















FASHION SECTOR

“The British Chamber of Commerce (BCCK) team proved themselves to be highly knowledgeable and extremely diligent throughout the process. Their access to Korea’s largest and most influential fashion groups was impressive and their ability to understand and communicate our brand message to multiple potential partners was invaluable.” – Head of International Development, SuperGroup Plc

The BCCK has:

- Secured in-market partners for a variety of UK retailers, helping to negotiate and finalise licensing and/or franchising deals
- Conducted bespoke market research on such topics as e-commerce, m-commerce and recent fashion trends
- Undertaken benchmarking, competitor and opportunity analysis initiatives
- Provided access to Korea's major department stores, conglomerate-affiliated distributors and licensees as well as independent agents, multi-brand stores and other in-market stakeholders
- Promoted British brands and products through our events to high-income earners and anglophile Korean consumers

Companies Supported:

	Luxury clothing		High-end footwear
	Shirt-maker		Luxury jewellery
	High-end footwear		Menswear
	Apparel		Bespoke men’s garments
	Scottish knitwear		Menswear
	Shoes and accessories		Children’s bags and accessories
	Menswear		Handbags and accessories

Enquire more about our services by contacting us at trade@bcck.or.kr.