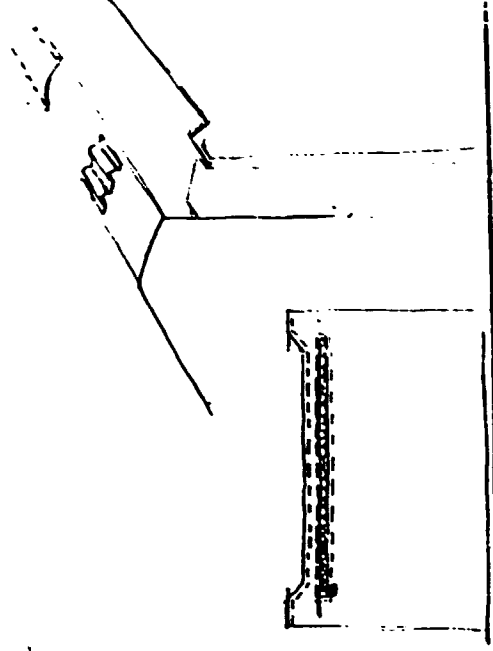
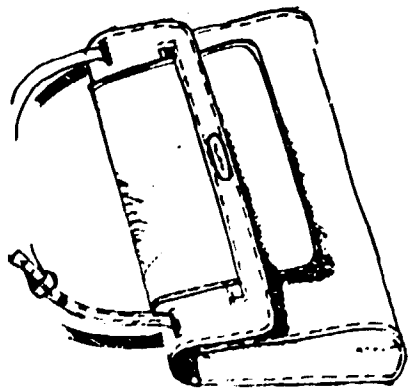
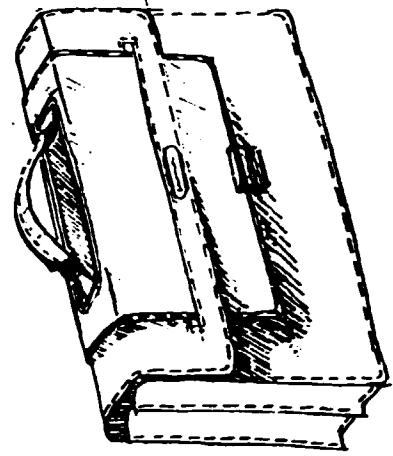
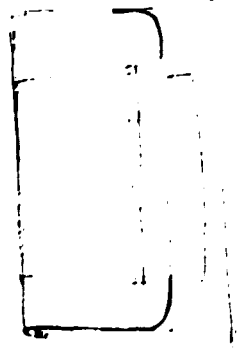
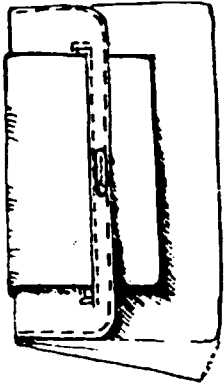
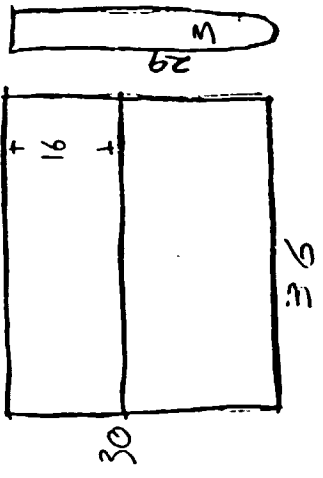
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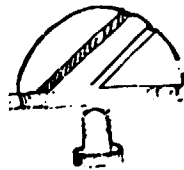
