

Functional Fashion

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71% of fashion brands going nearshoring: McKinsey report

Sayed Abdullah

As global trade recovers from COVID-19, apparel sourcing – the garment supply chain – still faces a barrage of challenges: demand instability, logistics gridlocks, increasing costs, and more.

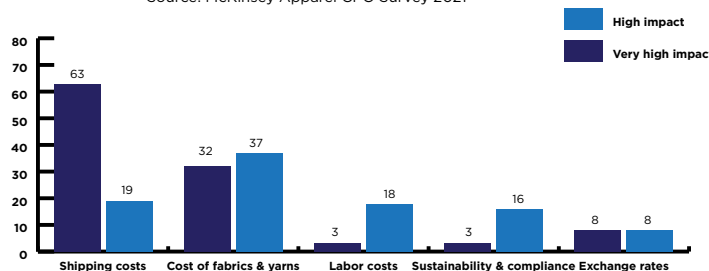
And it's clear that supply-chain disruptions—in particular, the price of shipping and raw materials and strains on capacity—are here to stay, 71 percent of apparel and fashion brands are planning to surge their nearshoring share by 2025, says a latest report by McKinsey & Company.

While 50% of brands have initiated a key transformation to achieve speed and flexibility.

According to the leader of the Apparel, Fashion & Luxury practice Karl-Hendrik Magnus, Senior Partner, McKinsey in Germany, "Harbor shutdowns, port congestion, container shortages, and capacity issues in sea and air freight are putting the fashion industry under massive pressure. For the first time, shipping disruptions are becoming the main price driver."

While 82 percent of sourcing executives surveyed said rising freight costs as the biggest driver. And only 21 percent say additional labor costs in source countries is also a top driver — the previous top drivers.

Inflation of shipping & material costs % of respondents
Source: McKinsey Apparel CPO Survey 2021



"Patricio Ibáñez, Co-Author of the study and Partner at McKinsey said, the era of sourcing continuous cost improvement is being challenged as never before and there's an increasing focus on other competing goals."

"50% of companies have already embarked on extensive transformations to increase sourcing speed and flexibility," according to the key findings of the study "Revamping fashion sourcing: speed and flexibility to the fore" by McKinsey & Company.

As part of the global study, McKinsey surveyed 38 CPOs (chief procurement officers) from top apparel companies and retailers in North America and Europe, who collectively account for roughly \$100 billion of sourcing volume.

Conversing the growing importance of nearshoring,

resilience, and sustainability, the McKinsey report states that to remain competitive, fast response times and supply chain resilience are vital for today's fashion companies.

Ever more businesses have stated earnings fall in recent months as new stock and refills have arrived too late, the collection fails to echo with consumers, and markdowns on overstocks are growing.

One way to answer more flexibly to supply chain risks and present trends, while also managing production by sales data, is to familiarize quicker transport routes, says the McKinsey report by the global consulting firms. Despite the higher sourcing costs, almost three-quarters of respondents are planning to grow their nearshoring share—that is, to source apparel from nearby countries.

Zaber & Zubair Fabric Ltd. gives PPE to IBN Sina Hospital

N Tania

On 14th November 2021, Zaber & Zubair has given a bunch of Personal Protective Equipment (PPE) to the IBN Sina Hospital.

Mohammad Abdullah Zaber, Managing Director of Noman Group has handed over the PPE's to the representatives of IBN Sina Trust.

And, this is the continuation of a program of free PPE for doctors and health workers by ZnZ.

Md. Hadiul Karim Khan, In-charge of the corporate marketing wing of IBN Sina Trust has received the PPE's.

Zaber & Zubair Fabrics was incorporated in 1994 with a mission to grow as an internationally recognized home textile manufacturing company, by meeting day-to-day market requirements and achieving customer satisfaction.



For Full Story: <https://www.textiletoday.com.bd/zaber-zubair-fabric-ltd-gives-ppe-ibn-sina-hospital/>

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Pangaia launches hemp made custom jeans trends in unspun app

Sazzad Sujon

Pangaia launches PANhemp™, a range of hemp and organic cotton denim. Building the brand's mission to use technology to expand innovation and inclusivity in lifestyle products, on November 11, PANGAIA introduced PANhemp™ on the new unspun app, the technology-enabled platform that creates denim made to order, made to fit, and made to last.

