Made in America 2.0
A SHORT HISTORY
IN APPAREL TEXTILE PRODUCTION
A SHORT HISTORY IN APPAREL TEXTILE PRODUCTION

THE BEGINNING
A SHORT HISTORY IN APPAREL TEXTILE PRODUCTION

THE 1920’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.
WHAT IS NEXT

THE MILLENIAL SHIFT
MARKETING TACTICS
MANUFACTURING STRATEGIES
SUPPLY CHAIN COLLABORATION
MASS PRODUCTION

ONE      WAY
CUSTOMERS

BEFORE

MASS CUSTOMIZATION

INTERACTIVE DIALOGUE
CUSTOMERS

AFTER

THE REVIVAL
MANUFACTURING STRATEGIES EMPHASIZE FLEXIBILITY
THE REVIVAL
MARKETING TACTICS NEED TO REBRAND MADE IN AMERICA CRAFT MANUFACTURING

PRODUCT PRICE PROMOTION PLACE
THE REVIVAL MARKETING TACTICS NEED TO REBRAND MADE IN AMERICA CRAFT MANUFACTURING
THE REVIVAL SUPPLY CHAIN COLLABORATION
THANK YOU
THE END