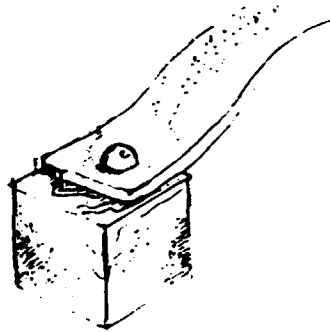
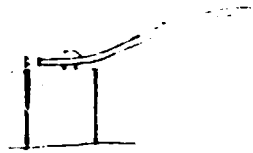
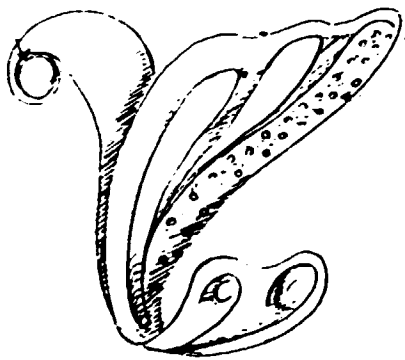
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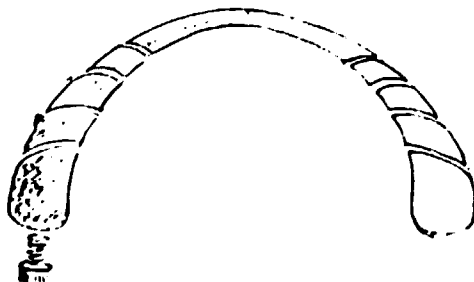
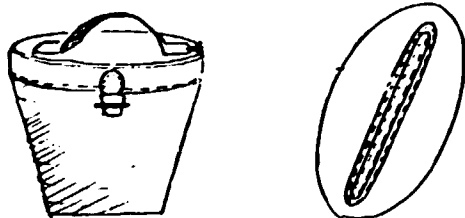
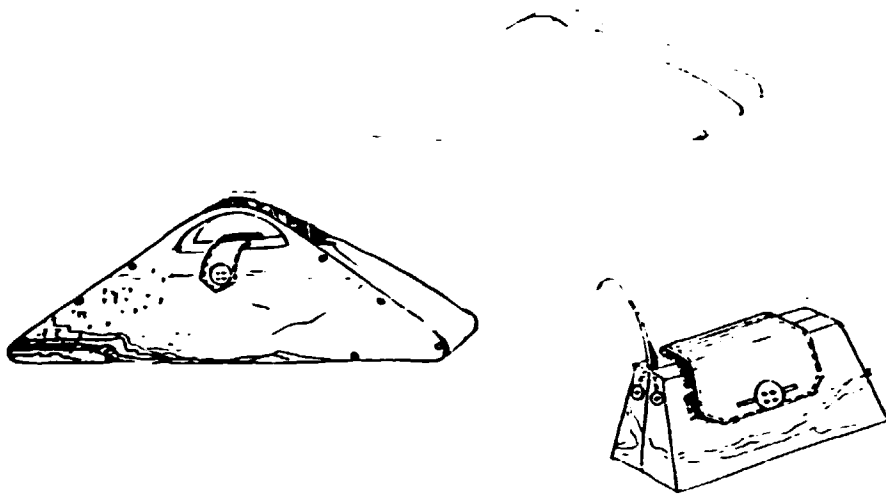
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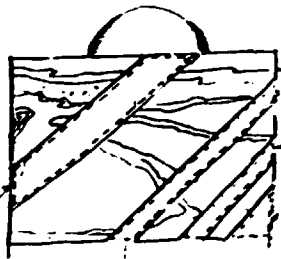
