

# Robert Breitbach Consulting

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## International Executive Search

February 2020

### RBC Newsletter: Textile, Fashion & Beauty



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### Human Resources Strategies for the Textile Industry

by Dr. Jack Gordon <sup>(1)</sup>

Human resources strategies play a key role in the development of textile enterprises, both in day-to-day activities and long-term objectives. HR is responsible for enhancing the capacity of the sales department in negotiation and contract management, motivating staff through benefits programs and creating conditions that facilitate technological advancement. Whether your company operates in the United States or has subsidiaries in other countries, your human resources strategies should be designed to meet your objectives.



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### Recruitment

Textile industries promote the work of fashion designing, product pattern and styles, so your human resources strategy should focus on recruiting suitable skilled manpower for the production function as well as sales and marketing departments. Personnel in these areas are crucial to the productivity, performance and bottom line of your company. If you operate globally, recruit talented local candidates whose overall compensation will likely be several times lower than deployed personnel with similar skill levels from the home office.

### Training

Human resources personnel have to develop programs to train employees to adapt to new technology that improves production operations in a changing garment market. Typically, such training courses help employees enhance their career growth and update new products for

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competitiveness. You also will need soft skills training courses on sales and marketing as a strategic management endeavor for increased sales volumes. Human resources should have a qualification system for existing and new employees to determine their respective training needs. For best results, align the training programs in home and overseas subsidiaries with your firm's strategic goals and objectives.

### Compensation Policy

Your human resources strategy should establish a salary and compensation policy to encourage your existing workforce to stay and attract qualified candidates to your firm. Perform periodic reviews of salary levels to ensure workers are remunerated competitively. Incorporate an incentive system based on employees' performance, such as instant bonuses for the sales team once they get contracts or year-end bonuses for reaching performance targets. Determine compensation for overseas subsidiaries based on company regulations and the dynamics in the labor market.



### Work Environment

Human resources should ensure a favorable working environment. Implement safety and security measures, such as having fire alarms, first aid and monitoring systems in place. Establish a professional working environment. Spell out job descriptions to avoid confusion. An open door policy can improve communication and productivity when implemented correctly. Integrate diversity by accommodating cultural values such as religious holidays or prayer times, especially for overseas branches. Hold regular team-building events to connect workers across departments and management, as well as reduce working stress.

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### Calendar of Events

February 01 – 05  
**Zaber & Zubair Fabric Week**  
Dhaka, Bangladesh

February 04 – 06  
**Munich Fabric Start**  
Munich, Germany

February 04 – 06  
**CTCO**  
Lyon, France

February 05 – 06  
**Textile Opportunities Automotive Industry**  
Birmingham, UK



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February 05 – 07  
**Intermasz**  
Posnan, Poland

February 05 – 07  
**International Festival of Vogue**  
Kiev, Ukraine

February 07 – 09  
**Conference Functional Textiles & Clothing**  
New Delhi, India

February 09  
**Vintage Fashion & Accessories Fair**  
Manchester, UK

February 07 – 10  
**Knit World International**  
Bhanohad, India

February 09 – 11  
**Pure London**  
London, UK



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February 11 – 14  
**Apparel Textile Salon**  
Moscow, Russia

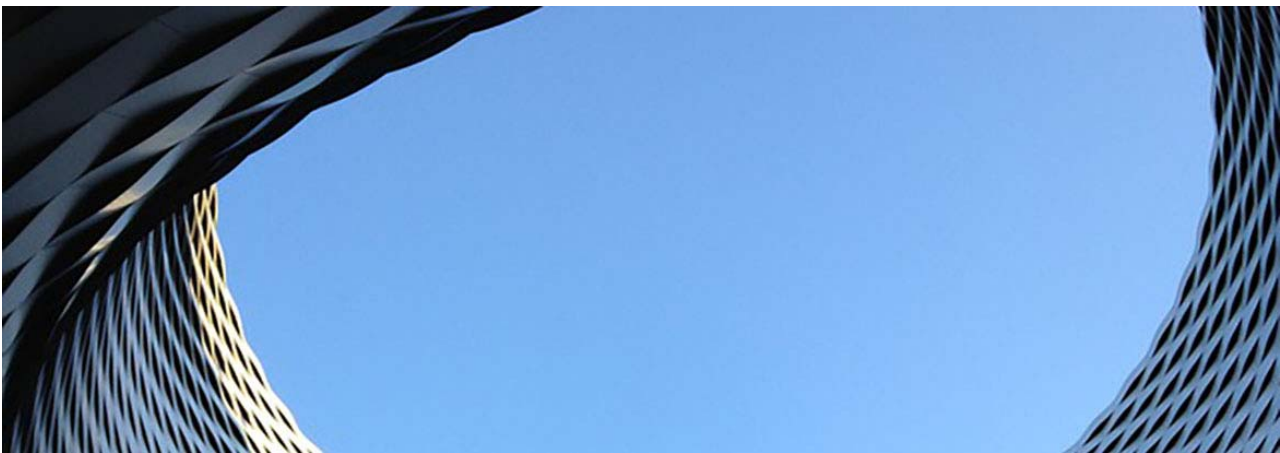
February 25 – 27  
**Texstyle Expo**  
Cheraga, Algeria

