

Fashion & Textile Trade Advisory

Capability Statement for Trade-Promotion & Institutional Partners

Prologue is a cross-border advisory practice connecting international companies and trade institutions across India, Europe, North America, and Asia-Pacific. This statement sets out our capability to support trade-promotion organisations, bilateral chambers, and investment- and export-promotion bodies in Europe–India fashion and textile trade — in both directions — as the EU–India free trade agreement reshapes the field.

THE OPPORTUNITY — TWO HALVES OF ONE VALUE CHAIN

Europe and India are not competitors in fashion — they are complementary. European houses hold design authority, brand, machinery, and luxury-retail strength; India holds craft, scale, raw material, and a fast-growing premium market. With the EU–India FTA concluded in January 2026 removing the central tariff barrier, the opportunity is to connect the two systems deliberately, in both directions.

DESIGN & BRAND	MACHINERY & TECH	CRAFT & HANDWORK	SCALE & RAW MAT.	GROWTH MARKET
ITALY	ITALY	INDIA	INDIA	INDIA

€14.4B India–Italy bilateral trade, 2024 (lead EU flow)	Zero duty on textiles under the EU–India FTA	+51% Italian machinery to India, H1 2025 (lead EU example)	~\$80B India premium market by 2030 (Prologue estimate)
--	---	---	--

HOW WE SUPPORT TRADE PROMOTION — IN BOTH DIRECTIONS

- **Sourcing facilitation:** connecting European buyers to the right Indian craft and manufacturing clusters
 - **Technology linkage:** matching European machinery makers with Indian manufacturers
- **Market-entry support:** guiding European fashion houses into India's premium market
 - **Design–craft collaboration:** brokering co-creation between European design and Indian craft

WHAT WE DELIVER

- Bilateral market & trade intelligence (sourcing, demand, trade flows)
 - Sector and cluster studies, target identification, and diligence
- Buyer–seller matchmaking, mission design, and facilitation
 - Strategic advisory on market entry, partnerships, and investment

EVIDENCE OF CAPABILITY

Prologue has produced a research suite on the Europe–India fashion relationship — a flagship Trade Outlook and deep-dive companions on sourcing, market entry, and the bilateral textile corridor — drawing on data from ACIMIT, the Embassy of India (Rome), Sistema Moda Italia, and the India Ministry of Textiles. These demonstrate the depth, bilateral fluency, and analytical rigour we bring; commissioned mandates extend this with primary research, trade-data analysis, and named target lists tailored to partner priorities.