

Functional Fashion

www.ff.textiletoday.com.bd

■ Passion ■ Purpose ■ Protection

Volume 02 | Week 02 (18 Jan - 24 Jan'21) | Issue 02 | Pages 04

2020, a year of technology adoption

Sayed Abdullah

It is really tough to believe that 2020 has a silver lining, nonetheless it does. Yes, the fashion sector has been vulnerable and uncertain, but that is not essentially a bad thing. The fact that COVID-19 has enforced the fashion industry to rethink how it does business has led to the rushing and call for digital.

As the fashion endure to shift through challenges to the next normal, the good news is that in 2021 it is probable that technology will continue to play a serious role in connecting the gap between the old and the new.

2020 tested fashion's flexibility. Relentless, it has made an effect that will most possible be felt for years to come. The silver lining has been the rushing of innovation.

Revising the fashion industry, we have been able to adapt to the new normal and shape a more robust outlook that is

skilled of taking us forward. With each sector showing visible scars, fashion's valid grace was that it turned to advanced technologies to aid them block the kind of challenges that as an industry, were not prepared for.

2020 has not only been the year of social developing; we saw an increase in the adoption of numerous technologies. The champion of the year, technology has played a serious role in serving the industry, once unwilling to adopt, transform and prosper. No one can refute that technology played a vital role in the fashion industry's growth since the beginning of the COVID-19 pandemic.

Before the next chapter can start, it is imperative to analysis the instants that defined 2020.

So, the fashion industry is not only intended but is already becoming more smart and more automatic, making now

the perfect time for fashion businesses to dream big.



For Full Story: <https://www.textiletoday.com.bd/2020-year-like-no-fashion-industry/>

Italy's menswear must deal with substantial losses

Giovana

Generally at this time of year buyers and press would be mid-show in a bustling Pitti Uomo in Florence, before heading to Milan for the first round of the men's catwalk season. Pitti Uomo ends on Thursday, but its all-digital format means another menswear season goes by without a physical tradeshow, without the real-life connections between brands, vendors, buyers and media.

The COVID crisis has intensely shaped Italy's fashion industry, with menswear likely to show serious declines in revenue over 2020 according to estimates prepared by the Confindustria Moda for Sistema Moda Italia.

Early signs in its report show a contraction of -18.6 percent as sales of tailoring, knitwear, shirting, ties and leather goods

have all but collapsed. A failure in exports and slowing down of domestic consumption have seen even before robust brands like Brunello Cucinelli post losses over 2020.

A loss of two billion euros

According to the report the turnover shrunk to just under 8.3 billion euros, losing almost 2 billion euros in twelve months. In 2019, the men's segment accounted for 18.1 percent of the Italian fashion and textile supply chain and 28 percent of clothing alone.

Production of menswear in 2020 fell by -19% compared to 2019, with exports down -16.7 percent. The overall level of foreign sales fell to approximately 5.9 billion euro. Italian imports fell -17.9 percent with the cumulative decline in foreign sales reaching -25.3 percent in the first six month.

For Full Story: <https://ff.textiletoday.com.bd/italys-menswear-must-deal-substantial-losses/>

Grow Your Business with Alibaba.com

Be the Gold Supplier and Access The World's Biggest B2B Market Place

Recycled polyester endangered by China left-over ban

Rahbar Hossain

A ban on all the import of all resources classified by the Chinese Ministry of Ecology and Environment as 'solid waste' - including recovered fibre - came into effect on 1 January 2021. Industry advisors dread this may end imports of high-end recycled polyethylene terephthalate (PET) flakes, which are mainly valuable to make functional fabrics and footwear, as well as stuffed toys, pillows and cushions.

A fractional import ban on solid waste was implemented in January 2018 and has previously congested large volumes of recycled PET flake imports - though high-grade recycled PET flakes were allowed back in in May the same year. The looming ban of all solid waste imports may oppose this regulative easing.

Usage of recycled fibres in garments and footwear is seen as one of the key ways to realize sustainability in the apparel industry, given that waste PET bottles create serious disposal difficulties as they are not biodegradable.

