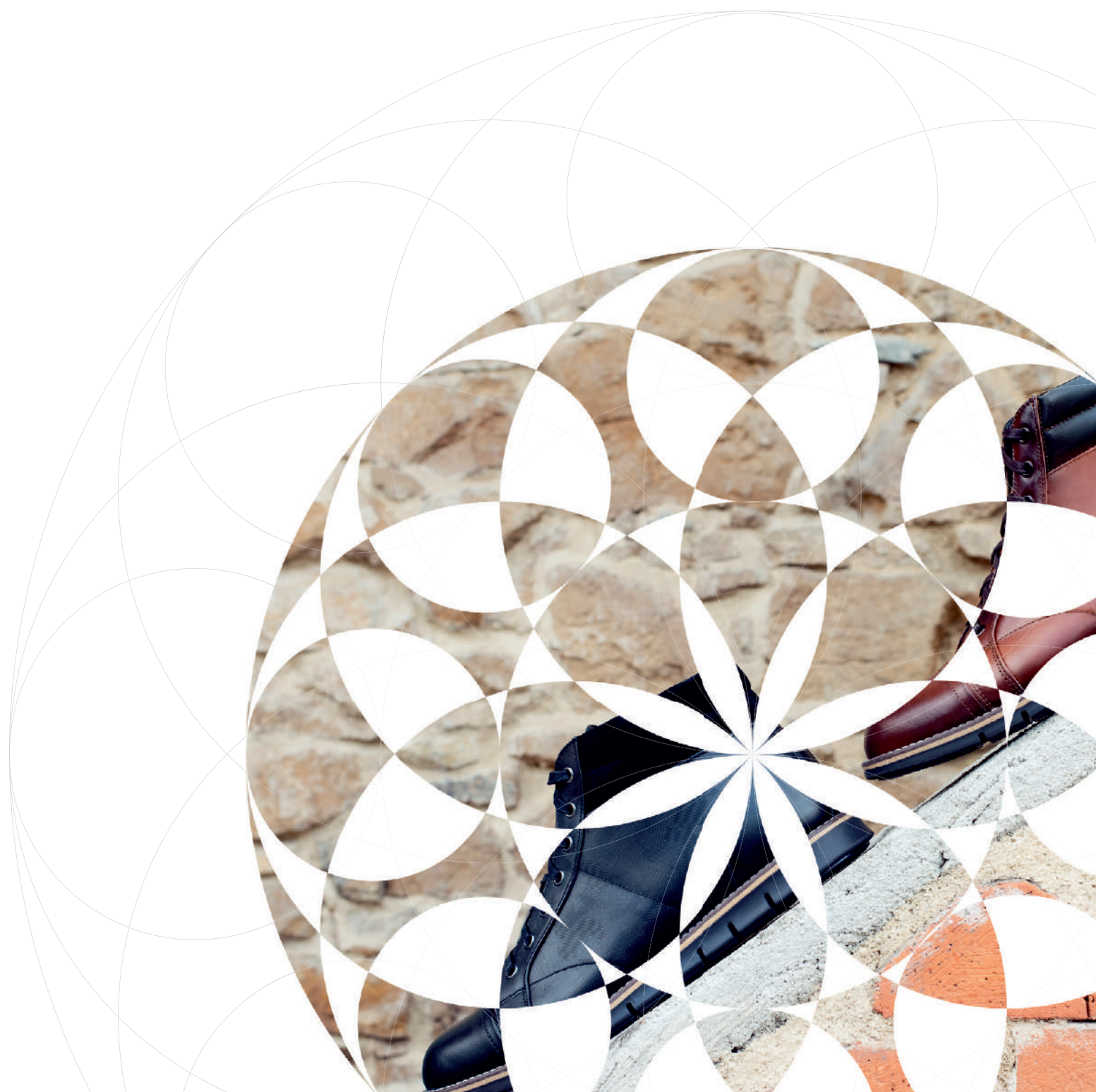


INDUSTRIAL DESIGN, CLOTHING, FOOTWEAR INDUSTRY





Power up Your Business in Małopolska 2

Małopolska Regional Development Agency, Małopolska Region and Krakow Technology Park jointly implement the project entitled **„Power up Your Business in Małopolska 2”**, co-financed by the European Union under the Regional Operational Program of the Małopolska Region for the years 2014-2020.

The project is a reference to the experience of projects from 2008 - 2017 implemented under the slogan „Business in Małopolska”. The project „Power up Your Business in Małopolska 2” provides for activities in the area of promoting the Małopolska business offer, supporting the exports of Małopolska enterprises and improving the investment process in the region. It is addressed to entrepreneurs from the SME sector and potential external investors.

The project assumes, among others, organization of information meetings and forums for entrepreneurs from Małopolska, training for representatives of local government units, as well as economic missions of foreign entrepreneurs to Małopolska and participation in foreign fairs.

