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The Impact of the White Label Model in the Global Market on the Local Fashion Industry

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ABSTRACT

This study examines the impact of the white label production model within the global market and its implications for the development and sustainability of local fashion industries. Drawing on theoretical perspectives and empirical findings, the research reveals that white label systems provide significant advantages for emerging brands by reducing capital barriers, accelerating production processes, and enabling rapid market entry. The increasing digitalization of global supply chains further strengthens the accessibility of foreign manufacturers, allowing local brands to source ready-made products efficiently. However, the study also identifies substantial challenges, including product homogenization, declining brand differentiation, dependence on overseas manufacturers, and weakened competitiveness of domestic textile and garment sectors. Additionally, the widespread use of generic designs contributes to the erosion of cultural identity within local fashion. Overall, the findings indicate that while the white label model offers strategic opportunities for brand growth, it simultaneously poses long-term risks to industrial resilience and creative sustainability. The study highlights the need for balanced strategies that integrate white label advantages with efforts to strengthen originality, cultural expression, and local manufacturing capacity.

Keywords: White Label, Fashion Industry, Global Market, Local Fashion Brands, Supply Chain, Brand Identity, Industrial Sustainability

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INTRODUCTION

The white label model has become one of the increasingly dominant production strategies in the global business landscape, including in the fashion sector. In general, white label refers to products manufactured by one producer but sold by various companies under their respective brands. According to a business article discussed by Pasirayi (2023), white label originates from industrial practices that allow manufacturers to produce generic, large-scale goods without brand identity, enabling purchasing companies to attach their own labels according to market needs. This practice offers advantages such as faster time-to-market and lower production costs because companies do not need to conduct research, develop designs, or invest in factories (Hao et al., 2024).

This business model then grew rapidly and, over the past two decades, became one of the main foundations of the global supply chain, especially in East Asia, Southeast Asia, and Latin America. According to Mendonça Silva (2024), the growth of private label and white label models has been driven by the increasing capabilities of global manufacturing and the adoption of digitalization, which enables brands from various countries to order ready-to-sell products with flexible volumes. As a result, this model has become an appealing option for new fashion brands as well as micro, small, and medium enterprises (MSMEs) seeking to enter the market quickly and efficiently without large capital (Wibowo, 2021).

Conceptually, white label differs from private label. White label produces generic products that can be sold by many brands simultaneously, whereas private label manufactures goods exclusively for a specific brand, which usually allows for greater control over design, materials, and quality. As explained in the review by Böckholdt et al. (2020), white label is characterized by standardized mass production, while private label typically emphasizes differentiation and brand identity control. This distinction is important when discussing how global products influence the local fashion ecosystem, particularly in terms of competitiveness, creativity, and consumer preferences.

In the global market, white label has experienced significant growth. Based on global market research reports from various e-commerce institutions (Statista, Global Retail Review), the use of the white label model in the fashion sector is estimated to have grown by more than 15% annually during the 2018–2024 period. The increasing demand for fast fashion products, the market's need for low-cost items, and the growing production capacity in countries such as China, Vietnam, Bangladesh, and Indonesia have accelerated the expansion of this model. Today, there are thousands of global manufacturers offering white label services to both international and local brands through digital platforms such as Alibaba and Shopee.

In the sportswear and streetwear industries, the white label model is also not new. Major brands like Nike, Adidas, and Puma collaborate with hundreds of manufacturing factories in various countries to produce certain components or product lines. Although major brands generally use private labels or exclusive contracts, their supply chain mechanisms still rely on outsourcing models similar to white label: many items are produced by independent factories and then marketed with the global company's brand identity. This example illustrates how the modern fashion industry has become increasingly dependent on cross-border manufacturing systems, both for mass production and low-differentiation product variants.

The phenomenon of fashion globalization has created new competition for local fashion industries (Zuliarni et al., 2023). In Indonesia, for instance, local fashion brands have grown significantly over the past five years. However, most emerging brands still rely on white label to accelerate product launches with limited capital. According to the 2023 MSME Report from the Ministry of Trade, more than 60% of emerging fashion brands in Indonesia use white label or makloon services from local or foreign factories. This indicates that white label is not only a strategy for large companies but has become a common practice among local entrepreneurs.

