



CHILDREN APPAREL

Children Apparel
Company Catalogue

GECLOSE2EU
PROJECT CATALOGUE OF
BENEFICIARY COMPANIES



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**The project GEclose2EU is implemented by the
Economic Policy Research Center (EPRC) in
cooperation with Enterprise Georgia Agency.**

This catalogue has been produced with the support of Sweden.

Children Apparel Company Catalogue

This catalogue aims to increase visibility and awareness of 10 Georgian children's apparel Manufacturing companies in order to expand on the European market and diversify their product internationally. The children's apparel Manufacturing sector has a solid export potential, which can be utilized through new partnerships and collaboration, resulting in expanding locally and internationally. As an overall outcome these companies will play a significant role in and contribute to the economic development of Georgia.

ABOUT THE PROJECT

The Economic Policy Research Center (EPRC) in partnership with Enterprise Georgia Agency and with the financial support of the Government of Sweden implements a project - GEclose2EU (Georgian Business Close to Europe). The project runs for three years (2018 - 2021) and aims to support SMEs in Georgia, to increase their visibility on European markets and create new opportunities for their internationalization.

Children Apparel Company Catalogue

There are far fewer companies operating in the children's apparel manufacturing sector, unlike toys production industry in Georgia. These companies vary in terms of number of employees, target market, turnover volume and work experience.

Imports of children's apparel in Georgia in 2019 amounted to 6 317 227 US dollars, which is the highest mark during the last 5 years. Imports are growing steadily at 10 to 12% year-on-year, while exports for the last 5 years (2015-2019) totaled \$ 5 845,683 only. The volume of exports is about five times less than the volume of imports. The children's clothing sector has a significant growth potential. Due to the fact that the price of Georgian children's clothing is quite high for objective reasons, it may be appropriate to place special emphasis not on mass production and mass export, but on the development of niche and designer products; A prerequisite for this is the fact that the list of major export markets is quite sparse and characterized by strong volatility. The only stable market during 2015-2019, where the supply of children's apparel from Georgia was continuous, is Italy. The rest of the markets are characterized by high volatility. At present, the export of clothing mainly results in the supply of one time batches.



CHILDREN APPAREL



Eshvi Kids

ESVI
KIDS



Eshvi Kids

Eshvi Kids collections are manufactured based on five components: happy colors, natural fabrics, beautiful designs, unisex and simple lines. The company manages to combine fashion with eco - friendly materials. The pieces are all organic and use only eco-conscious fabrics. The quality and aesthetics are both in full harmony with what a parent would choose for the child.





Eshvi strives to make the products the best quality. Each piece of Eshvi kids' clothing is produced in a small Georgian sewing atelier, by two Georgian women. Behind every item is high-quality fabric and a well-paid seamstress. The company aims to produce garments that can be worn proudly with a sense of valuable ideas.

With a small but eco-friendly collection, Eshvi take care of the environment. The company believes that fashion is at a turning point, towards a sustainable, ecological, and local (r)evolution. Eshvi Kids aim to be part of this movement.

CONTACT INFORMATION

26 Titsian Tabidze Street, Tbilisi, Georgia
+995 555 226 322
mariamieshvi@gmail.com
www.eshvikids.co.uk





Funduki

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Funduki

Funduki was established in 2012 in Tbilisi, Georgia by Mariam Tchakhrakia and Sandro Tsivtsivadze, both coming from interior design and architecture. Funduki is a family business run from an interactive shop/studio in 'Fabrika', a popular tourist destination and a trendy location for locals in Tbilisi.



Funduki concept started with creating bespoke furniture and installation commissions and soon grew into a fully operating business in local and international markets. Over the years Funduki evolved as a multi-functional brand with in-house product design, development and local manufacturing from furniture to soft furnishings with a focus on craftsmanship and functionality.



Funduki introduce new, innovative and playful ideas, patterns and products which are truly unique creations. Designers frequently collaborate with leading Georgian companies and participate in international design trade fairs. They also distribute and sell merchandise in museum shops and through online platforms.

