

Functional Fashion

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Dangers of obliviousness in cotton supply chains

Sayed Abdullah

Cotton sourcing awareness should be a top priority by brands to increase transparency. Globally there have been cumulative pressures on cotton supply chains to demonstrate or refute the usage of Xinjiang cotton since the expose of forced labor.

Uniqlo is one instance of the likely risks to brands as well as the apparel manufacturers within their supply chains.

The US authorities blocked a shipment of goods from Uniqlo over worries that its supply chain has a connection with forced labor in China's Xinjiang province, it is apparent that the 'red flag' is more than raised, says MeiLin Wan, VP of textile sales at Applied DNA Sciences.

Ultimately, it points the finger to retailers and brands to be sure that the claims they make are

reliable with what is going on in their cotton supply chains.

The questions like how do consumers know if a brand is taking all ethical and social responsibility measures to safeguard that the cotton being used is not from areas that utilize forced labor?

Cotton supply chain anomalies

2021 Know The Chain Report shows, forced labor hazards are predominantly high in cotton sourcing. Cotton farms work related to the harvesting of raw materials have a habit of being remote – meaning that workers are more unprotected to vulnerable conditions.

The nature of remote locations might result in fewer visits by labor inspectors and make it harder for workers to seek out

services and report exploitation.

84% of China's cotton is produced in Xinjiang. Numerous recent accounts of forced labor hit majority media with recounts in various places globally. Though, Xinjiang stays to be an example of how brand and manufacturer picks can make a ripple effect that reaches internationally.

It is definitely up to brands to know their supply chains; many are far detached from the source of their cotton.

As Leonardo Bonnani, CEO of Sourcemap, so appropriately stated, "Mass balance certification blends fair trade with child labor; regenerative agriculture with deforestation... and only a small fraction of the materials certified sustainable are audited (typically 1 to 2 percent)."

Cotton sourcing awareness should be brands top priority to increase transparency

Globally increasing pressure on cotton supply chains to refute forced labor & other abuses

Traceability means brands must ensure that product is verified

The solution is increasing transparency

Traceability is about being able to know with certainty that the product itself, from source to shelf, has been verified. This means that the fiber, yarn, greige fabric, dyed fabric to the finished good can be and will be authenticated.

For Full Story: <https://www.textiletoday.com.bd/dangers-obliviousness-cotton-supply-chains/>

Cotton face masks aid in Delta variant surges

Seshadri Ramkumar, Professor, Texas Tech University

Double vaccination is shown to have efficacy against multiple variants. But in the case of unvaccinated people, countermeasures such as wearing face masks and hand hygiene are important.

In densely populated areas, it may not be perfectly feasible to maintain physical distancing, but for the complete stay-at-

home orders. In such cases, facemasks are an important protective measure.

As the Delta variant is known to be highly contagious and is airborne, following COVID-19 safety protocols can save lives among unvaccinated people.

Ongoing research in the Nonwovens and Advanced Materials Laboratory at Texas

Tech University has shown that multilayered nonwoven mats with layers made from cotton and sorbent fibers can exhibit over 90% filtration efficiency in trapping 30 nm-sized aerosols.

Since coronavirus particles normally range between 100-150 nm in diameter, nonwoven materials will be able to trap and destabilize them depending

on the material of the filters. Reports show that cellulosic materials can quickly destabilize coronavirus compared to hard materials such as steel or plastic.

Masks are important tools in the tool kit to protect people – importantly for those who are unvaccinated and who are immunocompromised.

For Full Story: <https://ff.textiletoday.com.bd/cotton-face-masks-aid-delta-variant-surges/>

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Nexagen Specialities Ltd | a Harris & Menck Company

Giant Business Tower, Level-12(West), Plot # 3 & 3/A

Sector # 3, Uttara C/A, Dhaka- 1230, Bangladesh.

PBX: + 88 09611775588, FAX: +88 09611775522

Email: salesupport@nexagenspecialities.com



US Cotton farmers look holistically in search of healthy soil

Akik Ahmed

US cotton growers know that sustainability must start with the soil. Ensuring sustainable production for decades to come requires more than conscious growing practices — farmers must also have access to credible data on the soil's health.