Firms are progressively fluctuating from virgin fibre to recycled fibre to improve their environmental impact statuses. Adidas, for its part, has been pointing to have more than half of the polyester it uses to be recycled in 2020, reaching up to 100% by 2024.

These recycled PET flakes are those that have been melted and cut into renewed chips before being exported to China, giving them the same HS code as virgin chips.

Though, at the recent plastic recycling trade show China Replas, Zheng Kai, President of the China Synthetic Resin Supply and Sales Association, flagged that high production costs and unstable product quality are among the main factors limiting Chinese companies from incoming the high-end recycled PET industry to meet the demand by international apparel brands.

Other Chinese industry insiders were quoted by local media as pointing out that China's domestic supply of PET bottles is of inferior quality than imported input, owing to Chinese consumers typically not cleaning and drying the plastic bottles and not separating the caps and labels

For Full Story: <https://www.textiletoday.com.bd/recycled-polyester-endangered-china-left-ban/>

Cashmere Circle: A service to revive, repair, recycle cashmere garments

Eusep Novee

A foremost Scottish knitwear entrepreneur and UKFT board member has united forces with a University of Edinburgh graduate to takeoff Cashmere Circle, a service to revive, repair and recycle cashmere clothes.

Cashmere Circle will send a courier to collect cashmere garments, which will then be professionally restored, repaired

or - at the end of their current life - upcycled into new garments.

The startup business has joined with a number of Borders based experts with the aim of returning the area to its once leading position in the textiles industry. A knowledge transfer program enabled by Cashmere Circle will guarantee skills are reserved for the next generation of

knitwear experts.

Cashmere Circle will also donate 1% of its revenue to Trees for Life, which is rewilding the Scottish Highlands, and has entered an agreement with Oxfam for the charity to divert end-of-life cashmere garments that would otherwise go to landfill.

For Full Story: <https://ff.textiletoday.com.bd/cashmere-circle-service-restore-repair-recycle-cashmere-garments/>

JOBS CIRCULAR COTTON CLUB BD LTD.

Job Opportunity urgent :

Job location : Gazipur.

1. Positions - 2:

(a) Manager (Admin)

(b) Manager (Hr. Admin & Compliance)

Education: Master's

Experience Requirement: Minimum 5 year's.

Salary: Negotiable.

2. Position - 1:

Welfare Officer

Education: Master's

Experience Requirement: Minimum 5 years.

Salary: Negotiable

3. Position - 4:

Executive (Admin Hr & Compliance.)

Education: Master's

Experience Requirement: Minimum 3/4 years.

Salary: Negotiable

4. Position -

Security Incharge (honorary Lieutenant / Captain.)

Salary: Negotiable

Other's facilities: As per company policy.

Interested persons, please send your CV to Admin.club@cclbd.com

Karl Mayer introduced new 4D-KNIT warp knitted textiles

Mushfiqur Rahman

Karl Mayer has launched the 4D-KNIT generation of warp knitted fabrics. The new type of fabrics opens up previously unknown possibilities in design and product development. Karl Mayer is a textile machinery company that offers solutions for the fields of warp knitting and flat knitting, technical textiles, warp preparation for weaving and digitalisation.

The fabrics' striking features are distinctive relief-like surface designs; the machine is based on using the double bar Raschel technique. An RDPJ 6/2 EL with a clever guide bar arrangement and technical configuration is used to produce these eye-catching articles.

The double needle bar Raschel machine does not produce



Figure: The new type of fabrics opens up previously unknown possibilities in design and product development.

a classic spacer textile with monofilaments for spacing, but the space between the cover surfaces is filled with a bulked yarn. In addition, differently shrinking yarns are processed in intelligent combinations on the front and rear side of the warp knitted textiles and different lapping techniques are used, according to Karl Mayer.