Funduki product range include shelving, lighting, mirrors, multi-functional wardrobes, indoor and outdoor swings, toys and clothing with simple and timeless design for grownups and children. Clothing collections for children and teenagers are created from high quality natural fabrics. Last but not least, Funduki exclusive furniture, accessories and clothing lines are made in Sakartvelo (Georgia).

CONTACT INFORMATION

30 Simon Chikovani Street, Tbilisi, Georgia
+995 597 712 146
fundukicontact@gmail.com
www.facebook.com/Fundukiconceptsore/





Giraffe

Giraffe Kids

Made in Georgia



Giraffe

Giraffe - colorful, happy and classy clothes for Kids, made in Georgia. The company's mission is to create beautiful clothing that lends itself to every aspect of the child's lifestyle - from athleisure, to on the go spirited play, school time to special occasions and holidays. Each collection is made with a thoughtful connection to special friends, family and loved ones while incorporating unique product details, beautiful prints and colors and amazing fabric quality.





Moreover, the company is aware of the special demands of children's wear. Each style is tailored for a child's wear and tear – adjustable elastic waists, enough space in the design – all intended to ensure wellbeing and mobility.

CONTACT INFORMATION

1 Petre Kavtaradze Street, City Mall Saburtalo, Tbilisi, Georgia
+995 599 116 189
store.giraffekids@gmail.com
www.facebook.com/giraffekidss/





Leader



Leader

„Leader“ Ltd was founded in 2016 in Gori. In 2019 it started a new production line - „Leader Kids“ - production of unique, exclusive and distinctive clothes and shoes for the children between the ages of 1 to 12. Leader Kids is distinguished by sophisticated design and pleasant color synthesis. The garments are made of natural materials, embroidered images on clothes and shoes contribute to the child's cognitive development.





Leader Kids' team is small and spirited, but devoted to keeping infants and toddlers sweat-free, cool, protected, and happy so that they can enjoy each day to the fullest.

The company's mission is to make quality clothes that can easily endure the daily life of an active infant or toddler - from the sandbox to a birthday party to dinner with the grandparents – wash and repeat. Leader Kids' believe in quality over quantity... and baby clothing is no exception. The pieces produced are functional, fashionable, environmentally friendly, and totally safe for the little one's sensitive skin. Leader makes clothes so parents and children can stay active and explore the world around them in comfort.

CONTACT INFORMATION

18 Jerusalem Street, Gori, Georgia
+995 595 908 691
leader.gori@gmail.com





Mella



Mella

In December 2015 two moms launched a capsule collection for girls and boys aged between newborn and twelve years. Main idea behind the brand was to create a high quality, affordable, yet luxurious timeless pieces for kids.





Mella's collections are a funny mix of couture and casual style, while still maintaining a youthful feel. The outfits are great for any event, whether it's a play date, a schoolday and daycare or birthday party.

With special emphases on details, boldness and splash of colors, each collection is an ultimate celebration for kids.

CONTACT INFORMATION

9B Vazha-Pshavela Avenue, Block I, Tbilisi ,Georgia
+995 593 998 998
mellakidsinfo@gmail.com
www.mella.ge





Ninia

Ninia



Ninia

"Ninia" has been represent on the Georgian apparel market for several years already. The company started production with just a few colorful cloth bags and a unique Waldorf dolls and sold them on the Flea Market. The products received unprecedented interest and this success sparked the motivation to design more for the little customers.



Currently, the business counts only 3 women, with the total production capacity of 5000-7000 bags, exclusive hand-made clothes and dolls.



Taking into account the environmental issues and contributing to “the world free of plastic” concept is the principal goal of the company. This has become one of the reasons behind starting the production of small handbags and fanny bags. The aim is to reduce the consumption of single-use plastic bags and, most importantly, to make high quality product, sustainable for the country's economy and environment. The company uses ecologically clean materials. The company is proud for meeting the highest global standard for organic textiles. Parents rest assured: Ninia's garments and accessories are safe and comfortable for the children.