Over the past 35 years, conscientious growers have increased soil carbon levels, reduced soil loss by 37 percent, and boosted biodiversity by adopting new and more sustainable practices.

Cotton growers have relied on

certain production practices for decades; but with a better understanding of their potential impact, over the past 35 years, they have adopted new practices to help protect the environment.

However, this method left the soil disturbed and uncovered, releasing carbon dioxide into the air that was trapped in the ground and causing topsoil to be lost by being simply washed or blown away. Growers have adopted conservation-tillage practices, such as no-till and

minimal-till farming, that leave the ground intact.

Research has shown the uptake of conservation-tillage practices reduces erosion and increases carbon sequestration from the atmosphere by as much as 400 pounds of carbon per acre per year. Today, nearly one-third of US cotton farms practice no-till.

To double their fields' carbon-sequestration ability, growers combine conservation-tillage practices with the use of cover crops such as rye, legumes and root vegetables. Cover crops

help growers protect their fields all year round. By providing shade, cover crops decrease evaporation from the soil, which means both less irrigation and less erosion.

Trust Protocol is aligned with national goals to reduce US cotton's soil loss by 50 percent and increase soil carbon by 30 percent by 2025.

With access to the new system, growers can continuously improve their farms' sustainability and soil health.

For Full Story: <https://ff.textiletoday.com.bd/us-cotton-farmers-look-w-holistically-search-healthy-soil/>

British brands and retailers have no position in top 10 Transparency Index

A H Monir

Transparency continues to be slow amongst major fashion brands, also there wasn't a single British brand or retailer in the Top 10.

It is surprising that the UK consumes most clothes in Europe, but their brands are absent in the top list regarding transparency.

Recently Fashion Revolution released the 2021 Fashion Transparency Index. While Italy's leading fashion brand OVS topped the global benchmark on transparency with 78 percent, Swedish fashion bigwig H&M took the second spot with 68 percent.

They were followed by Timberland and The North Face at 66 percent and C&A and Vans at 65 percent.

Actually, for OVS it was a jump of 44 percent from 2020.

However, it was truly a happy moment for Kmart and Target Australia as they were the only Australian brands to be placed in the Top 10.

Kmart and Target Australia scored 56 percent. That is a swing of 33 percent from 2020. That is why positioning both as two of the most improved brands in the world.

Besides that, as sustainability is the main focus, now Kmart Australia is committed to using 100 percent renewable energy by 2025.

Other brands like Tommy Hilfiger, Calvin Klein, Gucci, Esprit, and Patagonia scored over 55 percent included the likes of others.

Only 11 percent of fashion brands revealed details about some of their raw material suppliers. Though it was slow but still better than the 7 percent that shared this information in 2020.

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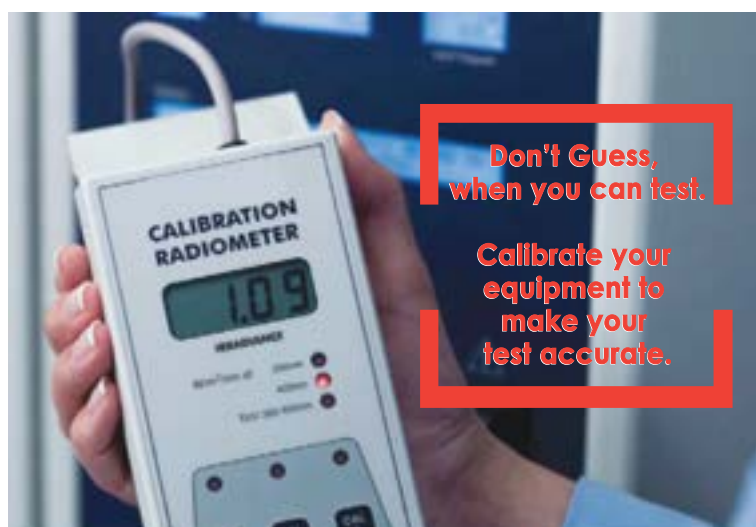
For Full Story: <https://www.textiletoday.com.bd/british-brands-retailers-no-position-top-10-transparency-index/>



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Mobile: +8801713375755, +8801713856786, +8801713856787
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Higher productivity and lower energy consumption: The new Pre-Cleaner CL-X

Textile Today Tech Review

Double the production rate, with lower energy consumption per kilogram of fiber material – that might sound like a contradiction, but the new Trützschler pre-cleaner CL-X makes it possible. It gently and reliably removes coarse contaminants like leaf debris, stalks or seeds from cotton with minimum loss of good fibers.