The sustainability-focused materials science and apparel

company partnered with Jonathan Cheung – former Levi's designer – to develop the collection's exclusive 13-ounce denim in partnership with Turkish denim mill Orta.

This custom jeans line is fully made from rain-fed hemp and organic cotton, and select washes in the collection are dyed with natural indigo. The fabric is then woven inversely to create the brand's signature left-hand twill, which gives a strong yet soft to the touch and

comfortable to wear fabric.

Pangaia treats the fabrics with PPRMINT oil, a robust odor control finish and antimicrobial treatment that helps clothes feel fresher for longer.

The PANHemp denim collection includes straight-leg jeans, a cropped denim jacket, women's high-rise wide-leg jeans and a denim shearling jacket available in three washes, including flamingo pink. The shearling jacket is



Figure: Pangaia launches PANhemp™, a range of hemp and organic cotton denim. Courtesy: Pangaia

made from recycled wool and Tencel fabric.

For Full Story: <https://ff.textiletoday.com.bd/pangaia-launches-hemp-made-custom-jeans-trends-unspun-app/>

Ralph Lauren selects USRCF to AIM for climate sprint partner

Nurnahar Tania

Ralph Lauren Corporation, an American publicly traded fashion company, applauded the selection of the recently-launched US Regenerative Cotton Fund (USRCF) as an Agriculture Innovation Mission for Climate (AIM for Climate) innovation sprint partner.

This initiative was created by the United States and the United Arab Emirates to support investments in climate-smart agriculture over the next five years.

Also, the selection was announced during the United Nations Climate Change Conference (COP26) in Glasgow on November 2.

Ralph Lauren president and chief executive

officer Patrice Louvet said, "We must come together as a global community to address the challenges of today so that future generations inherit a world filled with natural beauty and inspiration."

Actually, they are working toward their Net Zero goal, and it's the US Regenerative Cotton Fund, created through a partnership between the Ralph Lauren Corporate Foundation and the Soil Health Institute, that complements their goals.

Meanwhile, the Ralph Lauren Corporate Foundation has pledged an inaugural \$ 5-million grant to the Soil Health Institute to launch the US Regenerative Cotton Fund



Figure: The first such initiative to support long-term, sustainable cotton production in the United States, and aims to eliminate one million metric tons of carbon dioxide equivalent from the atmosphere by 2026.

For Full Story: <https://www.textiletoday.com.bd/ralph-lauren-selects-usrcf-aim-climate-sprint-partner/>



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ZDHC: Southern Europe Regional Conference

Amena Kamal Khan

ZDHC's first-ever hybrid event, the Southern Europe Regional Conference took place on 4 November 2021, hosted by Elisa Gavazza..

This conference simultaneously hosted in-person and on the ZDHC Virtual Environment. During the conference, key sustainability topics related to Sustainable Chemical Management, and a deep dive into the implementation experience of the Roadmap to Zero Programme in the Southern Europe Region featured.



Figure: ZDHC's first-ever hybrid event, the Southern Europe Regional Conference, took place in OTB Headquarters, Breganze (Vicenza), Italy

For Full Story: <https://ff.textiletoday.com.bd/viyellatex-kingpin-david-hasanat-receives-visionary-leadership-award-bkash/>

Stitch for RMG: Global innovation challenge

Sazzad Sujon

To help equip female workers in the garment industry for a future alongside AI and automation – together with BRAC and The Asia Foundation are now looking for innovations that can help improve women's employability and secure a skilled women workforce in the Readymade garment (RMG) sector in Bangladesh. H&M Foundation is the program partner.

The challenge also welcomes any team around the world with an idea, ready prototype, pre-commercial, or post-commercial innovations contextual to the Bangladeshi RMG industry and its women workers. 6 winning ideas will be chosen to receive incubation support and up to \$30,000 from a total grant of \$180,000.

Six winners will get a grant of up to US\$30,000 each to pilot their innovations together with selected factories in Bangladesh.

Most importantly, beside the grant, workers will also get access to investors, industry insights, great opportunities to network and build partnerships and a unique chance to prototype their innovation.