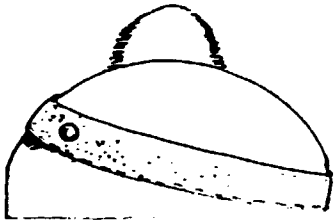
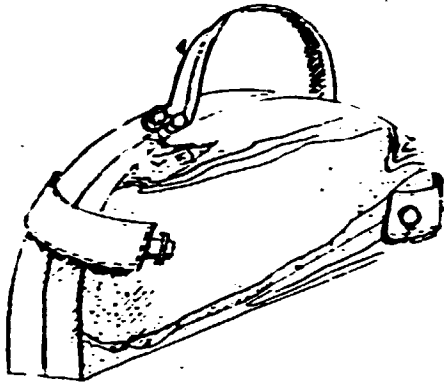
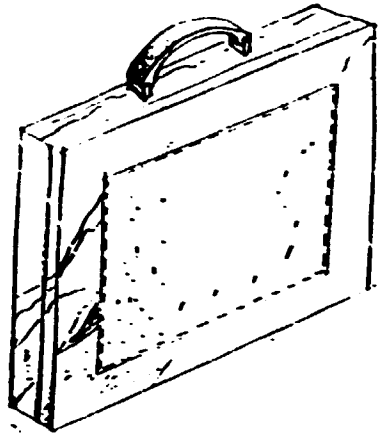
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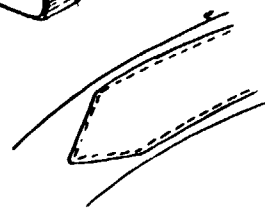
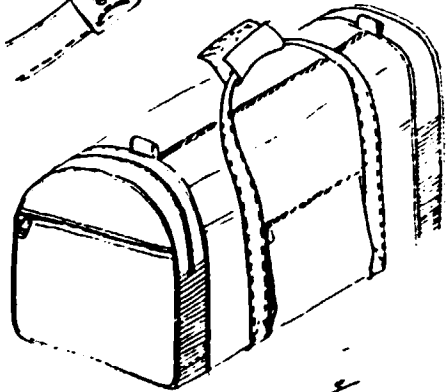
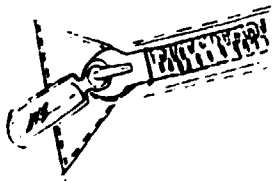
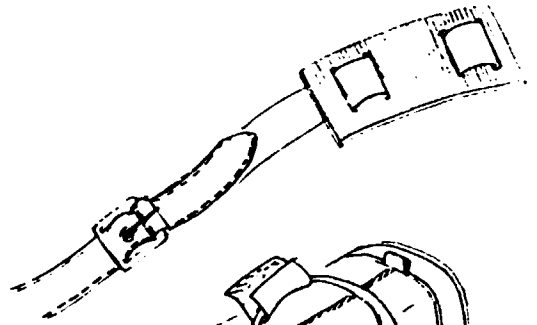
