

Made in America 2.0

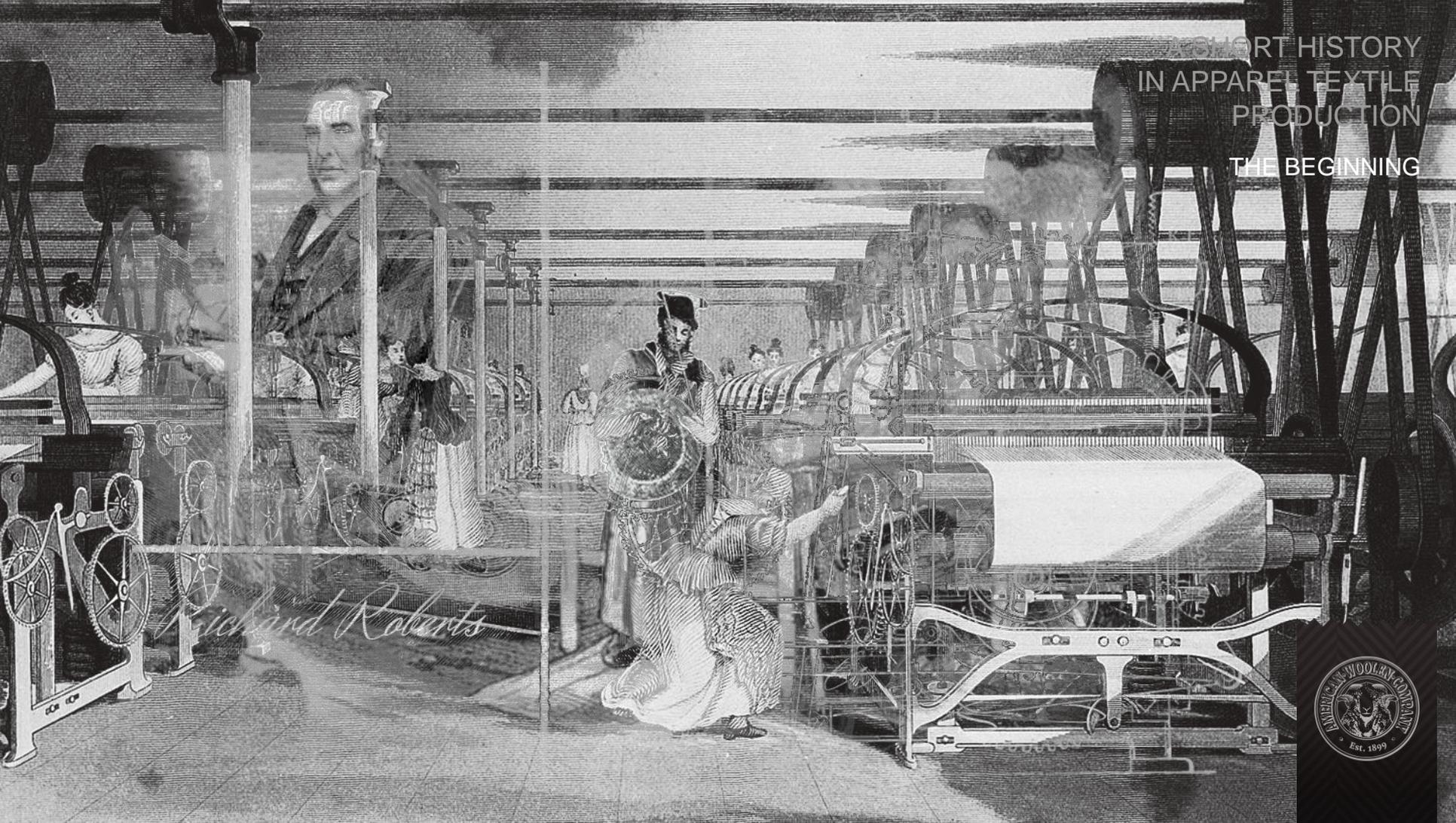


A SHORT HISTORY
IN APPAREL TEXTILE
PRODUCTION

THE WARREN WOOLLEN CO.
Wt. 2417-2
10-1-30 E.O.M. 200 5TH AVE., N.Y.



