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Six Finnish textile fiber innovations to replace cotton and viscose

Abu Hasnat

Finland based six new ecological textile fibers development innovations are expecting to replace cotton and viscose.

SPINNOVA®: SPINNOVA® by Spinnova makes pulp by mechanically refining it into microfibrillated cellulose (MFC) textile fiber without dissolving and using any hazardous chemicals.

Spinnova's goal is to make SPINNOVA® fiber a globally leading innovation. To achieve the desired environmental impact, the company want to manufacture it in large volumes.

Emmi Berlin, Spinnova's Head of Communications said, "We

already have all the conditions, partners, and funding in place to scale up. We are an ingredient



Figure 2: Infinna™ by Infinited Fiber Company. Courtesy: Infinited Fiber Company

brand, like Gore-Tex. If consumers see the Spinnova name on a product in the future, they will know it is environmentally friendly."

Infinna™: Infinna™ by Infinited Fiber Company turns textile waste into a new, finest textile fiber that has a natural, cotton-like feel. By incorporating cellulose carbamate technology – Infinited Fiber Company enables the manufacturing of totally new textile fiber from cotton-rich textile waste.

Laura Vinha, Communications Director at Infinited Fiber Company said, "Our main business strategy is technology licensing to enable the mass-scale global use of Infinna™ as efficiently and quickly as

possible. We are building a commercial-scale factory so that licensees can see how the technology works in practice on a large scale. Licensing is an important next step in making Infinna™ a mainstream material and thus a solution to the global



Figure 3: Marimekko dress made from loncell®. Courtesy: Marimekko

textile waste problem"

loncell®: loncell® technology made by Aalto University in collaboration with the University of Helsinki uses a solvent which belongs to the category of ionic liquid. Tests have shown that the tensile strength of loncell® fibre is even 2-3 times higher compared to virgin cotton

Kuura™: Kuura™ fiber by Metsä Group – it is based on paper-grade pulp instead of dissolving pulp. Thus, Kuura™ fiber manages a higher produce of textile fiber from trees and saves energy.

In Äänekoski, Finland, Metsä Group constructed a 1 ton per day demo plant.

Bio2™: Fortum's Bio2™ Textile is made from agricultural waste that are left over. The company's cellulose is made from fractionated straw. The pulp is spun into textile fibers.

The company's biorefineries process biomass as raw material by means of the fractionation technology of Chempolis Oy. And Bio2™ aims to develop high-value items using fractioned agricultural waste as feedstock.

Biocelsol: Biocelsol fiber by VTT uses textile waste by dissolving pulp. The pulp is treated using enzymes and water-based, cheap and non-toxic chemicals. The Biocelsol finished fiber has properties like viscose, but the fiber captivates moisture better than cotton or viscose.



Figure 4: Kuura™ fiber by Metsä Group. Courtesy: Kuura™



Figure 1: SPINNOVA® by Spinnova. Courtesy: Spinnova

For Full Story: <https://www.textiletoday.com.bd/six-finnish-textile-fiber-innovations-replace-cotton-viscose/>



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Archroma and North Carolina Greensboro collaborate on color expert education

AH Monir

Archroma, a global leader in specialty chemicals towards sustainable solutions, has announced a collaboration with the University Of North Carolina Greensboro (UNCG) and its Consumer, Apparel, and Retail Studies (CARS) department, aiming to further the education of its students in the area of color management expertise.

According to the agreement, Archroma will donate its

leading-edge industry color management tools for their design projects, gaining hands-on expertise that equips them for successful careers in the fashion and textiles industries.

Also, the students will have access to a complete set of the ready-to-use color library developed by Archroma for cotton and polyester.

The library was launched in 2016 to provide off-the-shelf color inspiration that can be

implemented in production with just a few clicks.

On 7 April, the Color Atlas contains 4,320 colors applicable on cotton poplin, almost double compared to similar tools available to textile and fashion specialists, and 1,440 colors on polyester.

Besides the physical Color Atlas library, the students in the CARS program will also have access to the full digital files for use in the industry-



Figure: The students will have access to a complete set of the ready-to-use color library developed by Archroma for cotton and polyester.

leading 3D fashion design and development software Browzwear VSticher.

For Full Story: <https://www.textiletoday.com.bd/archroma-north-carolina-greensboro-collaborate-color-expert-education/>

Center for the Polyurethanes Industry elects new steering committee leadership

Sazzad Sujon

Recently American Chemistry Council's (ACC) Center for the Polyurethanes Industry (CPI) Steering Committee Meeting, industry leaders from Huntsman Corporation and BASF were installed to serve as Chair and Vice Chair, respectively, says a press release.

Pavneet Mumick, Ph.D., was elected Chair of CPI's Steering Committee; he will serve in this position for a two-year term (2022-2024), taking over the role from Julia Rubino (2020-2022) of Covestro LLC,

whose steady leadership was instrumental during these challenging past two years.

Dr. Mumick currently serves as Global Vice President of Technology and Innovation for the Polyurethanes Division at Huntsman, where he is responsible for growth through new product development. He is a member of the Polyurethanes global leadership team and chairs the Division's Global Strategic Marketing Council.

Tobias Haber, Ph.D., has been

elected Vice Chair (2022-2024) of CPI's Steering Committee. Dr. Haber is the Vice President for BASF Construction, Performance Materials in North America and a member of the BASF Canada Executive Team. In this role, Dr. Haber oversees BASF's Performance Materials Construction Segment, with responsibility for the business and teams in Canada, U.S., and Mexico.