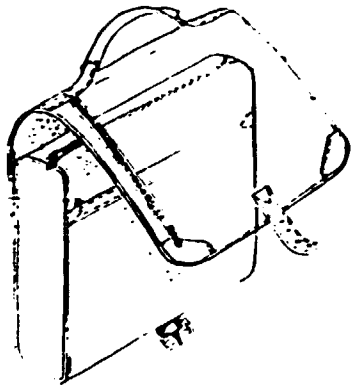
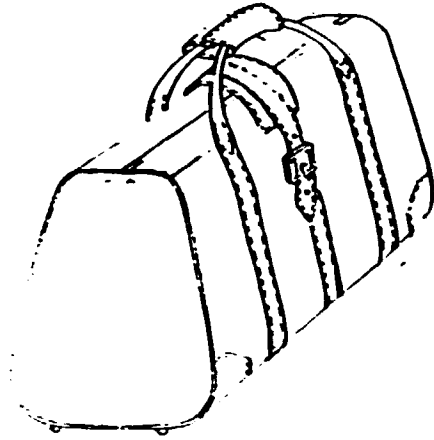
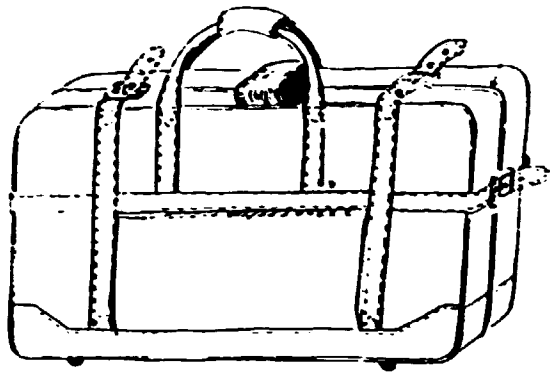
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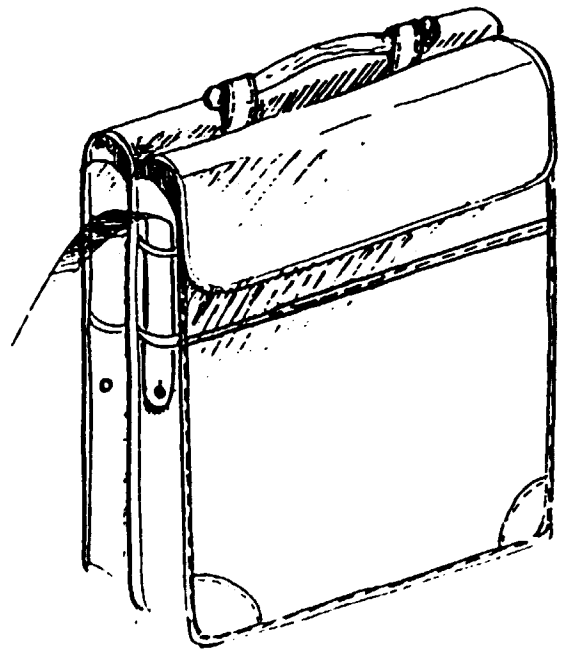
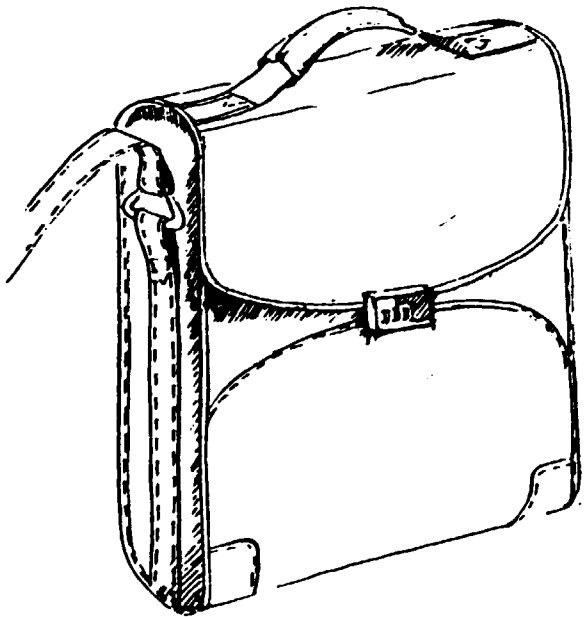
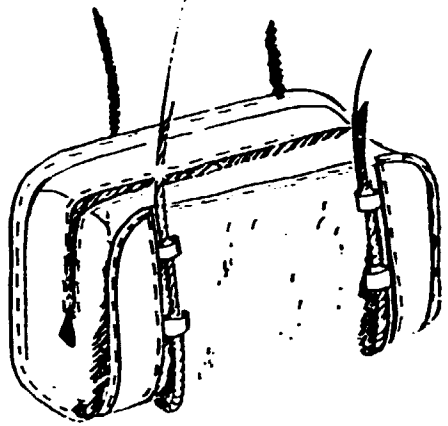
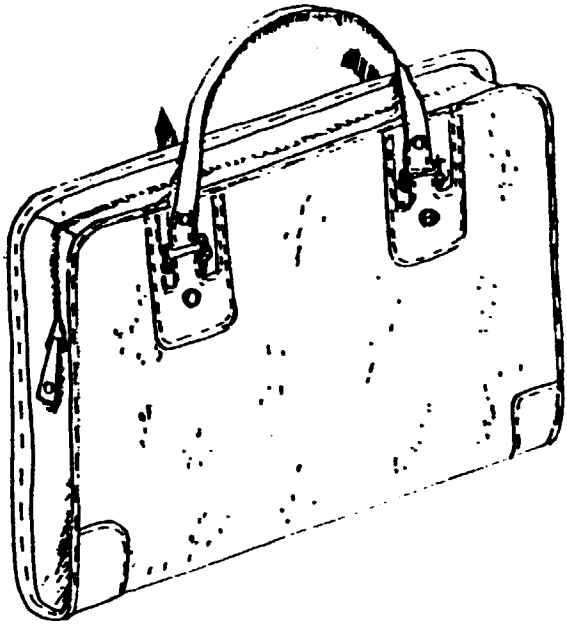