A SHORT HISTORY
IN APPAREL TEXTILE
PRODUCTION
THE BEGINNING



Richard Roberts



A SHORT HISTORY
IN APPAREL TEXTILE
PRODUCTION

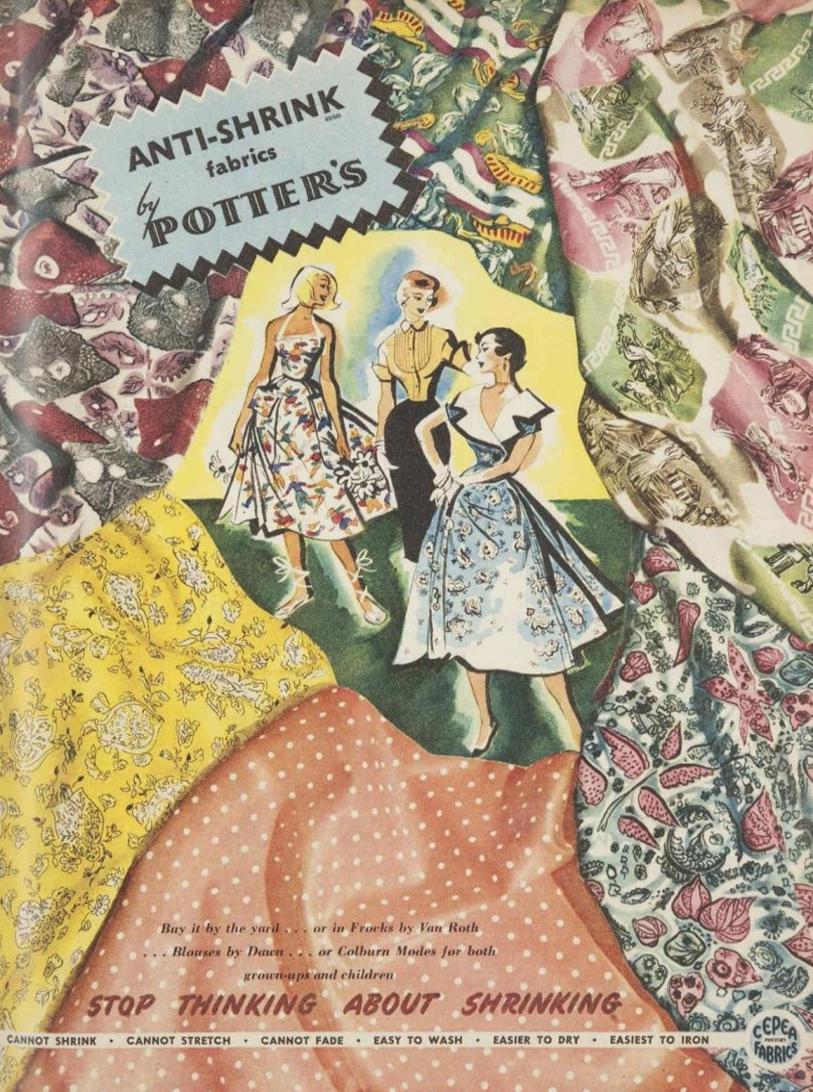
THE 1920's



A SHORT HISTORY IN APPAREL TEXTILE PRODUCTION

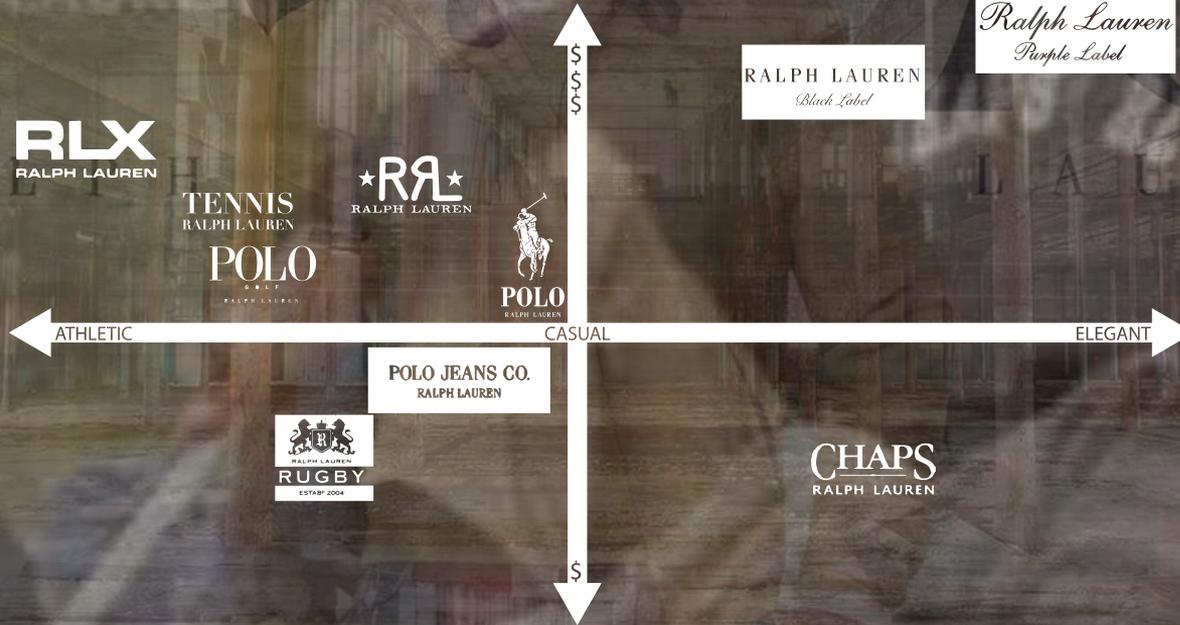
THE 1950's

In the 1950s 97%
of apparel purchased
in America was
Manufactured
in America



A SHORT HISTORY
IN APPAREL TEXTILE
PRODUCTION

THE LATE 1980's / EARLY 1990's



A SHORT HISTORY
IN APPAREL TEXTILE
PRODUCTION

TODAY

By 2010
only 2.5%
of apparel purchased
in America was
Manufactured
in America



MADE IN
AMERICA





AMERICAN WOOLEN COMPANY

Reintroducing: *Excellence. Made in America.*

WHAT IS
NEXT

THE MILLENNIAL SHIFT



CHANGES ARE
HAPPENING

TREND
CONVERGENCE

MARKETING TACTICS

MANUFACTURING STRATEGIES

SUPPLY CHAIN COLLABORATION



THE
REVIVAL

MANUFACTURING
STRATEGIES
EMPHASIZE
FLEXIBILITY

AFTER

MASS CUSTOMIZATION

INTERACTIVE   DIALOGUE

CUSTOMERS





THE
REVIVAL

MARKETING TACTICS
NEED TO REBRAND
MADE IN AMERICA
CRAFT
MANUFACTURING



Reintroducing: *Excellence.*
Made in America.



PRODUCT
PRICE
PROMOTION
PLACE





AMERICAN WOOLEN COMPANY

THE
REVIVAL

MARKETING TACTICS
NEED TO REBRAND
MADE IN AMERICA
CRAFT
MANUFACTURING

THE
REVIVAL

SUPPLY CHAIN
COLLABORATION



THANK
YOU
THE END