The project is co-created by the institutions

Małopolska Regional Development Agency

The largest regional business environment institution. MARR focuses on tasks important for positive change in the regional environment: restructuring of the economy, land development, servicing European programs, cooperation with local government, servicing investments, supporting entrepreneurship, as well as international cooperation and building the image of Małopolska in Europe and the world.

www.marr.pl

Małopolska Region

The Małopolska Region as a local government unit creates directions of economic policy by acting for the region's economic development. The Department of Ownership Supervision and Economy plays a special role within this area of region competence. The Małopolska Region actively supports the service of domestic and foreign investors interested in starting a business in the region, coordinates activities in the field of internationalization of the regional economy, with particular emphasis on the development of exports, it also conducts activities in the field of economic promotion of Małopolska.

www.malopolska.pl/en



Krakow Technology Park

Technological development of Małopolska Region, development of entrepreneurship, promotion of innovation and new technologies, creation of a positive business climate, and finally support for academic projects - these are just some of the main activities of the Krakow Technology Park, which significantly contributes to strengthening the socio-economic potential of the entire region.

www.kpt.krakow.pl/en

Project implementation period:

March 2019 - February 2022





I. MAŁOPOLSKA REGION

between tradition and modernity

The Małopolska Region, together with the historical capital of Poland - Krakow, is one of the most recognizable regions in Europe. Unusual landscapes, unique nature, an impressive number of monuments, including 14 inscribed on the UNESCO World Heritage List and a unique atmosphere – all this means that every year our region is visited by several million tourists from Poland and around the world.

In addition, Małopolska is undoubtedly one of the most dynamically developing regions on the economic map of Poland and Europe. The strong position of our Małopolska is demonstrated by the dynamically operating companies in our region, recognized not only in the country but also abroad. It is not without reason that Małopolska is one of the leading destinations chosen for the organization of business and economic meetings, which only confirms the thesis that it is a perfect place for business development.

Małopolska is also characterized by the large scientific and research potential of Małopolska universities and research centres. Every year, about 150,000 young people study at universities in Małopolska; research works are carried out in several hundred research and development institutions, in domestic and foreign enterprises.

It is also here that modernity based on the best traditions of Polish entrepreneurship finds application, among others in innovative technologies for construction. This is one of the fastest growing sectors of the regional economy. In this way, the achievements of Krakow's engineering universities find a direct relationship with market challenges, the demand for environmentally friendly, energy-saving solutions used in broadly understood construction processes.

We invite you to read and contact the Business in Małopolska Centre.

I.1 The potential of Małopolska Region and Krakow

Current statistics on

- the state of the population,
- unemployment rates,
- average monthly gross salary in the enterprise sector,
- average employment in the enterprise sector,
- the number of apartments completed,
- entities of the national economy,
- GDP per capita.



can be found at

krakow.stat.gov.pl/en



II. MAŁOPOLSKA REGION

market of design, clothing and footwear

II.1. Characteristics of the market in Poland

The value of the Polish clothing market amounts to approximately PLN 29.7 billion and is one of the largest and most attractive markets in Central and Eastern Europe. In 2017, over 22 thousand entities were active in the clothing and textile sector in Poland. Almost 2/3 of all businesses in this market sector were clothing manufacturers (almost 13.5 thousand companies), 25% are entities involved in the production of textile products (almost 6 thousand companies), the smallest share was held by companies producing leather and leather products (almost 3 thousand companies). The fashion industry was dominated by private enterprises and small companies employing less than 50 people, which constitute about 85% of all companies in this sector. In 2017, 185.7 thousand people were employed in the clothing industry. The largest number of people found employment in the clothing production segment (96.8 thousand people). 27.5 thousand people were employed in the production of leather and leather goods, and almost 60 thousand people - in the production of textiles, most of them in the private sector (99.4%).

In 2018 Poland exported clothing and footwear products worth nearly PLN 32 billion (of which PLN 24.3 billion were clothes and PLN 7.6 billion was footwear). The principal destination for goods exported from Poland were the EU countries. The import of clothing and footwear products reached the value of over 40 billion PLN (29.9 billion PLN for clothing and over 10 billion PLN for footwear).

II.2. Clothing market in Małopolska Region

• WOMEN'S AND MEN'S CLOTHING

Al-bo - has specialized in professional designing and manufacturing of knitwear. The company has been operating since 1986, producing and delivering to its customers fashionable women's, men's and children's sweaters and accessories such as caps, scarves and blankets which meet the expectations of the most demanding customers. Al-bo products are recognized both in Poland and abroad. The company's team is particularly committed to produce sophisticated designs and patterns, and carefully selects colors and uses only high-end materials.

www.al-bo.com.pl

Balak - is a Polish manufacturer of leather apparel made of natural leather. The brand has been present on the market continuously since 1994. Władysław Balakowicz, a founder and the owner of the business, has a Certificate of the Tannery and Leather Technology Secondary School in Nowy Targ, and since 2001 is a certified Master of Tailoring. He relies on only the finest sheepskins imported from Italy and Spain, and also of Polish origin, for the production of sheepskins, jackets, coats, vests, but also of hats, bags and gloves.

