

COMPLETE SERVICE IS the key for this company

A COMPLETE SUPPLY CHAIN OPERATION UNDER ONE ROOF IS THE UNIQUE FEATURE THAT MAKES SEA BREEZE FASHIONS NEW ZEALAND LIMITED STAND OUT FROM THE CROWD AS A SUPPLIER TO MANY OF NEW ZEALAND'S TOP LABELS IN FASHION, STREETWEAR AND SURFWEAR.

seabreeze
originals



Silverdale-based company Sea Breeze Fashions, is likely the only operation in the country to offer a complete manufacturing service for New Zealand-made apparel. This includes an extensive pattern library together with cutting, sewing and screenprinting processes.

Managing director, Jim Hare told *Apparel*: "The in-house operation offers a streamlined manufacturing and branding process to customers, which eliminates the potential for mistakes by subcontractors. There are plenty of disaster stories where faulty garments have been cut by contractor X, sewn by contractor Y and screenprinted by contractor Z. When things go wrong, there is a lot of finger pointing from contractor to contractor. At Sea Breeze all those operations are carried out in our premises and the buck stops here. Often the service extends to garment bagging, swing ticketing and barcoding.



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In essence, rolls of fabric come in and finished garments go out, retail-ready."

Established in 1984, and with a staff of 50, Sea Breeze has been one of the few steady beacons for Kiwi manufacturing and screenprinting. Marketing manager, Terry Wilson puts this down to the company's ability to niche market. He said: "Apart from supplying many of New Zealand's labels, we run our own clean Green Shirt Co. label in the tourist market. We also supply businesses and corporations, clubs and schools, as well as numerous adventure tourism clients. Therefore, if one niche slows down all our eggs aren't in the one basket."

Wilson also believes there is a swing back to New Zealand made for numerous labels, after forgettable importing experiences. "There is a sameness with a lot of the imports – most of our clients want unique styling or detail on their T-shirts or hoodies, which are a point of difference without the prohibitive minimum quantities." Sea Breeze's ability to flourish in an environment where many have high-roaded it to China has been put down to its people. "Apart from our long-serving staff, we have three working partners in the business who obviously have vested interests in doing things right and in the most economical manner."

Partner and screenprinting manager, Pete Malatias has just returned from an international screenprinting trade show in Orlando, Florida, looking to upgrade to the latest screenprinting technology. The partners are very much aware of the need for constant modernisation to stay at the top of their market sector.