For Full Story: <https://www.textiletoday.com.bd/karl-mayer-introduced-new-4d-knit-warp-knitted-textiles/>

Antibacterial innovations to focus on Yarn Expo Spring

Andy Ming

The much-anticipated Yarn Expo Spring Edition, to be held on 10 to 12 March 2021 at the National Exhibition and Convention Centre (Shanghai). The event will emphasize on antibacterial and hygiene products.

Apparel suppliers will exhibit a collection of natural and blended yarns like cotton, wool, flax, man-made fibers and yarns, and specialty products including elastic, fancy, and blended yarns.

Furthermore, to the physical event, Yarn Expo will deliver online solutions for those unable to travel. Exhibitors can profit from the hybrid exhibition package which lets companies

display their yarns and fibres onsite at the dedicated showcase area, enabling buyers to examine the products close-up.

These 'hybrid exhibitors' will also be able to get business cards with the aid of onsite staff and utilize video equipment to help introduce their brand.

Besides, all participants will have access to the digital business matching platform where they can join with both online and onsite business partners via the instant messaging and video calling functions, available before, during and after the fair.



Figure: The event will emphasize on antibacterial and hygiene products. Courtesy: Messe Frankfurt

For Full Story: <https://www.textiletoday.com.bd/antibacterial-innovations-focus-yarn-expo-spring/>

Ebruzen Textile producing antiviral masks to start in US market

Arif-Uz-Zaman

Turkish textile company Ebruzen Textile is to establish a company in the U.S. to market the antiviral fabrics it developed and the masks produced from this fabric, its officials said Sunday.

Ebruzen Textile has been functioning on technical textiles in an organized industrial zone (OIZ) in the Turkish northwestern province of Bursa.

Ebruzen has developed the antiviral fabric by integrating a special chemical.

The fabric and masks produced from this fabric were analyzed and tested at the centers authorized by the Health Ministry for virus analysis and were granted the International Certificate of antiviral effectiveness EN18184.

They have been sold in the domestic market as well as exported abroad.

Sadik Kutlucan, an official at Ebruzen Textile, said the company, established in 2003, has been working on technical textiles, anti-

static fabrics, fireproof fabrics and clothes made of these fabrics.

With the coronavirus pandemic, the research and development (R&D) team turned their attention to antiviral fabrics, Kutlucan told Anadolu Agency (AA). He said the fabrics were approved by the Health Ministry and also received positive results after being tested at internationally accredited laboratories by American accreditation centers.

For Full Story: <https://ff.textiletoday.com.bd/ebruzen-textile-producing-antiviral-masks-start-us-market/>

Les Benjamins starts activewear

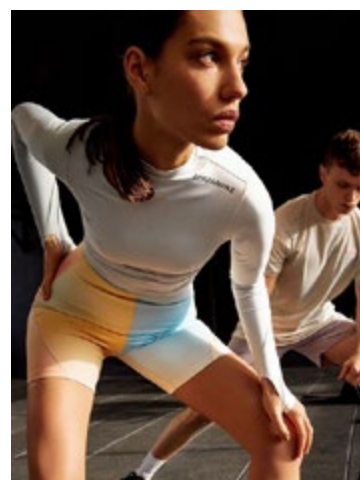
Hasnat Jaman

Les Benjamins is now tapping into activewear. A balance between style and function, these garments are perfect for both at-home workouts and daily outfits as we continue to stay indoors.

Sports bras, leggings, bike shorts and more arrive in black and pastel blue-and-pink color options. The cropped tank features asymmetrical details, with one side of the shoulder highlighted with intertwined straps.

A similar theme is continued on the long-sleeved tee, which comes with a circular cut-out just beneath the neck. As for bottoms, thigh-length shorts boast a colorful palette of coral orange, yellow blue and green with Les Benjamins' logo printed along the seam.

Menswear items include more loose-fitted options, such as sports shorts and logo tees. The collection is rounded out with a padded tote bag to carry your workout essentials.