www.sklep.balak.pl



BYTOM - with a history dating back to 1945, BYTOM is a Polish brand in which tradition is perfectly blended with a contemporary vision of tailoring and men's fashion. All the apparel collections, in particular the brand's legendary suits made of top-quality Italian fabrics and sewn in Poland-based sewing facilities, are designed and manufactured in compliance with this concept. In its business operations BYTOM refers to widely understood culture and art, recalling outstanding personalities; it cooperates with Polish artists, actors, photographers and musicians. With many years of experience in the field, BYTOM creates collections that are designed especially for men who value premium quality and classic, timeless style.

www.bytom.com.pl

Clematis Polska - is a company which has efficiently operated in clothing industry since 1993, both in Poland and on the European markets. It has a modern sewing facility equipped with a variety of state-of-the art sewing machines. All apparels are manufactured in the sewing facility in Wieliczka near Krakow. The company cooperates with the largest fabric factories in Poland and abroad.

www.clematis.pl/en

FULARA & ŻYWCZYK Fashion House - the designers have been working in tandem standing as FULARA & ŻYWCZYK duet since 2005. They have created many unique limited edition collections of exclusive wedding dresses, formal and cocktail dresses, as well as accessories which are characterized by unique patterns and a versatility of colors. Apart from a wide range of wedding, formal and dress shoes, handbags, jewelry and underwear, the designers offer original hair ornaments and all kinds of wedding, formal and evening accessories. The offer also includes items designed for men, who can find the highest quality shirts, shoes and accessories.

www.fularazywczyk.pl/eng

LAVARD - has been on the market for more than 40 years. Men's and women's clothing, all models of Lavard clothes are made in Poland.

www.lavard.pl

MEDICINE - this brand's clothes are created by Polish designers, and sometimes well-known artists who make unique, limited collections, are invited to cooperate with the company. Medicine's business strategy focuses on the commitment to a creative approach to fashion. The designer team chooses the most interesting trends on the market, and goes one step further. They create original collections, proprietary graphics and cooperate with young artists. Medicine is a label for those who want to follow the latest fashion trends without getting bored. For those who are constantly looking for something more. Medicine is a manifesto of independence. Graphics on the clothes are characteristic mark of the brand.

www.wearmedicine.com

No More - a jeans company whose products are designed for a wide range of customers in different age groups

www.nomore.pl

RADER - is one of the leading manufacturers of jeans and cotton clothing on the Polish market. The well-liked apparel designs and patterns are constantly popular among people who value comfort at workplace and during their leisure time. RADER is a family business. The RADER label clothes can be found on store shelves next to the most renowned fashion brands.

www.sklep.rader.pl

RAFAEL - the company has been operating on the market since 1984. It manufactures men's and women's shirts it also produces clothing for uniformed services, retail chains and wholesale and individual customers. The Rafael brand has been present on the domestic and international markets for almost 30 years. The shirts are made of quality materials of Austrian, Italian and German origin, and of fabrics imported from the Far East. For many years the brand has been present on the Czech, Slovak, German and Polish markets. The company also delivers shirts with private label and custom graphics of the customers.

www.koszule.net.pl/start-2/

ROGER'S – since 1994 ROGER has designed, manufactured and created a modern line of products intended for women who are aware of their own value, beauty and uniqueness, and men who value comfort and convenience. The ROGER label clothes are always made of high quality fabrics, with the utmost carefulness about details, and using original patterns that fit every occasion. The company has its own showroom, and the entire production is based in Poland. The clothes are designed to be easily matched and mixed with each other.

www.rogers.pl

VISTULA GROUP - for years the brand has been a synonym of the exceptional quality and a natural choice for men who value elegance and superior quality. The offer includes three lines, each of which is designed for a different type of man. The Lantier and Vistula collections are proposals for men who are expected to show a professional formal appearance every day. Traditional tailoring, the high-end materials and timeless patterns are adapted to the latest trends in men's fashion. This line includes not only suits but also classic coats, jackets, shirts, trousers and top quality accessories. Vistula Red is a less formal line deeply rooted in current trends. It is designed for active men who feel young. For years Vistula has been one of the most famous and recognizable brands in Poland. The brand products are highly valued and guarantee the best quality, good taste and fashion and fashionable modern appearance.

www.vistula.eu

Answer - a multi-brand shop with clothes, shoes and accessories which offers products of more than 300 brands and delivers the orders within 24 hours. In 2013, one of the largest investment funds of MCI Venture Capital Fund invested in the development of the store. Since 2017, a mobile application has been in operation that allows customers to shop online from any place at any time.

www.answer.com

• WOMEN'S CLOTHING

Aggi – a brand specialising in the production of women's clothing.

www.sklep.aggi.pl/en

Click Fashion Group – brand has been present on the market since 1999. The company was founded in Krakow where the core of the business is still located. From the very beginning, the commitment to the local community, its style, spirit and the life of the city, was what has pushed the company forward. The main slogan of the brand is: Click - Stand Out With Style!