Eligibility

- Any group with 2 to 3 members with innovative ideas, entrepreneurial attitude and commitment to take their idea to the next level.
- Any existing Startups/ Social Enterprises with bold ideas or new features that can be an extension

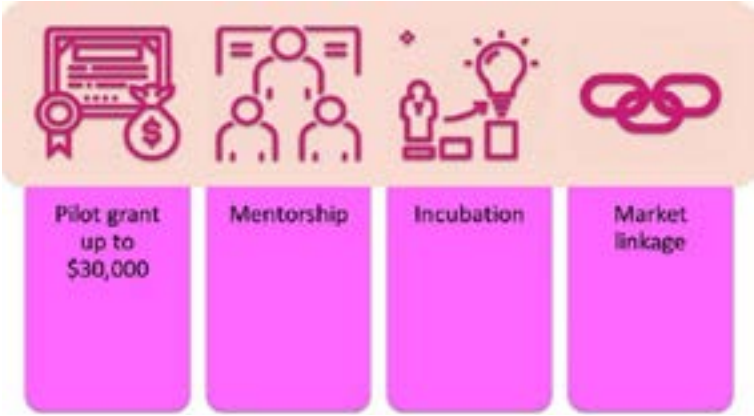


Figure: Global innovation challenge awards.

- of their existing initiatives.
- Rules**
- Please read all the Terms and Conditions before applying.
 - Apply to the challenge through Skipsolabs platform by 25 November 2021.
- Apply under one of the five themes benefitting female garment workers and increasing Bangladesh RMG industry competitiveness. Read the Complete Guideline.
- Applicants must submit their application before November 25.

For Full Story: <https://www.textiletoday.com.bd/stitch-rmg-global-innovation-challenge/>

‘Datatex Planning Solutions’ webinar held

A H Monir

Every company Fibre to Garments in textile and apparels industry must be well organized to make their operations run smoothly. For this reason, it is fundamental to plan everything from the beginning to avoid being surprised by drawbacks.

In view of this Datatex Asia Pacific Office located at Bengaluru, India conducted on 10th November 2021 international webinar ‘Datatex Planning Solutions’ showcasing its state of the technology Planning Solutions integrating Materials Requirements Planning (MRP), Production Capacity Planning (MCM) and Machine Scheduling (MQM) with ERP to establish effective Production Planning, Scheduling and Controlling systems for smooth production detecting timely drawbacks for remedies.

The webinar was presented by Dinesh Singh Banshiwal (Datatex Head of Business Development Asia Pacific and General Manager of Verodatatex India) and Rahul Mahajan (Datatex Sales and Marketing Manager India).

The recoded webinar is available in Datatex web site www.datatex.com for all the concerned in the clothing industry.



Figure: The webinar was presented by Dinesh Singh Banshiwal, Head of Business Development Asia Pacific and GM of Verodatatex India and Rahul Mahajan Sales and Marketing Manager, India.

For Full Story: <https://www.textiletoday.com.bd/datatex-planning-solutions-webinar-textile-apparels/>

BoohooMan launches first augmented reality campaign ‘Hack Friday’

US Shampa

As part of new ‘Hack Friday’ campaign by online retailer BoohooMan has launched its first augmented reality campaign ahead of Black Friday.

BoohooMan’s ‘Hack Friday’ campaign features their digital character and ‘hacker’ Robin, who has intruded the world of fashion by offering up ‘unexpected discounts’ for all customers.



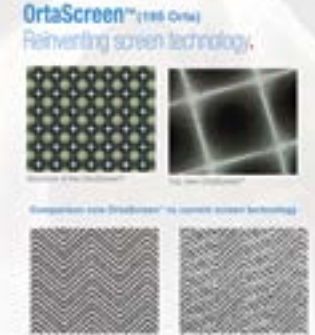
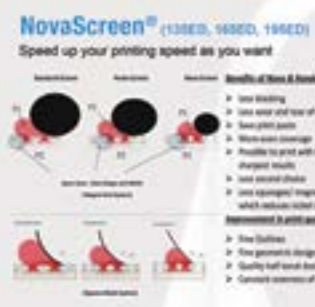

The extensive worldwide campaign features numerous Billboards and fly posters with QR code – upon scanning which will open the augmented experience where the hacker comes to

life and reveals additional offers to the customer.

