



NEO-CONCEPT GROUP LTD

A Dream Comes To Life

With great passion, EVA SIU founded NEO-CONCEPT GROUP bringing innovation and sustainable quality to the fashion industry.

Eva Siu founded Neo-Concept Group in 1989. She built a company that intertwined fashion's numerous parts, where function, creativity, innovation and craftsmanship were all equally important- one cannot live without the other. This has stayed at the heart of the business and nurtured the growth of the company and its customers. From humble beginnings with a small team, they found a factory that would meet their needs. Their hard work meant new customers quickly followed, allowing for further expansion within a short time.

"The world of fashion and design is infinitely rich and diverse and at the forefront of what we do," says Eva Siu. "We have design teams across the world that support our customers with their design process as well as through utilizing our own in-house collections."

While many companies specialize in particular functions within the apparel industry, we have built our company both vertically and horizontally across all areas of the supply chain. With this unique set up, we can offer our customers a total service that is simple and allows us to work closely with them to meet their needs," Eva says.

"The main obstacle affecting us in the Hong Kong market is the decrease in manufacturing output within the area, which has meant we have had to develop our capacities further afield, rather than utilizing local sources. To overcome this, we have expanded our own production base within Asia in countries such as Cambodia and Vietnam to offer new specialisms and more flexible and diversified production bases."

China Prospects

According to Eva, China is one of



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the biggest textile manufacturers in the world. "This has created many opportunities to grow our client base and business. Recently, there has been a significant increase in competition from abroad, which has presented new challenges for China. As a company, we regularly keep up-to-date on the socio-economic issues affecting the industry as a whole with focus on constant innovation whether this is innovation in our infrastructure, design hubs or specialisms. By doing this, we have been able to foresee difficulties and develop new ways of working that allow us to make strong decision making for the Group."

Speaking on expansion, she says, "alongside our new production bases we are working to strengthen our existing factories within China investing in new technologies to maintain our standards for innovation. We have also been working hard to make further advances in environmentally and socially conscious

manufacturing practices across all sites as a key strategy to allow for healthy growth."

Passion is Key

"Our successes have come from our people who have worked with a passion for this industry that goes beyond seeing it as just a business. Their creativity, hard work and perseverance has inspired the innovation we are known for and is a daily reminder of our responsibility to care for our staff and the environment we live in." ■



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