OFFICIALS AND PRODUCERS WITH WHOM THE EXPERT HAD WORKING CONTACTS

The expert has met and made working contacts with:

Hon. Corrine McLarty, President, JAMPRO
Mrs. I. V. Polly Brown, Vice-President, Local Operations, JAMPRO
Mr. Winston Gooden, Gen. Manager, Office of Modernization of Industry, JAMPRO
Ms. Valerie Viera, Director, Modernization Secretariat, Technical Assistance Unit, JAMPRO
Ms. Dorothy Palmer, Manager Technical Assistance Unit, JAMPRO.
Ms. Marie Casserly, Senior Technical Officer, Technical Assistance Unit, JAMPRO
Mr. Patrick Wright, Programme Director, Footwear & Leather Products, JAMPRO.
Mrs. Joan Adams, Co-ordinator, Technical Assistance, Planning Institute of Jamaica
Mr. Chin, Managing Director, Carry-All Luggage Co. Ltd.
Mr. David Lowe, Vice-President, Wherry Wharf Ltd.
Mr. Maurice Facey, President, Pan-Jamaican Inv. Trust.
Mr. Medford P. Lewis, Managing Director, Exclusive Manufacturers Co. Ltd.
Mr. Hyde, Managing Director, Air Watt Manufacturing Co. Ltd.
Mr. Walcott, Managing Director, McArry Leather Products Ltd.
Mr. Albert Seaga, Chairman of the Board of Director, Things Jamaican Ltd.
Mrs. Sonia Gallimore, Things Jamaican Ltd.
Ms. Christine Riley, Things Jamaican Ltd.
Mrs. Sidcile, Managing Director, Sidcile Craft
Mrs. Sonia Vaz, Managing Director, Sony Swimwear
Ms. Leslie James, Managing Director, Clarendon Traders
Mr. Sergio Dello Strologo, Senior Industrial Dev. Field Advisor, UNIDO
Mr. Larry DeBoice, Management Officer, UNDP
Mr. Peter Gebert, Junior Professional Officer, UNIDO
Ms. Michelle Aines, Managing Director, Mijan Collections Boutique

The following presentation represents one and a half months of experimentation with new product ideas for the Jamaican local and export market.

The Jamaican producers and manufacturers who have participated in this effort and represented here are:

Air Watt Manufacturing Co. Ltd.
Kingston

McArry Leather Products Ltd.
Kingston

Carry All Luggage Co. Ltd.
Kingston

Derrick Bodden Leather Products
Kingston

Things Jamaican Ltd.
Kingston

Mijan Collections Boutique
Kingston

Clarendon Traders
May Pen

"Jasmine Gould"
Hand Painted T-Shirts
Kingston

Sidcile Craft
Kingston

M.C. Mrs. Sonia Vaz
Show Co-ordinator Miss Christine Riley

*Le Pavillion
Jamaica Pegasus Hotel*

*Presentation of Travel Accessories,
suitcases, carry on luggage and handbags,
designed and developed in Jamaica by
Mrs. Maila Trovarelli-Chewan,
an Italian Fashion Designer,
who has been brought to Jamaica by
UNIDO
at the request of the Government.*

November 14, 1988