

Fashion/ Design in Vietnam

Hanoi and Ho Chi Minh City, 2 - 6 November 2009

Official Danish business delegation to Vietnam

Celebrating the State Visit to Vietnam by H.M. The Queen of Denmark and H.R.H. The Prince Consort

accompanied by T.R.H. The Crown Prince Couple



Fashion/ Design in Vietnam

Nowadays western influence is seen very much in Vietnamese fashion. The upcoming fashion designers have made dressing more glamorous and trendy by giving a new look to fashion, as fashion in Vietnam has a touch of elegance, class and smartness.

Domestic demand increased by 15% in 2007 and it is worth to note, that there is a significant home market potential as Vietnamese consumers grow in numbers and purchasing capacity due to the overall economic growth. Local companies are establishing new local brands and they are aware that western style products are popular among the young Vietnamese consumers.

The growing economy has increased the middle class' demand for international fashion and design. Vietnam has a young population and they spend much money on clothes, jewellery and personal designer goods. With 63 per cent of its population at 84 million under the age of 35, a high economic growth rate and a rapidly increasing standard of living, Vietnam has become a growth market for the fashion, cosmetics and jewellery industry.

Fashion shops are mushrooming all over the country and domestic designers - influenced by western designers are getting their share of the domestic market. In both Ho Chi Minh City and Hanoi luxury clothing, cosmetics and leather good shops are opening everywhere. When Vietnamese do well, they like to spend money on luxury goods and they are not are not afraid to put their wealth on display.

The tourist industry in Vietnam is fast growing and tourists from especially Asia, USA and Europe contribute to the domestic demand for western luxury goods.

International brands in fashion and design are establishing themselves in great numbers in Vietnam these years to meet the demand from the market for luxury goods. Vietnam's growth and membership of the WTO in January 2007 gives a further push to the growth in the economy and to the domestic consumption.

As an alternative for outsourcing many companies look at Vietnam as China + 1, because Vietnam has a central location to the markets in Asia and it is still a low cost area. More than 100 Danish companies are present in Vietnam today.

The World Bank and Asian Development Bank predict a growth rate at 5% for 2009. The growth in retail business is growing faster than other sectors, and is predicted to reach a two digit number.

Product display - fashion show - business to business meetings

As an option, a fashion show with a catwalk can be arranged, and royal family participation is possible. The cost for such an event will be charged on an individual basis by the Danish Embassy in Vietnam.

In connection with the official programmes at the hotels in Hanoi and Ho Chi Minh City, a limited number of display booths are planned. The booths are approximately 6m² and they are available on a first come first serve basis.

Business to business meetings can be arranged on request.

**For more information,
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