



# Tradition des Vosges and Sunvim

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In our daily life, we use many kinds of textiles. They make our lives more comfortable, fashion and sometimes easier. Life would be different without them, especially our home. Home textiles are both functional and aesthetical. The total demand for home textile products is growing dramatically. Residential houses, hostels and restaurants have become the major factor for the development of home textiles, that is why a lot of companies produce home textiles. It provides us a wide range of choices but, what is the best one? In this essay, we are wondering: What are the differences and similarities between Tradition des Vosges and Sunvim Group? To answer this problematic, we will first introduce Tradition des Vosges, then Sunvim Group and finally, compare these two home textiles companies.

The adventure began in 1856, Etienne Seitz founded the Namur spinning mill and weaving in Granges-sur-Vologne. In 1860, another spinning mill was created in Aumontzey. After the death of its founder in 1884, his daughter and son-in-law Didier Walter took the company back and renamed it “Walter-Seitz”. Through the years, the company became a reference in the textile industry of the Vosges. Its excellence and expertise “made in France” are known worldwide. For almost 160 years, home textile collections are made with the same enthusiasm and passion. Tradition des Vosges is now composed



Sunvim's bath products



Tradition des Vosges's bath products

of 130 people with about 20 dressmakers. Expertise and innovation are its keywords. Its collections are following stylistic and time tendencies. Tradition des Vosges products are unique and refined, thanks to realistic or abstract patterns, colour shades and matches, delicate broderies. At the beginning, there was only one product with thick cotton. Nowadays, 2 collections are made every year. Each year, there is about 30 new products in addition to the regular range of plain products. Its philosophy is excellence and French refinement. They always want to progress that is why they use avant-gardist dyeing and printing process. Moreover, Tradition des Vosges tries to develop eco-friendly solutions, for example by respecting environmental norms and encouraging recycling.

Tradition des Vosges possess its own manufacturing workshop for bed sheets in France. Let's explain the different manufacturing steps of bed sheets. It is important to notice that it is a careful and rigorous work and every step requires a specific skill. First of all, the fabric should be hung out and folded in several layers. Then, the fabric is put on a plane surface and patterns are positioned. According to the fabric thickness,

electric scissors or scissors are used. It is a step which requires a lot of precision and rigor. Next, all the fabrics are sewed. Everything is precisely calculated to ensure resistant and aesthetic sews. Several finishing touches are made according to the final product. The last step is the packaging. However, the company also works with subcontractors (often from the Vosges) for dyeing and sometimes manufacturing. It is important for the company to instaurated sustainable relationships with its partners. For bath towels and other stuffs, the production is offshored. It is important to notice that Tradition des Vosges is thinking about relocated some of its products. It would provide higher quality, lower price and shorter deadline.

Tradition des Vosges' products are made with several materials. For bed sheets, some fabrics are soft, light, fine, flexible and easy-care. Indeed, it is made with percale which is a cotton fabric with more than 80 yarns/cm<sup>2</sup>. Other fabrics are weaved on Jacquard machines. It permits to obtain complex patterns which can be seen on both sides. Washed linen is also used for a vintage look. For bath towels, rayon can be employed. It is extracted from the pulp of beech wood and is like viscose. It's soft, flexible, comfortable and absorbent. However, terry cotton can also be used.

Even if Tradition des Vosges has grown, we can say that tradition and quality really matter for them. Now, let's introduce Sunvim Group.

In March 1987, the predecessor of Sunvim Group established Gaomi Ribbon Factory. A few months later, it was renamed Gaomi Towel Factory and production started. In 1994, it became the self-operated import and export enterprise, so it had the independent export/import operation right. By doing so, it entered into the international market by exporting to Japan. In 2002, the name was changed into Sunvim Home Textile Co., Ltd. Even if it has started as a small corporation, it rapidly developed to a large and strong enterprise thanks to its multiple joint ventures with other companies. It is considered as a large-scale home textile manufacturer but also has multiple industries such as domestic and foreign trade, real estate and energy technology. Its leading products are towel textile, bedding article and furnishing fabrics which are certificated internationally as healthy and eco-friendly with excellent quality.

### Sunvim possess several plants:

- A cotton spinning plant which produces high quality yarn with pure cotton. The plant is equipped with machines from Germany, Switzerland, Japan and Italy. There is a lot of automatic work process, so it requires less amount of labour and leads to an excellent yarn with high quality.