In comparison with the current benchmark, the CL-X saves up to 30 % energy. In addition to the optimized flow, an integrated air separator contributes to reducing the transport air by ensuring that only excess air has to be

removed, rather than all of the air. Less exhaust air means less energy consumption.

CL-X features at a glance:

- Continuous production of 1,600 kilograms per hour for present blow room configuration.
 - 30% energy saving
 - Integrated WASTECONTROL for automatic adjustment recommendation of waste excretion to avoid unnecessary fiber loss.
 - 2.60 m long cleaning section.
 - New and improved grid geometry for better separation and gentle tuft treatment.
- Material draft due to 10 % higher speed of second opening roller for reliable and consistent fiber transport.
 - Optimal cleaning level and minimal fiber loss due to individual and stepless grid adjustment for each opening roller by motor.
 - Gentle tuft treatment with adjustable opening roller speed.
 - Synchronized lot management (automatic lot change for up to three lots).
 - Connection possibility for a waste box (for waste analysis).
 - Lower cost of ownership.



Figure 1: In comparison with the current benchmark, the CL-X saves up to 30% energy.

For Full Story: <https://ff.textiletoday.com.bd/higher-productivity-and-lower-energy-consumption-the-new-pre-cleaner-cl-x/>

ITMA ASIA + CITME 2020 concluded successfully with strong local attendance and exhibitor endorsements

Sazzad Rahman

ITMA ASIA + CITME 2020 ended on a successful note, attracting a strong local turnout. After a delay of 8 months, the seventh combined exhibition welcomed visitorship of about 65,000 over 5 days.

Riding on positive business sentiments, following the post-epidemic economic recovery in China, exhibitors were thrilled to be able to have face-to-face contact with local buyers from the world's largest textile manufacturing hub. In

addition, they were excited to receive overseas visitors who were able to travel to Shanghai.

The combined exhibition brought together 1,237 exhibitors from 20 countries and regions. In an exhibitor survey conducted onsite with over 1,000 exhibitors, over 60 percent of the respondents revealed that they were happy with the quality of visitors; 30 percent reported that they concluded business deals, of which over 60 percent

estimated sales ranging from RMB300,000 to over RMB3 million within the next six months.

The show owners, CEMATEX, together with its Chinese partners – the Sub-Council of Textile Industry, CCPIT (CCPIT-Text), China Textile Machinery Association (CTMA) and China International Exhibition Centre Group Corporation (CIEC) were also very pleased with the outcome of the combined exhibition, praising participants



Figure: Lenzing's fibre identification technology delivers physical identification of fibre origin at various stages of textile products such as the fabric and garment level. Courtesy: Lenzing

for their cooperation and support that helped ensure a smooth, successful face-to-face exhibition.

For Full Story: <https://www.textiletoday.com.bd/itma-asia-citme-2020-concluded-successfully-strong-local-attendance-exhibitor-endorsements/>

Smartwool's new Hike collection designed to be comfiest, robust and best fitting range yet

Akik Ahmed

Smartwool's newly launched Hike collection is designed to be the comfiest, most robust and best fitting range yet.

Smartwool has taken the understanding that all-over bulk in walking socks is not only needless but counterproductive when it comes to effective hiking. Instead, its Hike collection socks have padding only where

it is needed to aid hikers to avoid blisters – in the heel, arch and toe sections.

The toe also has the simplest seam to remove any blister danger zone. On top of it, newly added mesh ventilation on the upper foot aids increasing breathability and stops hikers' feet from overheating.

There's a 4-way fit system

designed to keep everything securely in place.

To stop them tiring through, Smartwool has applied 'Indestructawool technology', designed to enhance durability. The design also uses recycled nylon to maintain eco-friendliness.