For Full Story: <https://ff.textiletoday.com.bd/les-benjamins-starts-activewear/>

Functional Fashion FACTS

BD RMG export fell by **16.94%** in 2020

Italy's menswear lost **2 billion** euros in 2020

From January 1 2021, China banned import of recovered fibre including high-end recycled polyethylene terephthalate (PET) flakes

Cashmere Circle will donate **1%** of its revenue to Trees for Life

Graphene-enhanced jute fibres could lead to use in various applications, & boost farming economies of developing countries

BD apparel price value fell by **4.82%** during September-December 2020

2021 clothing trends

Yeasin Miah

As COVID-19 becomes a new normal in 2020 and showing signs of continuity in 2021. Attires in the time of a worldwide pandemic has transformed the path of fashion and consumer behavior conclusively, and 2021 will not be the radical year that pushes fashion onward, as much as it about adapting to the new normal, testing the survival skills of many and staying economically afloat.

Fashion brands reflect trans-seasonal

It was seen on the SS21 catwalks, seasonal trends and designers' must-haves are less applicable than the trans-seasonality most brands are bringing. Not just the dull 'above the keyboard' look

and 'comfy on the bottom,' but rather an acceptance of dressing for a new mode of living, working and being in the identical environment.

Observing online sales data, types of tops and knits are beating dresses, trousers and formalwear. Possibly that seems understandable in times like COVID-19, but for brands steering a third fashion season without offering physical catwalk shows and clothing retailers steering through lockdown 3.0 with the third round of store closures, the question rises how do brands not selling those categories pivot to deliver lifestyle-driven pieces?

Possibly the major shift in dressing for 2021 is that



Figure: Attires in the time of a worldwide pandemic has transformed the path of fashion and consumer behavior conclusively.

garments are meant to be worn. Investing in higher quality fibers and sustainable supply chains is for many a

better importance over the warning parameters of a fashion trend.

For Full Story: <https://ff.textiletoday.com.bd/2021-dress-trends/>

Bangladeshi Aida Mehnaz is at the top of success in French fashion house

Rafiul Islam

In November last year, this generation's English vocalist and lyricist Dua Lipper's styling team chose costumes from pre-sent designs for a show in London and by making clothes like that the designers send them to London from Paris and the fitting is seen which is supervised from Paris through the Zoom app.

In this situation, a person was sent to London from Paris by hiring a plane with a piece of cloth and her clothes were repaired there and after that dress, Lipa made the stage drunk.

In this way, the minds of the stars are conquered to keep the image of the brand intact and this pressure is managed by the members of the communication team of different brands. Aida Mehnaz, a Bangladeshi citizen, has been in touch with Dua Lipa and her team from the beginning to manage the situation.

Aida is studying Brand Communication after completing her Master's Degree in International Fashion and Luxury Brand Management from Eesmod Fashion School in Paris a year ago. After passing in 2019, she joined the famous fashion house named Thierry Mugler.

Initially, it was his final year six-month apprentice but this



Figure: Aida Mehnaz with supermodel Bella Hadid

organization did not leave her, instead, she worked as the coordinator of their brand image and communications from July to December. Aida has been promoted in the new year as she has won the hearts of the people with one year of skill. She is now the band's senior brand image and communications coordinator.

For Full Story: <https://www.textiletoday.com.bd/bangladeshi-top-success-french-fashion-house-aida-mehnaz/>



নিবেদিত

নোবেল করোনা ভাইরাস নিধনকারী
ফেইস মাস্ক



COS' current wardrobe staples for spring

Marry Stephany

COS is treading into 2021 with a brand new Spring/Summer 2021 collection. Penetrating to its modern aesthetic, the range includes styles that arrive in minimal and timeless designs.

Enthused by the blurred lines between leisure and formal attire, the creatively styled and repurposed clothes are made out of lavish fabrics.

For example, the women's knitwear pieces are crafted from zero-waste, seamless cashmere material arriving in a warm orange hue. Elsewhere, the men's elasticated trousers feature an effortless silhouette, while the label's classic trench coat has been reworked for the warmer days ahead.

For Full Story: <https://www.textiletoday.com.bd/cos-current-wardrobe-staples-spring/>

+88 01787 129 594

+88 01775 999 368

(bKash Merchant Number)