

INDONESIAN WIGS AND ARTIFICIAL EYELASHES



What's Inside

Improving one's appearance has been a long quest for mankind since the antiquity. There are several ways to do so, with wigs and artificial eyelashes is one of them. While currently wigs and false eyelashes carry only beautification meanings, it used to contain religious and cultural significance in the past.

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Dear Valued Readers,

Welcome to the March 2013 issue of Export News. As promised, we will continue to update you on the latest information about the best Indonesian products. In this edition, we feature wig etc of hair etc, human hair articles, not elsewhere specified or indicated (nesoi) to the world, as categorized under the Harmonized System (HS) Code 6704.

Hair is one of the body parts that became the pride of every human being, for the Crown to the House of Adam and Eve. Of the many problems related to hair, one is baldness. Usually this problem can be overcome by wearing wigs. False eyelashes is also a fashion product that have been very fond of Eve to add confidence to look prettier.

Along with the development of fashion products, the use of wigs and false eyelashes has become increasingly evident throughout the world. Some even became so different and feature an eccentric lifestyle.

In the past years, Indonesian products of wigs and false eyelashes can compete in the world's export market as they have been shipped to 40 countries. In 2011, Indonesia exported US\$246.39 million of goods categorized in the HS 6704, for a 27.15% annual growth rate in the 2007-2011 period. For the January-November period, Indonesia exported US\$248.45 million in 2012 or a 11.22% increase from 2011's value at US\$223.39 million. The export value in 2012's first 11 months was even higher than 2011's full year export value.

We hope readers will enjoy this bulletin. As for overseas buyers and importers, please do not be hesitated to contact the selected companies for establishing beneficial trade relations.

Thank You

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hot issue

The growing demand for products supporting appearances in various parts of the world have helped the fashion industry to develop. In the world of fashion and entertainment, wigs and artificial eyelashes are among of the most precious treasures which can change the appearance of a person.

As can be observed today, wigs and false eyelashes are frequently used by models for fashion shows, actors and actresses for their stage shows and movies as well as public appearances. The public in general also wear wigs and artificial eyelashes in parties, important meetings, special events, or just to have fun.

Other than for fashion, wigs can also be used to mask the shortcomings of one's appearance, due to age or health issues that cause hair loss. The use of artificial eyelashes, on the other hand, is more

toward beautifying oneself.

For the general public who does not have much time in changing the hair style and eyelashes, no need to worry because there are now many wigs and artificial eyelashes with a variety of styles that always follow the latest trend.

There are two types of wig materials: those which are made of synthetic hair and those which are made of real human hair. Wigs made of real human hair command higher prices than synthetic ones. Artificial eyelashes, on the other hand, are entirely made of synthetic hair.

The world of fashion always come with new things with the arrival of the latest trend every year which are also reflected in the changes in models of wigs and artificial eyelashes.

WIGS

Hair is one of the body parts that become the pride of every human being the Crown for the Adam and Eve. Baldness is one of the many problems related to hair. Usually these problems can be overcome by using wigs.

Wigs can be made from natural fibers (human hair, horse hair, wool, fur) and synthetics (polyester, nylon) used in the head for cosmetic reasons, aesthetic reasons, as well as fashion and other stylistic purposes, and some are using wigs as part of cultural as well as religious reasons. Some people also wear wigs for aesthetic reasons as they can be an easier and cheaper alternative than other therapies to restore hair condition. An actor may wear a wig to complement the costumes with the aim to further support their role in acting.

Types of wigs according to their function:

- Top piece is used to cover the top section of hair which is getting thin.
- Half wigs are used for short-haired individuals.
- Full wigs are used for different types of hair by covering the whole hair and actually provides the wearer a different appearance.

The benefits of wigs include a more confident feeling for some wearers that they can feel better on their appearance in the public. Wig is also useful if someone's hair is hard to manage and style.

The main raw materials used in making wig is hair, be it human, synthetics or other natural hair. The supporting materials include, among others, dye, hydrogen chloric, chlorine, hydrogen peroxide and soda ash.

Most Indonesian entrepreneurs in the toupée industry usually promote their products by carrying out personal selling and taking part at exhibitions, as well through websites or blogs to take advantage of the digital era.

Steps in producing wigs:

1. The selection of hair to be used such as adjusting the colors. If the color is not suitable, a coloring work can be done;
2. Smoothing (feathered hair);
3. The process of sewing and glueing, done with a regular sewing machine and special sewing machine;
4. Setting up the model's hair, commonly called "Oven" by wetting the hair that has been stitched and wrapped with special pipes according to size and put into an oven with a specific time;
5. Manual sewing in accordance with the form of the head by using the template of a human head.

Wigs have been used since the antiquity to change someone's hairstyle instantly. With the development and progress of the times, experts in the world started to introduce the latest wig trend called lace wigs. Lace wig is surely different from wigs which are generally already known to us because it can mimic the looks of natural hair.



Colouring



Sewing-Wefts-
to-Foundation



Knotting



FALSE EYELASHES

Who does not know the false eyelashes, the accessories which are identical to woman are no longer new for urbanites. Usually worn to go to parties and other occasions. In fact, this accessories is required for the singers, performers and celebrities. Artificial eyelashes are believed to add the beauty as well as the confidence for some women.