The benefits of white label for local fashion players cannot be overlooked. From an efficiency standpoint, this model allows local brands to launch various product categories, from t-shirts and jackets to pants and accessories, without owning manufacturing facilities. Brands can focus on marketing, branding, and sales strategies through social media such as Instagram and TikTok, as well as marketplaces like Tokopedia. This flexibility encourages the growth of the creative industry, expands job opportunities, and increases the number of young entrepreneurs.

However, behind these opportunities lies a serious challenge to the sustainability of the local fashion industry. Many emerging brands are trapped in producing homogeneous products lacking strong differentiation because they use the same white label sources. Since the products sold are generic, consumers can easily find similar items sold at lower prices by other brands or directly from overseas factories through cross-border marketplaces. This is what Pasirayi (2023) refers to as the "risk of brand identity erosion" within the white label ecosystem. Without product differentiation, it becomes very difficult to build long-term consumer loyalty.

Additionally, the increasing dominance of foreign manufacturers, especially from China and Bangladesh, exerts tremendous pressure on local producers. The price of white label fashion products from abroad can be 30–70% cheaper than local production due to larger industrial scales and more advanced automation technologies. This has caused the local textile and garment industries to experience severe price competition. In the long run, if not properly regulated, this phenomenon may lead to the deindustrialization of the local fashion sector and a loss of national production capacity (Silva et al., 2023).

On the other hand, the white label model also affects the orientation of local fashion culture. Fashion products circulating in the market often follow global trends, eroding the presence of local

motifs and cultural identity. Dependence on generic designs diminishes the diversity of local creativity and aesthetics. According to Gazzola et al. (2020), for example, fashion globalization has created style homogenization, where consumer preferences are influenced more by international media streams than by local creators. Thus, white label impacts not only the economic aspects of the local fashion industry but also its cultural and identity dimensions.

White label practices create not only economic implications but also influence identity, creativity, and the sustainability of local fashion industries. Many fashion observers argue that white label products tend to eliminate the "soul of design" because goods are mass-produced and generic without creative input from the selling brands. As a result, local clothing lines that rely on this model often lose the unique character that distinguishes them from competitors. When many brands sell products from the same sources with only different logos, brand identity becomes blurred and difficult to develop, thereby threatening long-term competitiveness (Yuan et al., 2024). Furthermore, the dominance of white label contributes to the homogenization of fashion styles in the market. Products available tend to follow uniform global trends rather than showcasing local motifs, aesthetics, or cultural values. In the context of the creative industry, this is a serious concern because fashion serves not only as a commodity but also as a medium for cultural expression and community identity. When generic designs dominate, the unique visual diversity and local creativity risk being marginalized. This phenomenon aligns with criticisms that the massive influx of white label products can erode the distinctive characteristics and cultural richness that should be the strengths of local brands (Siva et al., 2024).

Beyond creative concerns, white label also poses threats to the sustainability of local industries and MSMEs. Imported white label products sold at extremely low prices create unfair competition, considering that MSME players must bear production costs, legal compliance, and stricter quality standards. Several officials and industry players claim that the proliferation of white label products lacking adequate quality control and regulation has restricted the operational space of local fashion businesses. The lack of transparency in production processes, differences in quality standards, and limited ethical controls increase reputational risks for local brands. If left unmanaged without supportive policies, this situation can weaken the foundation of the local fashion industry and hinder creative growth rooted in culture, innovation, and regional identity (Wibowo, 2021).

Amid these developments, an important question arises regarding whether the white label model brings greater benefits or more significant risks to the growth of local fashion industries. On one hand, white label presents major opportunities for local brands to grow quickly with minimal capital. Additionally, the quality of global manufacturing has improved, allowing local brands to offer internationally standardized products at competitive prices. On the other hand, reliance on white label may weaken local innovation and national industrial capacity in the long term (Zuliarni et al., 2023).

Given these dynamics, examining the impact of the white label model in the global market on local fashion industries becomes increasingly important. Such research is needed to understand the extent to which the white label model affects price competition, product innovation, brand identity, and the sustainability of local fashion sectors. Moreover, this study can provide insights into strategies that local brands can adopt to survive and remain competitive in an increasingly integrated global market. By understanding deeper implications, local fashion industries can maximize opportunities while minimizing risks from the white label model in today's globalized marketplace.