February 18 – 19  
**Conference for Technical Textiles**  
Manawala, Pakistan

February 27 – 29  
**International Istanbul Yarn Fair**  
Buyukcekmece, Turkey

February 24 – 27  
**Wallpaper & Textile Expo**  
Beijing, China

February 16  
**Fabric Show**  
Leuven, Belgium



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February 19 – 21  
**Women in Textiles Summit**  
Nashville, United States

February 19  
**Fabric Spectacle**  
Groningen, Netherlands

February 21 – 23  
**Dhaka Textile & Garment Machinery**  
Dhaka, Bangladesh

February 22  
**Kassel Fabric Market**  
Kassel, Germany

February 19 – 20  
**London Fabric Show**  
London, UK

February 21 – 23  
**Tribal & Textile Arts Show**  
San Francisco, United States

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### Personnel Merry-Go-Round

*Miroglio Textile* promoted **Alessandro Colombo** to Chief Executive Officer. Mr. Colombo was previously managing the ladies' - and men's collections at *Ratti*.

*Scott Bader* appoints **Paul Smith** non-executive Chairman. From 2012 to 2019, Mr. Smith held C-Level Positions at *Catexel Technologies*.

**Andy Bryant**, former chairman of the board of directors at *Intel Corp.*, was welcomed as Lead Independent Director for *Columbia Sportswear*.

**Alegra O'Hare**, Chief Marketing Officer of *Gap Inc.*, has left the company. Previously, Ms. O'Hare had served as VP Brand Communications at *Adidas*.



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Retailer *Gap Inc* has announced the departure of brand's president and CEO **Neil Fiske**. Previously, Mr. Fisk had served as CEO for *Billabong International*.

*Kering* announced the appointment of **Mehdi Benabadji** as Chief Executive Officer for *Brioni*. Previously, Mr. Benabadji served as Transformation Programme Director.

Effective January 2020, **Jörg Jurtschak** is the Representative Europe for *CCI COTTON USA*. Before, Mr. Jurtschak managed the EMEA sales for *SHINDO Textile Europe*.

*New Look* of Weymouth, UK welcomed **Helen Connolly** as Chief Commercial Officer. Ms. Connolly is the former Chief Executive Officer of *Bonmarché*.

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### From Around the World

Roddy Clarke, Director of *Concept Creatives* and freelance journalist, writes on Forbs' website about *Emily Skinner*, founder of *Evan James Design* and her collaboration with *Alicia Rowbotham*:

#### UK Surface Designer Reimagines Textile Waste In New Collaboration

Please read full article, published by **Forbes Media** <sup>(4)</sup>

#### World Premier During 2020 ISPO

*Sympatex Technologies* and *Schoeller Textile* introduce the first circular functional jacket made from used textiles.

"... the underlying concept of rEvolution Hybrid is unmixed materials..."

Please read full article published by **Textile World**. <sup>(3)</sup>



Tara Donaldson, Editorial Director at *Sourcing Journal*, thinks that "... textile buyers still don't prioritize sustainability over price..." although sustainability is the topical issue, these days.

Please read full article, published by the **Sourcing Journal**. <sup>(5)</sup>

"Textile industry has high hopes from Union Budget 2020. Growth in textiles is through 'Man Made Fibers'", writes **Madhu Sudhan Bhageria**, Chairman & Managing Director of *Filatex India*.

Please read full article, published by the **Deccan Herald**. <sup>(2)</sup>



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### Who We Are

Since 1993, Robert Breitbach Consulting has been specializing in international recruitment of executives and highly qualified personnel, on retained basis.

We work through our offices in Germany, Spain and Estonia as well as with a partner network throughout Europe, the United States, Asia and the Middle East that has been built over a period of more than a quarter of a century.

Please visit our website at [www.breitbach.com](http://www.breitbach.com). It goes without saying that we are happy to answer to your inquiries via telephone or email.



*„ Trust is a tender plant. Once destroyed it is slow to grow back. “*  
Otto von Bismarck (1815 – 1898)



Staffel House in Bad Honnef, Germany

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Please contact us via email [info@breitbach.com](mailto:info@breitbach.com) if you would like to contribute to our next newsletter. We appreciate all kind of information around the industry or even an editorial contribution.

#### Main Article

<sup>(1)</sup> Gordon, Jack. "Human Resources Strategies for the Textile Industry" accessed January 27, 2020. <http://smallbusiness.chron.com/human-resources-strategies-textile-industry-78153.html>

<sup>(2)</sup> Courtesy of the Deccan Herald: [www.deccanherald.com](http://www.deccanherald.com).

<sup>(3)</sup> Courtesy of Textile World: [www.textileworld.com](http://www.textileworld.com).

<sup>(4)</sup> Courtesy of Forbes Media: [www.forbes.com](http://www.forbes.com).

<sup>(5)</sup> Courtesy of Sourcing Journal: [sourcingjournal.com](http://sourcingjournal.com).

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