CONTACT INFORMATION

16/8 Krtsanisi Street, Tbilisi, Georgia
+995 598 616 400
nino.kheidze@gmail.com





Nikolli



Nikolli

Nikolli was established in February, 2017. Over the last 3 years the brand has managed to become successful on the market and attract loyal customers. The brand has 3 operational stores in the country – 2 in Tbilisi and 1 in Batumi.



The company currently employs 16 people, with the aim of increasing production and the number of workers as well.



Nikolli's garments are breathable, relaxed, and incredibly comfy, with playful patterns and prints — perfect for the fashion-forward babe. But the company's focus isn't wholly on the clothes, Nikolli's team also draws inspiration from the tiny people who wear their collections, anticipating the needs of the next generation of mini fashion lovers. Nikolli's remind their customers there is something good to be found in fashion and the space it gives to communicate with others.

The brand is export oriented, aimed at exploring international market opportunities as well. The garments are already being exported to Saudi Arabia, and there are ongoing negotiations with potential partners from Italy as well.

CONTACT INFORMATION

142 Tsereteli Street, Tbilisi, Georgia
+995 595 360 099
n.nikolashvili@nikolli.ge
www.nikolli.ge





Rko



Rko

RKO is a stylish and functional, natural and comfortable clothing and accessories brand for young kids and newborns.

Three young moms founded RKO to create beautiful apparel for the most important people in their lives - children. They all want the best for their kids. This is the attitude that guides the team while creating each and every garment with love and care.





The founders were nostalgic of the times their moms and grannies knitted and sewed clothes for them when they were kids so they try to include this warmth and homey touch in all their collections.

All RKO clothes are handmade.

CONTACT INFORMATION

94 Barnovi Street, Second Floor, Tbilisi, Georgia
+995 599 987 902
info@rkokids.com
www.facebook.com/RKO





Spilow



Spilow

Six spirited, naughty children inspired their three moms – Sopho, Taso and Marinka – to launch the children’s clothing brand Spilow in 2016.



Designed and produced in Tbilisi, Georgia, all products are made with colourful, materials for girls and boys between the ages of 2 and 13. The distinctive yet simple silhouettes of the garments complement children's playful nature. Each Spilow product has its own concept and story. The clothing stimulates role play to help children use their creativity, develop their imagination and improve their dexterity.



Growing up in the post-Soviet period one would often hear such words at home and at school: “Do not run, you’ll fall down and get dirty!” Grown-ups wanted the kids to play calm games, especially if we were dressed up.

Today’s parents take a different approach. They believe it’s while playing that children learn and prepare for their future challenges. The children are encouraged to run barefooted, fall down and get back on their feet independently. IT IS OK TO BE NAUGHTY – this is Spilow’s mantra. The company’s goal is to share this philosophy with mothers around the world.

Spilow’s aim to create clothing that will become the go-to style of free, independent and happy human beings who love adventure and endless play.

CONTACT INFORMATION

4 Taktakishvili Street, Tbilisi, Georgia
+995 577 570 590
info@spilow.ge
www.spilow.ge





Barbare

BARBARE



Barbare

Barbare is a family owned and run tailoring business, founded in 2015, that provides ready-made clothes to LTD Bebe+, the biggest retailer of children apparels in Georgia. The company success story started with the production of school uniforms and general school collection for Bebe+. The company is based in Tskhaltubo, West Georgia and employs two tailors together with the company director and her daughter, who is mainly responsible for the design and marketing. The owners merit the company's success to the expertise passed down through the generations and excellent relationships with the customers.





*Back
to school*



Having built a strong relationship with their customers and an exceptional skillset, Barbare continues to adapt and evolve the business around the consumer's needs with an unrivalled attention to detail and customer service.

CONTACT INFORMATION

20 Grigol Khandzteli Street, Tskaltubo, Georgia
+995 599 331 526
soseliatsisana@gmail.com





ABOUT EPRC

The Economic Policy Research Center (EPRC) is a unique think-and do-tank that brings to light the most pressing economic issues confronting society and provides thorough analysis on economic issues, offers evidence-based recommendations as well as it encourages stimulating public debate and education.