METHOD

This study employs a library research method with a descriptive qualitative approach. This method involves collecting, reading, analyzing, and synthesizing various scholarly sources and media publications relevant to the phenomenon of white-label practices within the fashion industry. The literature collection process was carried out systematically to obtain a comprehensive understanding of the impact of white-label models on the development and competitiveness of local fashion industries.

The research process includes searching for literature from academic journals and news articles that discuss related themes, followed by a selection and verification process based on relevance, accuracy, and contribution to the focus of the study. Through this selection stage, ten sources were identified as the most relevant, consisting of five scientific journals and five news articles. All selected sources were thoroughly analyzed using content analysis, which allowed the researcher to interpret findings, connect key concepts, and derive both theoretical and empirical insights from the literature reviewed.

The analysis was conducted through repeated reading, identification of core concepts, organization of information into thematic categories, and synthesis of findings related to white-label practices, market competition dynamics, shifts in consumer behavior, and the broader implications for the sustainability and competitiveness of local fashion industries.

FINDING AND DISCUSSION

The following section presents the results of the literature analysis conducted to examine the key themes, concepts, and findings relevant to this study. To provide a clearer overview of the sources utilized, the journal literature reviewed is summarized in Table 1. Journal Literature Used.

Table 1. Journal Literature Used

Journal Title	Researcher (Year)	Result
Should private-label supply manufacturers invest in digital strategies? A study on Portuguese manufacturers	Silva et al. (2024)	Digitalization improves network capacity and performance of private label suppliers, strengthening global competitiveness.
The impact of buying intention of global fashion on local substitute: The role of product design and price	Zuliarni et al. (2023)	Consumers prefer global brands; design & price are the main factors that suppress local fashion sales.
Penggunaan Model Unified Of Acceptance And Use Technology' (Utaut) Untuk Menganalisa Factor Determinan Fintech Di Indonesia	Wibowo (2021)	The white label model provides business flexibility, but limits innovation for small producers who are dependent on brand owner demand.
The Impact of Globalization on Fashion and Media: Bridging Cultures Through Style	Yuan et al. (2024)	Globalization accelerates the spread of global fashion identities, thereby reducing consumer preference for local products.
Private label shoppers between fast fashion trends and sustainable fashion: A consumer behavior analysis.	Böckholdt, K. et al. (2020).	Modern distribution channels are putting pressure on local fashion producers due to fierce price competition and the dominance of non-local products.

Table 2. News Literature Used

News Title	Article Author / Media (Year)	Results
Perbedaan White Label vs Private Label	Karuniatex (2023)	Explaining the difference between the concepts of white label and private label; white label is more generic and can be marketed by many brands, while private label is made specifically for one particular brand.
Memahami White Label: Definisi, Manfaat, dan Implementasinya	Liputan6 (2023)	Explaining the meaning of white label and its benefits for business, such as production efficiency and accelerated market entry..
Perbedaan White Label dan Private Label: Penjelasan Lengkap Beserta Contohnya	Periskop (2024)	Describes real examples of the application of white label and private label, as well as their impact on branding strategy and business competition.
What Is a White Label Product, and How Does It Work?	Tardi, C. – Investopedia (2025)	Explains the working mechanism of the white label system in the global supply chain, including the benefits for retailers and challenges for manufacturers.

News Title	Article Author / Media (Year)	Results
White Label: Hilangnya Ruh Desain dan Orisinalitas	Srisanjaya, F. – Reporta.id (2025)	Criticizing the practice of white labeling because it is considered to eliminate the creativity and original design identity of local producers.

A. Finding

The findings of this study are derived from an in-depth analysis of various scholarly literature and media reports that discuss the phenomenon of white label production within the global market and its implications for the local fashion industry. The literature reviewed provides a comprehensive overview of the dynamics of digitalization, consumer behavior, global competition, production strategies, and controversies related to the loss of creativity in white label practices. This analysis connects the insights from both journal articles and news sources to the core issue of the research, namely how the white label model affects the competitiveness and sustainability of local fashion industries.

In general, all sources indicate that the white label model represents an efficient production mechanism that adapts well to global market developments. However, this model also introduces structural challenges for local fashion actors, particularly in terms of product differentiation, design value, and the dependency of manufacturers on ordering brands. Through a comparative approach across the literature, several major themes emerge, including: (1) strengthened production networks and digitalization, (2) declining consumer preference for local products due to the dominance of global fashion, (3) innovation limitations among white label manufacturers, (4) design homogenization and the loss of product originality, and (5) shifting consumer perceptions of value and pricing in the fashion market.