Other types of false eyelashes fit its usefulness :

- Individual eyelashes are used to correct or thicken parts of the eyes only
- Semi eyelashes are used to correct or thicken the eyes which can give the impression of round and wider eyes.
- Full eyelashes are used to correct the whole eyelashes and make it fuller.

Unlike the eyelashes for fashion, because it is not intended for everyday use so usually have colors and shapes which exceeded reasonableness, false eyelashes are intended only for the arts and the excitement of the event/party.

The process of making false eyelashes is very complicated because it requires precision in making it in order to get the best eyelash products. The stages of the cutting, then later attaching, forwarded by structuring and labeling. Some of the advantages of false eyelashes Indonesia is a model of false eyelashes that are more innovative, the price of false eyelashes that are competitive and have a quality with international standards, the products have been promoted online and off line.

INDONESIAN WIGS AND ARTIFICIAL EYELASHES



Indonesian wigs and artificial eyelashes have penetrated the international market. The export destinations are varied ranging from countries in the Americas, Europe and Africa. In Africa, there are many consumers who want to buy wigs made in Indonesia because of the difference in hair shapes.

Indonesia has very good potentials in producing and exporting wigs and false eyelashes because Indonesia is one of the major producers of wigs and artificial eyelashes. The productions center are in Purbalingga, Central Java; Sidoarjo, East Java; West Java and Jakarta.

Purbalingga is a hub of wig and false eyelashes

industry, ranked No. 2 in the world. Wig and false eyelashes industry in those regions indirectly provides positive contribution to the economic growth in the regions by providing extra income outside the agriculture sector. The industry also benefits the local community as it is a labor-intensive industry employing many workers.

Wig and false eyelashes are grouped under the Harmonized System (HS) Code 6704 for Wigs Etc Of Hair Etc, Human Hair Articles not elsewhere specified or indicated (Nesoi). The group is further divided into four sub-groups as can be seen in the chart below.

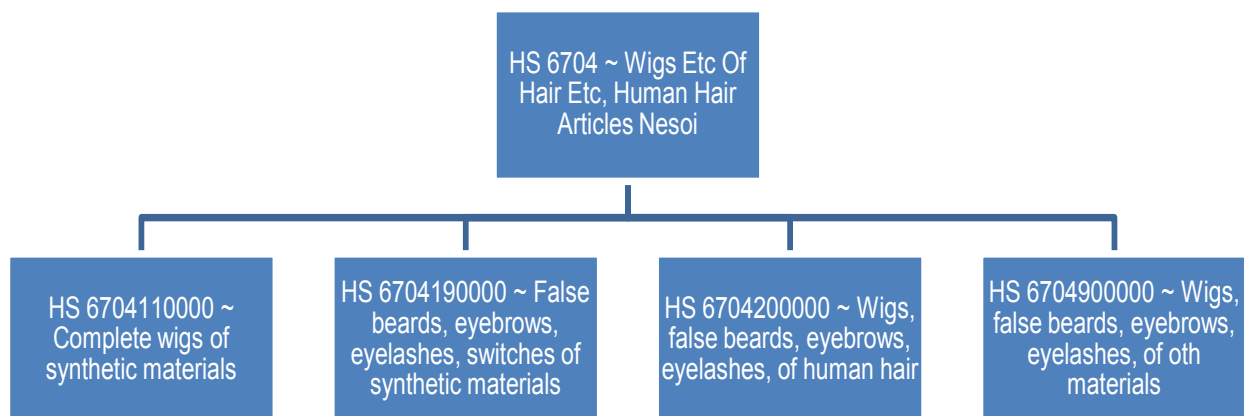


Image 1. Derivative products HS Code 6704

Market Review

The export of goods grouped under the HS Code 6704 has been increasing in the past five years. The export reached US\$270.8 million in 2012, an increase of 9.9% from the previous at US\$246.39 million.

The breakdown of exports under the HS 6704 is as follow:

- Goods categorized under the “Complete wigs of synthetic materials” or HS 6704110000 had an export value of US\$91.55 million in 2012, declining 8.76% from the US\$100.35 million exported in 2011. The export in 2012, however, was still higher than 2010's export value of US\$86.16 million.
- Then “False beards, eyebrows,eyelashes, switches of synthetic materials” or HS 6704190000 had the second highest export value amounting to US\$81.66 million which saw a hefty increase of 32.08% from 2011's figure of US\$61.83 million.
- Goods in the “Wigs, false beards, eyebrows,eyelashes, of human hair” and “Wigs, false beards, eyebrows,eyelashes, of oth

materials” sub-groups, or HS 6704200000 and HS 6704900000, had export values of US\$49,25 million and US\$48,32 million respectively in 2012. Both sub-groups enjoyed healthy growth at 16.84% and 14.85% respectively from the values recorded in 2011 at US\$42.15 million and US\$42.07 million.