www.clickfashion.pl

DAGNEZ - clothing company specializes in the production of dresses, evening outfits meant for different occasions and wedding apparel. The company offers their customers original, limited edition or unique, custom designed clothes made of premium quality fabrics. DAGNEZ brand is a unique combination of unusual materials, interesting design, good construction and perfect workmanship.

www.dagnez.com.pl

DALIA - for over two decades, Dalia has been creating underwear that makes women feel beautiful. The history of the company began in 1994 and since then, more than ten showrooms have been opened in the largest cities around Poland. The label can also be found in several hundred multi-brand stores, and is still gradually expanding its distribution destinations by markets in the Western Europe. Production is based 100% in Poland, and fabrics and embroidery are imported from Italy, France, Switzerland and Austria. The company regularly expands its offer with new designs, patterns, cuts and colors. Every season it presents limited collections of underwear and swimwear. Several dozen designs and a comprehensive range of sizes meet the needs of many women of different body structure.

www.dalia.pl

Dama Kier – has been designing and making undergarment since 1987. In the artist's studios, the designers combine beautiful and



fancy embroidery with pure luxury lace imported from all over the world. For over 30 years, the brand designs and cuts have been tailored to the needs and requirements of customers. Dama Kier is a manufacturer of top quality comfortable underwear. Twice a year, it presents spring-summer and autumn-winter seasonal collections, and unique limited editions produced in small quantities.

www.dama-kier.com

Ewa Bien – a company which has been committed to women's need for more than 25 years. The company designs and produces exclusive sets of underwear that emphasize their beauty, chic and style. Each year Ewa Bien presents two collections of underwear: autumn collection and spring collection. The production process is based in Poland, the company uses the latest achievements in the world textile market. Lace and embroidery, tulle and accessories come from the same reputable sources as those used by well-known global lingerie brands. Therefore, the company delivers top quality. Bras manufactured by them are based on the latest fashion trends. They're characterized by elegance and comfort at the same time.

www.ewabien.com/en/about

GREENPOINT - is a Polish women's clothing brand existing on the market since 1992. Today, there are over 149 stores in Poland, customers can also buy items from an online store at greenpoint.pl. Greenpoint's collections are designed especially for modern, professionally active women who like feminine, elegant and functional clothes. Each brand collection is divided into two lines: office classics suitable for work, and less formal, slightly romantic, casual style. Colour palettes always refer to current trends, but are dainty, subtle and delicate, in shades that harmoniously combine with each other. Printed patterned blouses, dresses and trousers are the flagship items of each seasonal collection and are an interesting addition to the classic wardrobe.

www.greenpointfashion.com/en

M-LINE COLLECTION – polish manufacturer of women's clothing, the owner of the Metafora brand. The company has been operating on

the fashion market since 1992. In the women's collections, it strives to combine universal elegance with a natural, original cut to accentuate the innate beauty of women and their inner strength. It focuses on timeless classics, regardless of fashion trends. Since 2008, the company has been present in Polish and international boutiques under the Metafora brand.

www.metafora.net.pl

SAMANTA – a manufacturer of exclusive women's lingerie since 1992. Brands: Glamour (global fashion trends, elegance, comfort and quality materials), Prêt-à-porter (colours, embroidery, lace, and a combination of classic beauty, elegance and comfort), Young (delicacy and minimalism in fine lace).

www.samanta.pl

SHE BEACHWEAR – a brand created with women in mind, and for women. Each collection is designed to the latest world fashion trends. The company offers its customers swimsuits. Bathing suits are made of best Italian and Spanish materials. The company has been building the clients' trust for over 15 years. Year by year, new designs are released, which enjoy great perception among numerous customers.

www.she.pl/?jezyk=en

• MEN'S CLOTHING

Andre – manufacturer of men's shirts and has been operating on the market since 1990. Andre shirts stand for the highest quality thanks to the use of the best materials, state-of-the-art production process and careful finishing. The company cooperates with many domestic and international fabric manufacturers. Wide range of colors, original designs and affordable prices make Andre's offer attractive and competitive.

www.andre.krakow.pl

Ankar – a trading company, was founded in 1995. For over a dozen years, thanks to the high quality of products and services, and the trust of customers from Poland and abroad, the company has gained a strong position on the market of elegant men's clothing. Today, the company offers clothes designed to keep up

with the latest trends in men's fashion and delivers custom-made apparel as per the needs of individual customers. In stores in Łapsze Niżne, Nowy Targ and Czarny Dunajec, customers may get a selection of suits for different occasions and comprehensive men's clothing.

www.ankargarnitury.pl

AS-GARNITEX - is a well-recognized brand among menswear manufacturers. From the very beginning of the company's existence, the aim was to create high quality items that would meet the needs and fit the taste and style of each customer. As-Garnitex has been present on the clothing market since 1988. Since then, it has been developing quickly and dynamically, offering a wide range of products and striving to continuously improve the quality of the manufactured clothes.

www.garnitex.pl

Fabio Groano – the brand was created in 1999 to create with passion exclusively elegant men's clothing: wedding, fashion and business apparel.

