

# Concept III

Textiles International

## DRIVING TEXTILE INNOVATIONS THAT DRIVE APPAREL

Concept III has been a leader and innovator of textile trends for over 20 years. Stationed on the front lines of the industry as it has grown from a group of active outdoor enthusiasts and entrepreneurs to a sophisticated, international apparel business, Concept III continues as a textile developer and partner with the most influential players in the outdoor apparel market. While the industry has grown and matured, authenticity remains strong with fabrics rooted in performance leading the way. Concept III works with customers to achieve their own unique brand identity through textile differentiation, allowing companies to stand out in today's crowded apparel arena.

Concept III's product knowledge, market expertise and business savvy combine to create textiles that drive apparel sales.

Collaborating with brands on exclusive developments enhanced by the latest looks and surface treatments is what continues to build Concept III's loyal customer base throughout the active outdoor apparel business.

A pioneer in the marketing performance textiles, Concept III realizes the value of textile to garment verticality in today's global landscape. Solid partnerships with leading suppliers allow Concept III customers to compete in the most advantageous locales around the world.

Here, founder and president David Parkes, and national sales manager Chris Parkes, reflect on Concept III's role in the coming of age of the outdoor industry, and remark upon the opportunities that exist today and in the future.

### Q: How do textiles drive sales in the outdoor apparel market?

A: Outdoor brands are trusted to offer garments with integrity that are fashionable in color and have sensitivity to today's lifestyle in terms of design. But our point of differentiation when compared to general apparel is always in the unique characteristics of the textile -- whether it be the incorporation of performance stretch yarns; or anti-microbial, wicking or anti-static finishes; or offering UV-protection attributes -- that compliment the end use of the garment. The individuality and character of the finished product is far more defined by the textile than other components. D. Parkes



### Why should the industry encourage young people to join the industry?

The current generation of young people needs to know that our multi-billion dollar industry offers an exciting, creative, business environment with large corporations as well as smaller entrepreneurial brands in a variety of fields internationally. We are very supportive of the "Get in the Game" initiative that takes our industry to colleges and business schools to ensure that the next generation is familiar with existing opportunities. D. Parkes

### Fleece has been a powerhouse textile for Concept III. What looks good going forward?

Fleece continues to do well and will continue to do well for the same reasons as always, comfort, easy care, warmth and performance. Customers are looking for subtle differences in fleece that gives the consumer a reason to buy

another jacket. Wool blend fleeces are gaining momentum, fleece and pile linings that are soft and supple, also textured micros. C. Parkes

### In 2008 Concept III celebrates 25 years in business. How has the role of textile marketing advanced over the decades?

Textile marketing has changed in recent years as raw material and garment sourcing has moved offshore and price pressure on raw materials has grown enormously. The garment brands have become stronger and are marketing far more aggressively and successfully than 25 years ago. This results in textile companies and distributors, like us, becoming more vertical to protect product innovation and compete in the continual escalation of raw material and textile margins. D. Parkes

### What do you see in the market today that gets you excited about the business and feeling upbeat about the industry?

Every major retailer in the U.S. is turning to green product, but the outdoor brands are trying to be different. They are certifying products as green, and offering the certification. The outdoor brands are working with agencies to offer product that is made with a minimized carbon footprint, an efficient use of electricity, improved water usage, and minimal waste. C. Parkes

## SERVICE SPECIALISTS

Concept III not only works closely with customers to offer product solutions, but is able to resolve problems quickly. Here's what outdoor brands say about Concept III service:

Concept III's ability and willingness to take on unique and specific development request makes them especially important during our development process. Most recently this challenge has been in making more sustainable fabrics by using materials like recycled polyester. This initiative combined with organized, detailed follow-up allows for us to build a long term relationship. Robert Naughter, Patagonia

Reliability, consistency and technology are the values that Concept III brings to their customers. Angela Lee, L.L.Bean

When the U.S. textile industry was having issues of dyeing houses and knitting facility closing, Concept III was able to partner with Kingwhale to supply their customers with a very competitive product and has since made vast improvements showing that Asia sourced fabrics can be as good or close to USA fabrics. Concept III has not stopped in their pursuit of good quality and workmanship from their partners and will continue to push the envelope for the industry. Kelvin Meeks, Marmot



Concept III has a very good understanding of our business. They are very experienced, knowledgeable, and pleasant to work with. Concept III has a very effective team.

CHARLES AIDES, WOOLRICH

Greetings from Salt Lake: Meeting with clients at Outdoor Retailer Winter Market 2008 are (from left to right) Chris Parkes, David Parkes and Jennifer Miller.