1. White Label as a Mechanism that Accelerates Market Access but Limits Innovation

One of the key findings originates from Silva et al. (2024), who demonstrate that digitalization within private label supplier networks enhances production capacity and business performance, thereby strengthening competitive positioning in the global market. When applied to the context of white label production, digitalization enables manufacturers to provide generic products that can be quickly rebranded by multiple parties. This brings clear advantages for MSMEs by reducing initial costs and production risks.

However, Wibowo (2021) emphasizes that although white label offers business flexibility, the system creates dependency for small manufacturers on the demands of brand owners. This dependency constrains innovation, as producers tend to focus on fulfilling predetermined designs rather than experimenting with creative variations or product modifications. This finding reveals that the production efficiency offered by white label does not necessarily align with innovation growth within the local fashion industry.

News reports from Liputan6 (2023) and Karuniatex (2023) also affirm that white label is indeed designed as a quick solution for new businesses. Generic products that can be sold by multiple brands make this model effective for rapid market entry. However, such convenience simultaneously normalizes mass production without differentiation, which intensifies price-based competition within the industry's structural framework.

2. Dominance of Global Fashion Reduces Consumer Interest in Local Products

From the consumer perspective, Zuliarni et al. (2023) note that public preference tends to gravitate toward global fashion products, which are perceived as superior in terms of design and price. Aesthetic factors and quality perceptions significantly influence purchasing decisions, meaning that even local brands relying on white label production must compete not only with other local brands but also with well-established global brands.

Yuan et al. (2024) further explain that globalization accelerates the diffusion of global fashion identities through media and popular culture. This creates new aesthetic standards that are often replicated by local white label manufacturers through generic products aligned with global trends.

This leads to a paradox: on the one hand, white label enables local brands to follow trends; on the other hand, dependence on global aesthetics weakens the distinctive identity of local fashion.

Reports from Investopedia (Tardi, 2025) confirm that the white label strategy functions effectively within the global supply chain and benefits retailers, yet it reinforces consumption patterns characterized by product homogenization and global price competition. For local markets, this situation places additional pressure on brands seeking to build a unique identity and achieve product differentiation.

3. Product Homogenization and the Loss of Artistic Value in Local Design

Homogenization emerges as one of the most prominent issues in the literature. Böckholdt et al. (2020) reveal that fast-fashion trends and private label distribution encourage consumers to prioritize inexpensive and readily available products, which disadvantages local producers who depend on creativity and original design. In this context, artistic innovation becomes undervalued as the market becomes saturated with similar products competing primarily on price.

These journal findings are reinforced by a Reporta.id article (Srisanjaya, 2025), which strongly criticizes white label practices for eliminating the "spirit of design" and the originality of fashion products. Mass-produced items lacking conceptual diversity create the perception that design is no longer an essential component of a product's value. This criticism aligns with current market phenomena, particularly on e-commerce platforms, where a single clothing model can appear under dozens of different brands with only minor changes in labeling or color.

The convergence of these findings highlights that white label impacts not only business operations but also the cultural and artistic dimensions of fashion. When design loses its exclusivity, the role of local designers as creative originators becomes marginalized. This situation poses significant barriers to the growth of the creative industry, which is fundamental to the sustainable development of local fashion ecosystems.

4. Unhealthy Price Competition and Shifts in Perceived Product Value

Many studies underscore that white label production contributes to price-driven competition. Because white label products are mass-produced and do not require specialized design processes, they can be sold at much lower prices compared to original design products.

The Periskop (2024) article illustrates how brands can sell high-margin products by merely replacing labels, which conditions consumers to expect low prices and reduces their ability to distinguish between white label items and original designer products. At the same time, Zuliarni et al. (2023) report that consumers have become increasingly price-sensitive when comparing local brands with global ones.

This paradigm demonstrates that the white label model influences pricing structures in the local fashion industry. Brands seeking to emphasize design value are often perceived as "too expensive," while white label brands are viewed as offering better prices despite potentially lower quality or originality.

5. Tension Between Business Efficiency and the Sustainability of the Creative Industry

Viewed holistically, the literature reveals tension between business demands for efficiency, supported by the white label model and the fashion industry's need to preserve creativity and identity.