EPRC was established in 2002 and from the very beginning has played an active role in linking civil society and the public sector, providing guidance and advice in various fields of public policy, budget oversight, and monitoring the implementation of the major state and donor-funded programs. Since its foundation, EPRC has strived to enhance the quality of economic policy-making in Georgia by fostering high quality, policy-relevant economic research, and disseminating it widely to decision-makers in the public and private sectors.

Throughout the past years, EPRC has earned a reputation of an objective, reliable and non-partisan source of information on the issues related to economic, financial and social policies. EPRC actively encourages diversity of opinion and independent thought in its network, with the result that EPRC output reflects out-of-the-box thinking on a range of perspectives, helping to enrich and enliven policy debates.



OUR MISSION

EPRC aims to improve the welfare of citizens through expert guidance from decision makers in various issues of economy, capacity-building of public institutions, and civil oversight of budgetary expenditures.

WHAT WE DO

ENGENDERING THE IDEAS - Generating policy recommendations based on global experience, substantiated by objective and technically sound research and analysis, and fine-tuned to reflect Georgia's reality.

DEVELOPING CAPACITY - Strengthening of capacity of civic institutions, government agencies and the media for effective engagement in the economic policy-making and budgetary processes; empowering the general population with innovative tools to take an active part in the country's economic life.

ENSURING CIVIL OVERSIGHT - In partnership with a range of CSO representatives, monitoring reports and analysis of key governmental programmers and budgetary expenditures are produced.

CONTACT INFORMATION

85 Paliashvili Str., Tbilisi, Georgia
+995 32 2 207 305
info@eprc.ge
www.eprc.ge



ABOUT ENTERPRISE GEORGIA

In June 2014 the Ministry of Economy and Sustainable Development of Georgia, together with the Ministry of Agriculture, launched a new government program “Produce in Georgia.” The program’s objective is to promote an entrepreneurial culture throughout the country by stimulating the establishment new enterprise and supporting the expansion of existing operations.

Enterprise Georgia is the key implementing partner of “Produce in Georgia” and is responsible for business support, export promotion and investment in Georgia sectors.

The Business division of the agency promotes entrepreneurial activity in Georgia by supporting entrepreneurs - assisting with the creation of new enterprises as well as the expansion and refurbishment of existing enterprises. The Export division promotes the export potential of the country by increasing the competitiveness of local products and the overall volume of goods directed towards international markets. The Invest division’s primary role is to attract, promote and develop direct foreign investment in Georgia. As the moderator between foreign investors and the Government of Georgia, the Invest division ensures access to updated information, provides an efficient means of communication with Government bodies, and serves as a “one-stop-shop,” supporting investors throughout the investment process.

ENTERPRISE GEORGIA – BUSINESS

As part of the Produce in Georgia program, the Business division promotes and supports the development of new enterprise as well as the expansion of existing operations by providing financial assistance to the entrepreneurial community.

ENTERPRISE GEORGIA – EXPORT

The primary objective of the Export division is to promote the export potential of Georgian enterprises. This is achieved by helping operators improve their overall competitiveness and increase the volume d towards international markets. To achieve these goals, Produce in Georgia supports the following activities

INTERNATIONAL EXHIBITIONS

Provide coordination, organization and co-financing of B2B exhibitions, helping Georgia-based companies make new business connections, identify potential partners, diversify production and penetrate new export markets.

TRADE MISSIONS

Provide planning, organization and co-financing of B2B meetings for Georgian exporters, helping them find new partners, diversify production, and penetrate new export markets.

Based on the demands addressed to Produce in Georgia from international stakeholders, connect foreign buyers with Georgian producers.

Registering companies on Produce in Georgia's interactive trading platform www.tradewithgeorgia.com, promoting Georgian products and services to international audiences.

Provide detailed information associated with the documentation and certifications necessary for exports from Georgia, including customs procedures and tariffs in foreign markets. Education, training, and increase the professional capacity of export managers working with export-oriented companies within Georgia.

CONTACT INFORMATION

5/6 Marjanishvli Str. (18 Uznadze Str.) 0102 Tbilisi, Georgia
+ 995 32 296 00 10
info@enterprise.gov.ge
www.enterprisegeorgia.gov.ge



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