The increase of export value for products categorized under the HS 6704 are dominantly supported by exports to developed countries. This is because wigs and artificial eyelashes are parts of the fashion world and are worn by famous people.

Among destination countries, the United States received the most of Indonesian wigs and artificial eyelashes in 2012 at US\$185.57 million, more than half of the total export value. This represented a growth of only 0.71%, marking that the United States is already a mature market.

Following in the distant second was the United Kingdom with an export of US\$21.03 million. The figure, however, showed a hefty growth of 43.70%. The third largest destination country was Hong Kong with US\$12.16 million worth of wigs and false eyelashes.

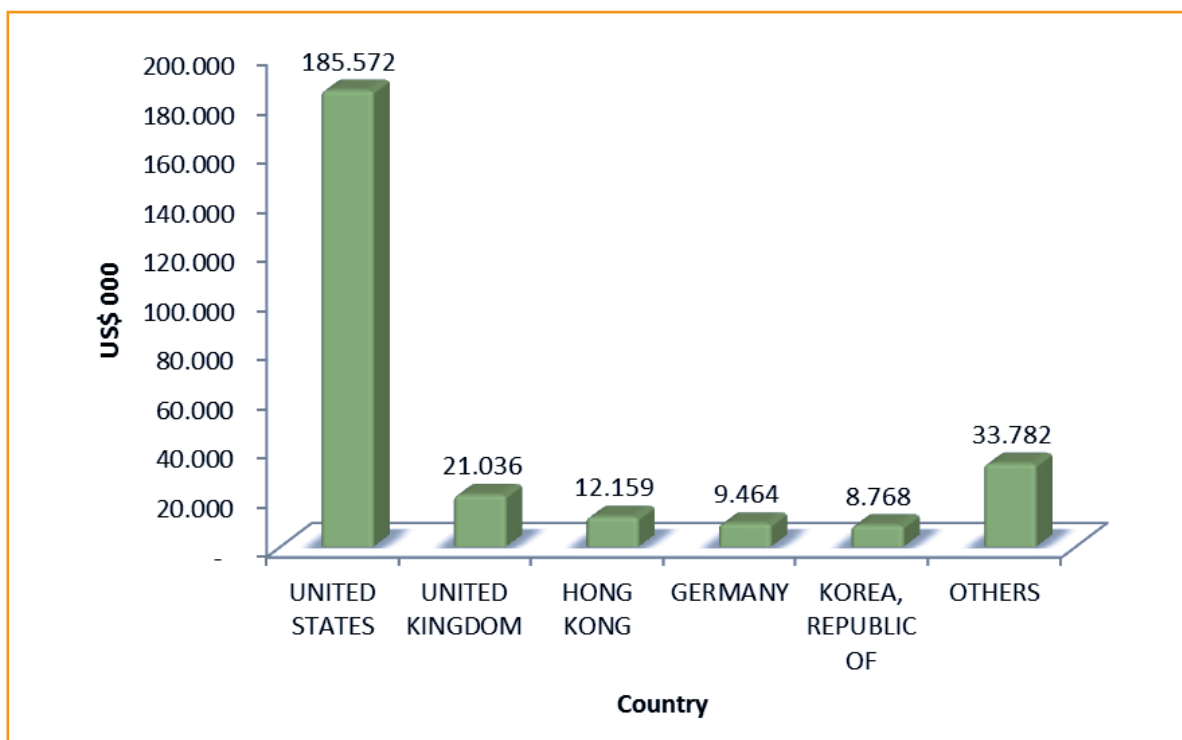


Image 2. The Country Of Destination Of Exports Of false Hair Products Indonesia



Indonesia is the world's second largest exporter of wigs and false eyelashes to world, second only to China, whose export of the goods under HS Code 6704 is roughly 10 times the size of Indonesia's export. In 2011, for example, Indonesia exported US\$246.39 worth of wigs and artificial eyelashes but China easily exported US\$2.26 billion. China's market share in 2011 was 76.09% against Indonesia's 8.30%.

It is safe to say that China is still unbeatable in this industry as it can always control the market for wigs and false eyelashes. The southern Chinese city of Guangzhou has the largest wig-making industry in the world. By controlling the market, China is not only the top rival to beat but also has become a role model and source of motivation for developing countries.

As China is such a giant, Indonesia may well have to be careful with its closest competitors. Hong Kong, for example, exported US\$84.01 million of wigs and false eyelashes in 2011. This figure constituted some one-third of Indonesia's export with Hong Kong enjoying a market share of 2.83%. With Hong Kong's proximity to Guangzhou, however, the territory may be able to boost its productions of wigs and artificial eyelashes to close the gap with Indonesia.

On the fourth and fifth places, South Korea and the United States had a neck-to-neck race with their exports in 2011 reaching US\$49.37 million and US\$49.35 million respectively.

Among member states of the Association of Southeast Asia Nations (ASEAN), the Philippines, Thailand and Vietnam may pose challenges to Indonesia's lead in exporting wigs and artificial eyelashes. Their exports in 2011, however, are still small at US\$34.49 million, US\$21.90 million and US\$19.97 million respectively.

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13. Wikipedia: www.wikipedia.org

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