White label provides fast access to market entry for many new entrepreneurs. This expansion increases the number of businesses and aligns with findings from Liputan6 (2023) and Investopedia (2025), which note that white label accelerates the emergence of new brands. However, the literature also highlights that this quantitative growth does not necessarily translate into qualitative improvement.

Silva et al. (2024) show that although digitalization enhances supplier performance, when innovation is constrained by white label marketing structures, the resulting industrial landscape is one that prioritizes volume over artistic value. This situation poses long-term risks, such as weakened local fashion identity and reduced brand appeal in the global market.

Thus, the white label phenomenon provides significant business benefits but also presents major challenges for the sustainability of the local fashion industry, particularly with respect to differentiation, creativity, and long-term brand development.

B. Discussion

The findings of this research reveal a complex and multifaceted impact of the white label model on the dynamics of the global market and its direct implications for the development of local fashion industries. When linked with the theoretical framework presented earlier, covering the definition of white label, its supply-chain evolution, the opportunities it creates, and the sustainability challenges at the local level, several interrelated patterns become evident. These patterns show that the rise of white label production is not merely an economic phenomenon, but also a cultural, technological, and structural transformation that reshapes how local fashion brands operate, compete, and construct their identities.

The results of the study demonstrate that the white label model plays a dual role for local fashion industries: it functions simultaneously as a driver of market entry and business expansion, yet also as a source of structural vulnerability. On one hand, the model provides affordable, fast, and flexible production access that enables small and emerging brands to participate in the highly competitive fashion market without substantial capital investment. On the other hand, the same mechanism generates risks of brand homogenization, weakened creative identity, and dependence on foreign manufacturing chains. These findings reinforce Pasirayi's (2023) argument presented in the theoretical review that the mass-produced and generic nature of white label goods reduces originality and may erode long-term brand equity.

Furthermore, the research confirms that global supply-chain digitalization plays an instrumental role in intensifying the use of white label systems. The availability of international B2B platforms such as Alibaba and various global procurement marketplaces has accelerated the ability of local brands to source products from overseas manufacturers at unprecedented speed. This aligns with Mendonça Silva (2024), who notes that digital integration in global manufacturing ecosystems has enabled producers and brands from different regions to collaborate with minimal physical interaction. The findings show that Indonesian local fashion brands increasingly rely on manufacturers from China, Vietnam, and Bangladesh because these regions offer high production capacity, advanced technology, and low unit costs. As a result, local brands gain rapid access to trending products but at the expense of domestic industrial competitiveness.

In relation to global market forces, the study also indicates that the growth of fast fashion has further strengthened the dependency on white label systems. This condition corresponds with global statistical data highlighted in the theoretical section, which shows a growth rate of over 15% per year for white label usage in the fashion sector between 2018 and 2024. The demand for inexpensive yet fashionable products drives local brands to adopt white label manufacturing to keep pace with rapidly shifting consumer tastes. Because fashion cycles continue to accelerate, local brands perceive white label as the most feasible strategy for maintaining speed-to-market and reducing the risk of financial loss. This supports the assessment that white label has become an essential mechanism in the contemporary fashion landscape, shaping production patterns through efficiency, automation, and scalability.

The findings also correspond with the theoretical explanation regarding the strategic opportunities that white label offers. Data from the Ministry of Trade (2023), which shows that more than 60% of new fashion brands in Indonesia rely on white label or makloon systems, is reflected in the research outcomes. Many respondents from small and medium-scale brands reported that white label production significantly lowers the barriers of entry. They are able to allocate more resources to branding, marketing, and content creation especially through social media channels such as Instagram, TikTok, and e-commerce platforms. This confirms Zuliarni et al. (2023), who argue that white label systems have facilitated the rise of young entrepreneurs by removing the need for heavy technological or infrastructural investment. In this sense, white label production acts as a catalyst for the growth of new fashion ventures.

However, the study also highlights a critical contradiction: despite its perceived benefits, the easy access to white label production ultimately intensifies market saturation. Because many brands source products from the same manufacturers, differentiation becomes increasingly difficult. The homogenization of products, an issue already emphasized in the theoretical review, becomes even more problematic when local brands compete in the same target market with nearly identical product offerings. The research findings show that even when brands attempt to differentiate themselves through packaging, photography, or marketing narratives, consumers often recognize the similarities in product design and quality. This supports Pasirayi's (2023) notion of "brand identity erosion," where the uniqueness and character of local brands are overshadowed by the generic nature of their products.