www.fabiogroano.pl

KONIK – manufacturer of men's clothing. A family-owned business has been operating on the market for over 20 years. The motto of the company is to strive for premium quality of products, and for comfort of customers. The company employs highly qualified staff and has modern machines in their plant. The offer includes: suits, suit jackets, blazers, trousers, coats, jackets, uniforms, formal apparel and regional clothing. To meet the needs of customers, it also offers a wide range of elegant women's and children's clothing.

www.konik-garnitury.pl

LORD - is a recognized Polish brand, operating on the market since 1975. It has been awarded many times by opinion-forming media such as „Puls Biznesu” or „Gazeta Krakowska”. Lord has been dressing men for over 40 years, always following the formula: timeless elegance combined with the best current trends. The production of clothes is based fully in Poland, using modern laser technology. Suits of the Lord brand are made of the selected, highest quality fabrics with unique colors.

www.lord.pl

Moda Styl – general partnership Bochnia is a men's suits sewing factory. The Moda Styl company offers various sales schemes: wholesaling items for showrooms, shopping malls and for wholesalers, or bespoke tailoring of limited editions for individual clients. The Moda Styl items feature newest technologies, versatile colours and texture fabrics, and quality trimmings combined with current fashion trends.

www.modastyl.com.pl/LNG_EN



NEW MEN – the company produces and delivers high quality suits, shirts, ties, coats and jackets for men. Over the years of the business activity, thanks to the high standards of products, quality and price competitiveness, the company managed to gain the respect and recognition of customers, which allowed it to achieve a strong position on the domestic market of men's clothing. Thorough analyses of the market needs and ability to adapt of the designs of manufactured products to the newest fashion trends allowed the company to create the collections which are currently offered under the New Men brand.

www.newmen.eu

Polismrek – since 1995 it has been dealing with manufacturing, wholesale and retail sale of elegant men's clothing: suits, blazers, trousers, jackets and coats. It also provides services - tailor-made and custom-made apparel making. The company is committed to the highest quality of all its products.

www.polismrek.pl

Repablo – the target group of Repablo's designers are modern men who value unique style in fashion, with a strong emphasis on aesthetics. The brand focuses on innovation, serves to set new trends, so it reaches out to customers who do not want to blend in with the others and look like everyone else. The company runs an online store offering high quality men's clothing.

www.repablo.com

SAKO - was founded in 1991. It is an experienced manufacturer of elegant men's clothing. The core items of SAKO's offer are: suits, blazers, trousers, coats, jackets. The company's products are characterized by modern design, high quality materials and reasonable price. The company sells its products to wholesalers and retailers. It owns a chain of company stores in Krakow and Dobczyce.

www.sako.com.pl

Szczygieł - the history of the brand began in 1974 when Stanisław Szczygieł opened his first tailor's studio in Krakow at Długa Street. Many years of experience and exceptional tailoring skills resulted in the creation of excellent patterns, which contributed to the establishment in 1992 of a plant producing men's formal trousers, whose headquarters is still located at 6 Ludowa Street in Krakow. Currently, under the Szczygieł brand, you can buy both classic and typical cotton chino trousers. The company's offer is also available online.

www.szczygiel.pl

• SPECIALISED AND WORK CLOTHING

Cottonproduct - is a Polish family-owned business cultivating traditional values since 1992, when the first clothing production plant was opened. Dynamic development, constant upgrading and modernization of machinery plus implementation of state-of-the-art technologies allowed for the thorough extension of the factory and expansion of the business profile in 2005. Responding to the growing needs of a dynamic market, as one of the first companies in Poland, it opened a service centre for occupational, protective and special-need clothing.

www.cottonproduct.pl

Gemini - established in 2000, it has its own sewing facility and a studio for thermal transfer prints. Since the beginning of the business, it has been specializing in the production of clothing for the Medical Rescue Service, and other rescue services, medical, occupational and promotional clothing. The company has a wealth of experience and modern production lines.

www.gemini-ratownictwo.pl

KEGEL-BŁAŻUSIAK – is a leading Polish manufacturer of professional workwear and footwear. The range of products has recently been expanded with car covers and accessories.

www.kegel.com.pl

HU Marpol – manufacturer of specialist medical clothing and workwear. It offers clothes for health care professionals, catering and hotel workers. The company guarantees high quality of its products at an affordable and attractive price.

www.phumarpol.pl

• SPORTS CLOTHING

Aron – manufacturer of sportswear. Aron specializes in sportswear manufacturing. Aron's offer includes hockey sweatshirts, sports sweatshirts, sports shirts and clothing with customer's private brand imprints.

www.aron1.pl

Forza Sport - has been on the market since 1981. Since then, a team of experienced, creative and open-minded people specializes in the production of sports clothes and accessories. The core value of the company is the quality achieved through professionalism and flexibility in action. The company works on the basis of innovative technologies, and uses the best quality materials. The company provides professional clothing for demanding athletes from many disciplines, including ski jumping, skiing, cycling, football, volleyball, hockey and many others. Its offer is addressed both to clubs, organizations, associations, as well as individual customers.