Figure: To stop them tiring through, Smartwool has applied 'Indestructawool technology', designed to enhance durability. Courtesy: Smartwool

For Full Story: <https://ff.textiletoday.com.bd/smartwools-new-hike-collection-designed-comfiest-robust-best-fitting-range-yet/>

Australia's big investment in its fashion industry

AH Monir

New South Wales (NSW) state government announced that it would invest around AU\$500 million (US\$380 million) to turn the Powerhouse Museum complex into a fashion and design hub.

The country's fashion industry insiders termed this as the single major investment in arts and culture.

The funding will allow the museum to focus on presenting fashion exhibitions and programs that support the design and fashion industries as well as the establishment

of a creative industries zone delivering subsidized studios and workspaces for fashion designers.

Lisa Havilah, Chief Executive, Powerhouse said, "We're resetting what a museum can and should be, not just for a community, but for an industry."

Designer Mary-Lou Ryan, Co-Founder of Sydney-based brand Bassike, said this started a new way of viewing the relationship between culture and commerce in Australia.

In a media release, Australia's

Department of Industry, Science, Energy and Resources highlighted the importance of its scheme, "To support the design and development of an Australian fashion certification trademark, promoting and endorsing the high quality of locally designed and produced products to key overseas markets."

Edwina McCann, Editorial Director of the Australian editions of Vogue, Vogue Living and GQ said, "This is the most significant federal funding in support of our Australian designers and remaining local

manufacturing community in decades."

Designers gathered at the recent Powerhouse Museum event in the Ultimo district of Sydney, Australia. Back row (L-R) Edwina Robinson, Alexandra Smart, Camilla Franks, Bianca Spender, Genevieve Smart, Yousef Akbar; front row (L-R) Luke Sales, Jordan Gogos, Jenny Kee, Anna Plunkett, Daniel Boud.

McCann thinks the grant will be critical for job generation and serve to support small businesses.

For Full Story: <https://ff.textiletoday.com.bd/australias-big-investment-fashion-industry/>

H&M launches virtual start-up collection 'The Billion Dollar Collection'

Amena Kamal Khan

The H&M Foundation, H&M Groups's not-for-profit research and charity body, has launched a virtual fashion show 'The Billion Dollar Collection' to showcase the designs of ten innovative fashion start-ups.

Figure: The Billion Dollar Collection features startups with the potential to create "multi-dimensional" change with the fashion industry's support. Courtesy: Collected

The fashion show will present ten sustainable start-up's collections in a virtual fashion show. The innovations selected for the collection come from across the globe, and

encompass elements from materials to traceability.

The collection has been created using computer-generated imagery by CGI company Mackevision, which is part of the digital consultancy Accenture Interactive. Mackevision has also created a digital avatar to help bring the pieces to life.

Showcased as garments in a virtual fashion collection, each start-up features a price tag reflecting the estimated support each company believes they need to achieve scale for their disruptive innovations.



Figure: The Billion Dollar Collection features startups with the potential to create "multi-dimensional" change with the fashion industry's support. Courtesy: Collected

For Full Story: <https://ff.textiletoday.com.bd/hm-launches-virtual-start-collection-billion-dollar-collection/>

Lululemon to launch mushroom-based yoga accessories

Imran Hossain

Lululemon recently said it will launch yoga mats and bags made from Mylo — a mushroom-based leather alternative developed by biomaterials maker Bolt Threads. The company said the bags will go on sale in early 2022, and has not yet revealed when the mats will be available.

The announcement comes as part of Lululemon's wider sustainability and material innovation strategy, including the launch of a resale program in April of this year.



Figure: Lululemon to launch yoga mats and bags made from Mylo — a mushroom-based leather alternative developed by biomaterials maker Bolt Threads. Courtesy: Collected

Lululemon first revealed plans to make products from the renewable Mylo material last October, announcing it would join the Mylo consortium, a partnership of retailers who have invested in and secured exclusive access to the Mylo material.

For Full Story: <https://ff.textiletoday.com.bd/lululemon-to-launch-mushroom-based-yoga-accessories/>



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Save



Chemicals



Steam



Environment



Water



Time