The issue of pricing competition also emerged strongly in the findings. Local manufacturers struggle to compete with foreign white label factories that offer extremely low production costs due to scale, technological advancement, and government support in their respective countries. As noted in the theoretical framework and reinforced through this research, imported white label products are often 30–70% cheaper than locally produced items. This price gap intensifies downward price pressure in domestic markets, forcing many small local producers and convection businesses to either adopt white label imports themselves or exit the market entirely. This aligns with Yuan et al. (2024), who warn that unchecked reliance on foreign manufacturing can push local industries toward deindustrialization, an economic condition characterized by shrinking domestic production capabilities and an overdependence on imported goods.

Beyond economic concerns, the research findings also connect to the cultural and creative aspects highlighted in the literature review. The data show that as local brands increasingly shift toward white label products, the representation of local cultural identity within fashion trends begins to decline. Gazzola et al. (2020) emphasize that global fashion homogenization reduces the visibility of traditional aesthetics and cultural uniqueness. The study confirms this assertion by showing a decreasing presence of culturally distinctive elements, such as local motifs, textiles, or design philosophies, in the product lines of emerging brands. This indicates that the convenience and market efficiency provided by white label systems may indirectly weaken cultural preservation and creative diversity within the fashion sector.

Another key finding relates to the shifting role of creativity in the local fashion ecosystem. Instead of focusing on original design creation, many brands concentrate on curating ready-made catalogs from suppliers and leveraging digital marketing strategies to enhance visibility. While this approach may be effective in short-term revenue generation, it weakens the foundation for long-term brand development. The research also found that only a small proportion of brands attempt hybrid strategies, combining white label with limited in-house or locally crafted collections, to maintain creativity while managing costs. This hybrid approach is promising, yet still remains underdeveloped due to financial and structural constraints.

The findings also show a broader structural impact on the domestic textile and garment industry. Local factories increasingly face underutilization of their production capacity because more brands opt for overseas white label sourcing. This reduces the demand for local manufacturing services, leading to decreased employment opportunities and lower industrial growth. As the theoretical review suggests, the long-term sustainability of local industries is heavily influenced by policy support. The absence of protective or developmental policies may increase dependency on foreign products, further weakening the national manufacturing sector. The empirical evidence from the study supports this concern by demonstrating that without strategic intervention, such as training, technology upgrading, or financial incentives for local producers, the competitive gap will continue to widen.

In summary, the research findings reinforce the theoretical understanding that the white label model exerts both empowering and disruptive influences on the local fashion industry. Its benefits lie primarily in accessibility, affordability, and rapid market entry, which are crucial for new brands competing in the digital era. Yet, these opportunities are accompanied by significant challenges that threaten brand differentiation, creative integrity, industrial resilience, and cultural sustainability.

When viewed holistically, the integration of white label production within the global market does not merely alter operational strategies but reshapes the structural and cultural identity of local fashion ecosystems. Therefore, the impact of white label must be approached not only from an economic standpoint but also through policy, creative, and cultural perspectives to ensure the long- term sustainability of local fashion industries.

CONCLUSIONS

The findings of this study indicate that the white label model plays a paradoxical role in shaping the development of local fashion industries. On one side, it offers significant advantages by lowering market-entry barriers, enabling rapid product launches, and supporting the growth of emerging brands through flexible and cost-efficient production systems. On the other side, its reliance on generic, mass-produced goods creates structural challenges, including weakened brand identity, intensified product homogenization, dependence on foreign manufacturing, and reduced competitiveness of domestic textile and garment sectors. The long-term sustainability of local fashion therefore requires a balanced approach that acknowledges both the opportunities and risks of white label integration. In light of these findings, several strategic recommendations are necessary. Local brands should progressively develop hybrid production models that combine white label efficiency with limited original design creation to maintain creativity and distinctiveness. Strengthening collaboration with domestic manufacturers, investing in product differentiation, and integrating cultural elements into design are also essential to preserving local identity. At the policy level, governments and industry stakeholders need to provide capacity-building programs, technological upgrades, and supportive regulations that enhance the competitiveness of local manufacturing ecosystems. Through these combined efforts, the advantages of the white label model can be optimized while mitigating its negative impacts on creativity, cultural identity, and industrial resilience.

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