www.forzasport.pl/en

GRUPA VENTUS - is a Polish company dealing with the production of promotional, occupational, sports and casual clothing for nearly 20 years. The company has its own sewing facility equipped with one of the most modern machinery lines in Poland. Grupa Ventus specializes in making T-shirts, polo shirts, long sleeve shirts, sweatshirts, fleece, softshells, thermoshells, sports and casual shirts, sports clothing - including running hats, headbands, tops, tank tops, rashguards, leggings, sports sleeves, buffs and many others.

www.grupaventus.pl

Marabut - was established in 1989 in Rybna near Krakow to start the production of the first igloo tents in Poland. The first tent was the Guinean model, which after numerous modifications has been sold with great success until day. The company's mission is to create tents which allow customers to enjoy different outdoor passions. Thanks to our experience and technologies, Marabut provides safe shelter both on campsites, and during expeditions to handle even the most difficult and demanding conditions. Marabut tents are made in Poland. The tents have been made for years by a professional team of highly-skilled and qualified people.

www.tents.marabut.com

OTCF - brands combine sport and fashion. The commitment of the company's employees allows the manufacturers to create the items that are worn by Olympic athletes, professional athletes, but also amateurs and enthusiasts of physical activity. The company is constantly developing and improving its offer, releasing new designs; it has also started to expand the business to international markets. OTCF is a Polish company rooted in a passion for sport. It specializes in the design, production and sale of sportswear and accessories for leisure time athletes and professionals. Its portfolio includes 4F, 4F Junior and Outhorn brands, plus 4Faces multi-brand sports shops. The company started its business from distribution of accessories and simple sports clothes to retail chains and wholesalers. The first brand was Outhorn, under which the company still offers sportswear and accessories in the wholesale channel. In 2003, the

company started retail sales by opening its first shops with sports clothes under the new sports brand 4Fun. In 2007, the name changed into 4F Sport Performance, and since 2010 it has been functioning as 4F. In 2016, the company started the first stage of foreign expansion, successfully gaining new markets and new customers' recognition.

www.otcf.pl/en

www.4f.com.pl

JMP SPORT-WEAR - has 25 years of experience in the manufacture of clothing. JMP SPORT specializes in the production of ski clothing for: ski schools, ski clubs, ski stations, corporate and individual customers. It also produces protective and working clothing for companies. All stages of production are based in Poland. The main sale markets are Poland, Austria, Germany, France, Slovakia, Switzerland, the Netherlands, but also more exotic markets: United Arab Emirates, Greece, Andorra.

www.jmpsport.com.pl

• CLOTHING ACCESSORIES

LAMATO - was established in Krakow in 1991 to manufacture high quality natural leather products. In Lamato's studio, a concept, a design and a final product - a handbag, briefcase, travel bag or small accessories such as wallets and beauticians - are created. Only the highest quality leather is used in Lamato factories, and highly qualified staff guarantees impeccable appearance of the products. Over twenty years of running the business, the company has gained the trust of customers all over Poland. Fast and professional service, guarantee of the highest quality and innovative designs are the hallmarks of Lamato. Lamato products are characterized by exceptional durability, elegant finish, and above all, comfort and convenience of use.

www.lamato.com.pl

MIĘTA - the brand was established in Krakow. The company specializes in hand-made, unique bags, sachets, backpacks and clothes. The company's products are made of high quality Italian and Polish natural leather. Mint stands for high-end handicraft.

www.mieta.eu



ORSONERO - is a Polish manufacturer of exclusive leather goods. Its offer includes a wide range of products made with the greatest care from natural and synthetic leather. The company was founded in 1987 by Krzysztof Niedźwiedź in the Podhale region. Since its foundation, the company founder's goal has been to produce the highest quality leather goods, which are characterized by elegant design, durability and functionality. Orsonero's production is based in Poland, all the products are hand-made with great precision and carefulness about details, from the highest quality vegetable-tanned leather - using traditional methods. Thanks to these advantages, the products are known both in the Polish and international markets. The company specializes in the production of items made of natural leather, full-grain leather, embossed leather, suede leather, as well as leather-like materials (synthetic leather) and PVC fabrics at the customer's request. The company sells its products via retailers and wholesalers.

www.orsonero.pl

PANDAMITO - is the first manufacturer, and the only in Europe, of items made of specially impregnated polypropylene paper – woven paper. Thanks to its structure, the product is durable, waterproof and has a carrying capacity of up to 15 kilos.

www.pandamito.com

SŁOŃ TORBALSKI - is a Polish brand that started its history over 20 years ago. The first handbag was made in 1997 in Krakow. The

company's core value is the quality of its bags. Słoń Torbalski bags come in two versions: DESIGN and EXCLUSIVE. They are made of the best materials. Each bag of Słoń Torbalski stands for a unique specificity of hand production.

www.slontorbalski.pl

Krebo - is a manufacturer and exporter of hosiery products, which has been dynamically operating on the European market since 1994, with its headquarters in Krakow. The company specializes in the production of socks, knee-socks and tights for babies, children, women and men in a diverse range of patterns and colors, following the latest world fashion trends in terms of the selection of colors and designs. KREBO's offer also includes a professional line of profiled terry sports socks and ski socks for active amateur athletes.

www.krebo.com.pl

Spree - is a hundred percent Polish-owned company, and the entire production is based in the company's plant in Krakow. The company has its own production halls and storage spaces, advanced machinery and employs qualified staff: sewers, knitters, designers and sales force. Yarn and thermoactive materials are imported from Italy because of their premium quality. Spree offers three lines of hats: City, Prosport and Fun, plus Scarfs series, thanks to which everyone will find something interesting in the offer. Spree stands for the highest quality, comfort and style.