These offers will be on top of site promos allowing the customer to receive a higher percentage off-site at Boohooman.com.

Victoria Pearson, Head of E-commerce at BoohooMan said in a statement, “Our aim was to lift traditional billboard spaces by utilizing augmented reality alongside the cyber hacking revolution. This campaign is the first of a number of digital projects we are working on to provide more value to customer’s long term.”

For Full Story: <https://ff.textiletoday.com.bd/boohooman-launches-first-augmented-reality-campaign-hack-friday/>



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Plus size clothing market to reach \$696.71 bn by 2027

Akik Ahmed

In 2019, the global plus size clothing was valued at \$480.991 billion and is projected to reach \$696.71 billion by 2027, registering a CAGR of 5.9% from 2021 to 2027.

The market is expected to exhibit an incremental revenue opportunity of \$215.8 billion from 2019 to 2027.

The rise in demand for plus-size clothing, owing to growth in the obese population, rise in confidence of consumers, and increase in the number of brands offering plus-size range garments has propelled the growth of the plus-size clothing market.

Though, high pricing for retailers and complexity in manufacturing curtail down the growth to a certain extent. As the availability of plus size clothing rises via Omnichannel retail so growth in brand presence in the industry offers a number of lucrative opportunities to the market players.

Based on gender, the male segment held the largest market share with around half of the global plus-size clothing market revenue in 2019 and is expected to rule the roost during the forecast period.

Also, the casual wear segment

contributed to nearly one-third of the global plus-size clothing market share in 2019 and is anticipated to lead the trail during the study period.

Besides this is attributed to the presence of a proportionately large male obese population and high spending on plus-size clothing.

On the other hand, the female segment is expected to manifest the fastest CAGR of 7.50% throughout 2027. There has been an increasing trend in



Figure: With the rise of the obese population, the plus-size clothing market is expected to grow. Courtesy: Collected

the female obesity rates, which has driven the growth of the segment.

For Full Story: <https://ff.textiletoday.com.bd/plus-size-clothing-market-reach-696-71-bn-2027/>

Reliance Industries acquires amanté from MAS Holdings

S N Abdullah

Reliance Retail Ventures of Reliance Industries acquired Sri Lanka-based MAS Holdings one of its subsidiaries, MAS Brands, which owns and operates the retail lingerie business under the brand amanté.

In the last two years, Reliance Retail purchased a string of

companies and Amanté is the latest.

amanté was established by MAS in 2007/08, engages in the retail and wholesale distribution of premium lingerie brands amanté, Ultimo and every dé by amanté.

amanté sells its products through its own stores and

outlets, as well as through its e-commerce networks across India and Sri Lanka.

MAS Holdings said in a statement, “The divestiture of amanté was an outcome of this plan, with MAS intent on finding the right partner to invest in the business enabling it to grow.”



Figure: The acquisition by Reliance ensured that amanté would benefit from Reliance’s scale and retail expertise. Courtesy: The Indian Beauty Blog

For Full Story: <https://www.textiletoday.com.bd/reliance-industries-acquires-amante-mas-holdings/>



VF Corporation releases 3rd annual profile on ‘IDEA’

Akik Ahmed

VF Corporation, a global leader in branded lifestyle apparel, footwear and accessories, today published its third Inclusion, Diversity, Equity and Action (IDEA) Annual Profile. Covering the company’s fiscal year 2021, the report defines the key strategic pillars that serve as the drivers and benchmarks for VF’s IDEA goals.

VF has publicly committed to two aspirational employee representation goals and provides annual visibility into the company’s progress. By 2030, VF intends to achieve gender parity at the director level and above globally, and 25% BIPOC representation in the U.S. at the director level and above.

During the fiscal year 2021, VF saw growth against both goals, with those who identify as women comprising 41% of the



director and above population globally, and BIPOC associates representing 16% of the director and above population in the US.

At the end of fiscal year 2021, the overall representation of women globally across all levels of VF’s workforce was 55%. Similarly, BIPOC associates within the US across all levels in the organization was also at 55%. In addition, during fiscal year 2021, one-third of the company’s Board of Directors identified as women and 17% identified as a member of the BIPOC community.

For Full Story: <https://www.textiletoday.com.bd/vf-corporation-releases-3rd-annual-profile-idea/>