



News Release: Interview with Ming Lee Wilcox, President of Z-Ply Corp.

Ming Lee Wilcox is currently the President of Z-Ply Corp., a subsidiary of Tex Ray Group. (listed on the Taiwan Stock Exchange), based out of New York City. She is a well known Fashion Industry Executive with over thirty years experience in product development and manufacturing. Her supply chain experience ranges from both the customer (wholesale and retail operators) perspective as well as from the vendor side makes her uniquely qualified to understand her current customers' needs and offer ideal solutions to their production requirements. Thus far, her sourcing experience encompasses worldwide locations such as: the Pacific Rim, Europe, Ukraine, Poland, Moldova, South Africa, Jordan, Dubai, Central America and Mexico. She has held senior positions at well known fashion and retail brand names such as: Liz Claiborne, Carole Little, DFS (Duty Free Shops), Koret of California (a division of Kellwood Company), BCBGMAXAZRIA, and Jack Rogers. She loves the creativity and challenge of uncovering an opportunity and crafting the customized solution.

How would a Chinese fashion brand make it on the global scale and specifically in New York?

Fashion is regarded as a capitalized icon. It's associated with wealth and power. People usually buy fashion products not just because people are into fashion, but they are also into the luxury products to express their social and personal identity. There is a saying "Clothes make a man". Each brand has its own story. The brand's story is helps to designed and developed in each consumer's mind. Fashion and brand are all about context and its culture. In order to turn a local fashion studio to global fashion business, all brands must emphasize its specialty and uniqueness. For instance, NE-Tiger and Rose Studio are well known global fashion brands. Next step is to focus on how to promote Chinese brands. Magazines are the most affordable and effective social media for consumers to promote fashion brands with advertisements. Social media has successfully introduced Chinese brands globally. Logos are easy to remember and recognize. Therefore, it opens up to numerous unrecognized brands. Chinese fashion industry has to change and upgrade the level of Chinese brand, and the brand becomes independent style brand so as to compete with other global products by analyzing the target customers and understanding in western fashion apparel brands.



What are ways for American fashion or retail brands to make it in China and emerging market?

E-commerce, an online retail sale in China is becoming a powerful force in the fashion industry. China is the world's largest e-retail market. China has about 618 million daily internet users, including mobile online shopping access by Smartphone. Online retail sales will grow from \$294 billion in 2013 to \$672 billion in 2018 as stated in All Technology News. People are more comfortable shopping on brand websites, without traveling to physical retail stores. Brand website design provides the digital graphic on the products in detail and often provides the actual delivery time. E-commerce gives fashion retail sales a great advantage, such as America's Walmart. It opens up the opportunity to potential apparel businesses in all sizes to various countries. According to PayPal as stated in Apparel E-newsletter, by 2018 cross-border online shipping will increase 200 percent to be worth \$307 billion, which 130 million cross-border online shoppers. Amazon is a well known the large online retailer in U.S. and Tmall is in China online retail. There are 70,000 brands selling on the large Tmall online retail marketplace, and its sister site, Taobao which it carries smaller sellers. Both Tmall and Taobao are owned by Alibaba Group. Alibaba Group is the largest e-commerce in China. On May 6, 2014, Alibaba became the largest US IPO.

Where do you see the fashion market in the next five years?

A new category of clothing is everyday street wear looking more like athletic apparel. Workout gear has become functional and worn in more places other than the gym. Women and men are trading in denim jeans for yoga and active wear. For the first time, denim jeans sales were down 1-2%. Yoga and active wear have completely taking over our regular casual wear business. We need to help our customers develop garments that are comfortable, trendy and with the type of innovative functions that can benefit their life style. This is not a fashion trend, it's a lifestyle trend. Part of the active wear is using fabrics that are fun and functional. Fabrics are not only cool to touch or to wear but also cooling to the body. Fabrics are merged with electronics to keep you warm and illuminated at night, protect you from the sun, and etc. The fibers are knitted or woven to pull moisture away from your skin. These innovative fabrics take on tremendous originality. As we are maturing in age, we find that the Y generation and the baby boomers are more in touch with their health and fitness. We all recognize that our health is very important and aging brings on medical concerns. For instance, there are wearable functional garments from AiQ's BIO



MAN line that monitor your heart and respiration rate as well as your skin temperature. What they are doing here is combining fashionable clothing with innovative digital designed clothing to be worn for your daily exercise, or while running errands. Number of heart beats per minute, how many calories burned and current weight - all this data is collected and transmitted to your doctor; who can then monitor your health from a distance. Another brand, Cool Core whose advertising byline is "Make Sweat work for you". Cool Core is declaring that their fabrics will take your sweat away from your skin through a process called wicking. Then the moisture aka sweat is circulated throughout the garment to keep you cool. The moisture is then evaporated from the garment and cools the body all without chemicals. Fashion is ever changing, and smart clothing is a new trend by offering clothing with dual purpose- fun and functional clothing.