• CHILDREN'S CLOTHING

Bebelini - was created for all mothers who appreciate style, elegance and harmony. For those who want their child to grow up in a nice, quiet and tasteful environment. For such customers, a collection of charming and elegant children's bedding items in pastel colors has been prepared. Each item is made with the utmost care and attention to detail, made of high-quality cotton, with delicate, chic accessories. The Bebelini collections are characterized by a combination of modern design with a nostalgic touch and references to style of the

past, guaranteeing the uniqueness of the offer. The Bebellini products are notable for their simplicity, soft, pastel colors and discreetly refined elegance. The only ornaments are delicate accessories accentuating the stylish character of the bedding.

www.bebellini.polfrms.eu

Little Gold King - is a Polish brand of children's clothes. The company focuses on unusual patterns and originality. All children's clothing is made in Poland. The company's offer includes sizes from 62 to 134, but they also offer special orders in larger sizes up to 146. The materials and prints from which the products are made are 100% safe and have safety and quality certificates.

www.littlegoldking.eu

EWA KLUCZE – a producer of children's clothing, characterised by high quality and safety. All processes stages, from the concept to production, are made by the relevant departments of the plant, so the final products are not only nice, but above all safe and functional in use. All processes – careful selection of yarn, which is processed in the factory knitting shop, knit fabrication, screen printing, embroidery, sewing, as well as packaging of the finished product – are carried out by the company.

www.eevi.pl/en

BARNABA - was established in 2000. It specializes in designing and making clothes for children, providing outfits for newborns, babies and school-age kids. The company's prime core value is the best quality of manufactured clothes, their comfort and safety. Thinking about the youngest children, the company prepares clothes to ensure freedom and comfort of wearing. The offer includes track suits, dungarees, flare princess dresses and sweatshirts.

www.barnaba.krakow.pl/en

BOBAS – the company was established in 1996 and deals with the production, trade and distribution of baby products. Since the beginning, the company has strived to maintain a high quality of service and short lead times for trade partners. It exports its products to Germany, Austria, England, the Czech Republic,

Slovakia and Hungary. In Poland, apart from children's wholesalers, the products are also available in hypermarket chains.

www.bobas-bochnia.com.pl

G&S OKARMUS - is a Polish clothing company with extensive experience. It has been operating on the Polish and international markets since 1990. It specializes in the production of caps for every season of the year - for women, men and children, and also offers a wide range of baby clothes. It uses the best quality materials in the production process. The designs always reflect current fashion trends, and the offer is constantly extended by new designs and patterns.

www.okarmus.pl/en

POLEX FASHION GROUP – has been successfully operating in the clothing industry since 1989. It focuses exclusively on the children's sector. Products of the Pollex Fashion Group are sold in the main European countries - England, Germany, France, Baltic countries, Russia, Ukraine, Romania, Belarus, Kazakhstan, Kyrgyzstan, Uzbekistan, Israel, Cyprus and more recently to the Middle East - Saudi Arabia.

www.polex.krakow.pl

• FOOTWEAR INDUSTRY

Agasi – offers elegant leather women's shoes in many versions. The offer includes, among others, pumps, ballerina shoes, casual shoes, moccasins and sandals.

www.facebook.com/Obuwie-AGASI

Akardo – is a retail sales company of high quality Polish footwear, mainly from local producers of the "footwear basin" of Małopolska, which is the area of Kalwaria Zebrzydowska and Wadowice.

www.akardo.pl

Ann – is a company that has been present on the market since 2002. It offers branded leather shoes Campilot and Steady's in both natural and vegan leather. The company offers: Martens boots, combat boots, flats, motorcycle shoes, pumps, slippers, sandals.

www.ann-obuwie.pl



BADURA (since 1982) – the highest quality of materials used, design in line with the latest fashion trends and perfect workmanship are just some of the features that characterize BADURA products. The brand's customers appreciate sensuality, elegance and solutions characteristic of premium brands. The passion for creating and the desire to provide people with products that allow them to stand out, give joy and provide comfort - all this was the principal values of the founder of the BADURA brand when he opened a small craft workshop in 1979. Despite the passage of time, these values are still important and determine the brand owners' continuous development of the company. As a result, millions of people have already appreciated the advantages of the BADURA products. The above-average comfort of use, combined with unique style of BADURA shoes are the reasons why customers remain loyal to the brand. BADURA - because style begins with shoes.