- A towel plant which produces middle and high-quality towels. Its production capacity is considered as number one in the world. A lot of weaving machines comes from all around the world. Indeed, Sunvim wants the world-leading devices and various technologies in order to satisfy customers.

- A bedding and decorative textile plant which manufactures decorative fabric widely used in hotel, restaurant, automobile and household decoration. Once more, the plant is equipped with the leading machines from other countries.

- A laboratory for testing the products and verifying the norms

- A logistic distribution center

We are now aware of the history, products and manufacturing of both Tradition des Vosges and Sunvim Group. We can continue by compare these two home textiles companies. To do that, we will compare their products, prices, selling methods and financial aspects.

First, let's compare their bed sheets. Tradition des Vosges has a complete range of quality bed sheets. It offers plain and modern bed sheets, for instance orangey-red, linen, taupe, celadon. Moreover, we can also buy bed sheets with various patterns: romantic, contemporary or geometric. There are several sizes. However, you can't find bed sheets with designs for children.

On the contrary, I find Sunvim's bed sheets full of patterns and colors. You can't find something plain in its



Sunvim' bed sheets



products. So, if you want something sober, you should buy Tradition des Vosges' one. Sunvim's products are more extravagant and not really sober to my mind. One positive point is the fact that you can find bed sheets with designs for children.

Tradition des Vosges's bath textiles (towels, robe...) are plain or creative. Every member of a family can find something. Indeed, there is a range of products only for children.

For this kind of products, Sunvim and Tradition des Vosges offer equivalent products. Once more, some Sunvim products are colourful. I think it is a way to sign their products, maybe a trademark.

Tradition des Vosges offers decorative home textiles, such as tablecloth, napkin, table runner but also plaid, bedcover and cushion. On the other hand, Sunvim only sells curtains for decorative home textiles.

When a company defines the selling price of its products, it often refers to the costs, quality and the relevant market. On the one hand, some of Tradition des Vosges' products are manufactured in France. On the other hand, Sunvim manufactures its products in China. So, Tradition des Vosges' labour force is higher. Both Tradition des Vosges and Sunvim offers products with good quality. However, it's a bit difficult to compare their price. Indeed, each has a different relevant market. On the one hand, Tradition des Vosges sells most of its products in France. It is considered as a brand which sells affordable and good quality products. On the other hand, Sunvim products might seem cheaper but most of its products are sold in China. The price should adapt to the country where it is sold. Indeed, products won't sell if inhabitants cannot afford it.

Even if some people prefer to touch textile products before buying, home textiles are suitable for online sales. Tradition des Vosges sells its products offline through stores in France and Belgium and also online through its website. It is important to notice that delivery is only available to France and some countries in Europe. On the contrary, Sunvim sells its products online through its website which proposes delivery to Asia, Euramerica, Middle East and Russia. By doing this, it is easier for



Tradition des Vosges' bed sheets

foreign customers. Sunvim was the largest home textile export enterprise in China for 19 years from 1999 to 2017. Moreover, Sunvim opened two flag shops in Tmall. Tmall, also known as Taobao Mall, is a Chinese website for business-to-consumer online retail and one of the world's biggest e-commerce websites.

At the end of 2017, Tradition des Vosges' turnover was between 17.5 million euros, which is equivalent to 132 million RMB (according to Solvabilité Entreprise data). At the same time, Sunvim's sales was equal to 4.82 billion RMB (according to its Chinese annual report). So, Sunvim's sales are around 36 times higher than Tradition des Vosges one's. I guess this is partly due to the fact that China is much larger than France. So, there are more customers in China. Moreover, Sunvim sells its products all around the world. And one of its customers are hostels which buy a lot of products. On the contrary, Tradition des Vosges mostly sells in France and it's a brand for families.

To conclude, these two companies started as small enterprises and are now recognized worldwide. Before writing this essay, I didn't know a lot about Tradition des Vosges except for some of its products. On the other hand, I have just discovered Sunvim in class. Now, I have learned about their history and products. Next time I will need home textiles, I will take into consideration what I learned and maybe, I will buy Tradition des Vosges or Sunvim products instead of simply going to Ikea. □

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