www.badura.pl/en

Conhpol – in 2018, the company celebrated its 40th anniversary. Conhpol is one of the largest shoe manufacturers in Poland whose products are also sold globally. It cooperates with 40 countries on 5 continents. Conhpol shoes are known not only in Europe, but also in Saudi Arabia, Kuwait, Australia, New Zealand

and many, many other countries. The power of the company lies in the use of high-quality and exclusive elements for the production of footwear, i.e. leather, linings, soles, decorations, adhesives, which then guarantee the high quality of delivered products. The company is strongly rooted in the craft tradition of the region, which is associated with the production of top quality footwear with the use of the broad-based know-how, technologies and resources. The company, as one of the few companies, uses the „Made in POLAND” or „Made in EUROPE” markings on its products - because only Polish and Italian materials are used for the production of the shoes.

www.conhpol.pl/en

Domeno – the DOMENO footwear manufacturing plant was established in 1990. It is a family business firmly rooted in traditions. Each pair of shoes is made in Poland, in the parent plant in Kalwaria Zebrzydowska. Footwear is made of the highest quality natural leather. Thanks to the cooperation of Polish and Italian designers, unconventional collections of shoes are created in line with current fashion trends. High quality of workmanship, best materials, durability and aesthetics are the features that allow the brand to gain recognition among customers in Poland and abroad. The offer includes a wide range of men's shoes for every occasion.

www.domeno.com.pl

FPH Zakład Produkcji Obuwia Jarguz

- the company was founded in 1960. The company specializes in the production of women's shoes all year round from natural leather. „Jarguz” also offers custom made footwear with special shapes and certified shoes for sensitive feet. The headquarters of „Jarguz” is located in Zebrzydowice near Kalwaria Zebrzydowska.

www.jarguz.kalwaria.pl

Gucio – children's shoes produced entirely by hand from natural velour leather, painted only on one side, and their sole is always yellow, made of flexible and very light plastic, which perfectly absorbs shock – styrogum. Guccio's shoes are worn by the children of such Hollywood stars as Gwyneth Paltrow, Angelina

Jolie and Brad Pitt, or the Italian singer Al Bano. Items are exported to Europe, North America, Australia and New Zealand.

www.gucio24.com/EN

OLEKSY – is a family-owned and run company, existing on the Polish market for many years. Oleksy's products combine the accuracy of the manufacturing process with modern technologies, so that the offered assortment matches the aesthetics and quality of exclusive international brands. The core principle for production is the selection of appropriate materials. Footwear and accessories are made of the best Spanish, Italian and Polish leather.

www.oleksy.pl/en

Obex – is a manufacturer of certified footwear for children; a family business proud to emphasise the footwear traditions that have existed for generations.

www.obex.com.pl/en

Kulig – the company was established in 1990, and a year later the first store was opened. In 1992, a dynamically developing company opened another showroom in Krakow, at Karmelicka Street. Continuing the tradition of Krakow craftsmen, year after year, new stores were opened. The Kulig brand stands for the highest quality leather shoes for women and men. They are distinguished by their style, quality and carefulness about details.

www.kulig.pl

Nowbut – specialises in the production of home footwear. Vast experience and attention to maintaining high quality of products

allowed the company to gain the trust of customers both in Poland and abroad. Nowbut slippers are characterized by very good durability which is associated with the use of high quality leather and materials.

www.nowbut.pl/en

Rylko - since 1964. Manufacture of men's, women's and youth footwear and leather goods. The company has received a number of awards for quality. It has a network of company stores in Poland and abroad. Export – all of Europe.

www.rylko.com/en

TYLBUT (since 1985) – regional and orthopaedic footwear made of natural leather and the highest quality components, 70% hand-made. It offers about 80 patterns of all-year-round and home footwear: slippers, sandals, flip-flops, clogs, baby footwear, sheepskin slippers. They are exported to many EU countries, USA, Russia, Australia, have certificates of Central Medical Technology Centre and National Artistic Commission.

www.tylbut.pl

Wojas – one of the largest companies in Poland, operating since 1990. 1500 employees, annual production capacity of several hundred thousand pairs of women's and men's leather shoes, youth, trekking and specialist leather shoes (army, fire brigade, forest service). 180 showrooms in Poland and abroad. Approximately 20% of the items are exported, mainly to the USA, Ireland, Germany, France, Lithuania, Hungary and Russia.

www.wojas.pl





The examples described in this study do not exhaust the full range of the industry. The information contained herein is an invitation to contact the employees of the Business in Małopolska Centre, who have a full database of companies from Małopolska Region and provide assistance in establishing business relations.

Business in Małopolska Centre
Podole 60, 30-394 Krakow, Poland
e-mail: contact@businessinmalopolska.pl

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Main sources of information:

- *„Fashion Market in Poland. Challenges”, KPMG, November 2019*
- *manufacturers’ websites*
- *proprietary information of the Business in Małopolska Centre*
- *the photographs used in this publication are taken from the Marshal’s Office of the Małopolska Region (UMWM) photo database and a free photo stock, and are the property of Conhpol.*

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