"Our new Steering Committee leadership exemplifies the dedication, expertise and vision required to help with



the continued success of CPI's mission of providing effective advocacy, outreach, and robust safety education and product stewardship programs," said Lee Salamone, Senior Director, CPI. "I look forward to working with Pavneet and Tobias on advancing the industry's strategic direction."

For Full Story: <https://www.textiletoday.com.bd/center-polyurethanes-industry-elects-new-steering-committee-leadership/>

IDKIDS awards Windy Group

Rahbar Hossain



Figure: Windy group is a trusted company in the world for meeting the quality standards of international brands with innovation, precision, and fast service.

IDKIDS, brands of ready-to-wear clothing and toys for children awarded Windy Group, Bangladesh-based one of the sustainable garments manufacturing company, as the best partner for woven.

Windy group is a trusted company in the world for meeting the quality standards of international brands with innovation, precision, and fast

service.

Mesbah Uddin Khan, Managing Director of Windy Group received the best partner award from Onal Oz, Country Manager, and iDKIDS community

IDKIDS community, a young, family-oriented group have 6,000 employees in 70 countries.

For Full Story: <https://www.textiletoday.com.bd/idkids-awards-windy-group/>



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H&M's love concept for 'Innovation Story' collections

Rahbar Hossain

Fashion retailer H&M has taken another step towards the concept of love, with a collection that said "investigates our passionate relationship with clothes", for the fifth edition of its 'Innovation Stories'.

According to the retailer, the Cherish Waste Collection, the new line incorporates repurposed, recycled, and low-impact materials into its production, with many pieces

utilizing recycled garments, ocean-bound plastic, and other waste materials.

Concept designer at H&M, Ella Soccorsi, said, "The design team was talking about who we become when we fall in love – and how our clothes become a part of the love story."

So, they created a collection about love and its many guises-romantic, tough, passionate, non-binary and platonic.

Also, they are passionate about

circularity, so most of the pieces have labels inside to encourage customers to write their names and a personal message when it is time to pass them on.

H&M also used the biomaterial, AirCarbon, and recycled polyester by Repreve. Naia Renew, a sustainable fiber, have been used for selection products like- shirt and trouser combination, and Mirum, a plant-based leather the retailer



Figure 1: Chen Lianguang, Quality Manager at Chaohu Youngor is pleased with the performance of the SB-D 50.

has implemented into a number of accessories.

For Full Story: <https://www.textiletoday.com.bd/hms-love-concept-innovation-story-collections/>

Groz-Beckert's inaugurates weaving showroom in India

N Tania

Groz-Beckert has opened its first showroom in India, in the rising weaving market in Ichalkaranji.

The spotlight of the weaving showroom is the brand new absolutely automated WarpMasterPlus drawing-in machine.

Groz-Beckert is the world's leading provider of industrial

machine needles, precision parts, and fine tools, as well as systems and services for the production and joining of textile fabrics.

All around the world, the products and services support the textile processes of knitting and warp knitting, weaving, felting, tufting, carding, and sewing.

Belgium, the Czech Republic, Portugal, the USA, India, China, and Vietnam, the family-owned company also has further production sites in Germany.

Groz-Beckert offers its customers a comprehensive partnership without boundaries and on-site in over 150 countries.



Figure: Groz-Beckert is the world's leading provider of industrial machine needles, precision parts, and fine tools.

For Full Story: <https://www.textiletoday.com.bd/groz-beckerts-inaugurates-weaving-showroom-india/>

One-stop source for warp feeding and weaving preparation

Crealet partnerships offer added value and an extended range

Yeasin Miah

Crealet has developed as a one-stop source for comprehensive consulting and solutions, with two key business partnerships bringing synergies and added value.

The world-leading Swiss manufacturer of electronic warp feeding systems has joined forces with COMSAT and AEI to broaden the expertise and technology range available to customers and expand into a new industry segment.

Since its start-up nearly 20 years ago, Crealet has earned its reputation as a global leader in the development and manufacture of electronic warp feeding systems for both wide and narrow fabric weaving.

Two decades of knowledge and experience underpins its latest high-quality warp let-off systems for weaving from warp beams and creels. Customized warp let-off applications, especially for technical, sophisticated, and sensitive fabrics, are regarded as Crealet specialties.

Constant tension throughout the warp – from full to empty beam – is essential for quality end products. Accurate feeding of the warp threads from beams is possible only if warp beam preparation is impeccable.

The new partnership will enable a wider view of end-product optimization for Crealet customers in key markets such as Germany, Austria, and Switzerland.

For Full Story: <https://www.textiletoday.com.bd/one-stop-source-warp-feeding-weaving-preparation/>

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Levi's® expands more 300 Target stores in US market

Yeasin Miah

Target Corp. is expanding on its partnership with Levi Strauss & Co., to bring the clothing company's products to 300 additional Target locations across the US.

Levi's partnership with Target is not only that their brands share a common goal to always delight and inspire fans, but also have a shared commitment to creating quality and timeless designs for all.

Seth Ellison, EVP, chief commercial officer, and interim Levi's® brand president said, "Levi's® remains a leader in denim and casual lifestyle apparel because of our ability to create deep connections with consumers and a frictionless shopping experience that fits with their everyday lives."

Through their partnership with Target, they are bringing more

consumers closer to the Levi's®, he added.

Also, there will be 60+ new styles, including tops, dresses, and on-trend jeans for women, and cozy fleece, tees, and trucker jackets for men.

Sanjeev Mohanty, SVP and managing director of U.S. and Canada at LS&Co said, "Our partnership with Target enables us to attract a broader consumer



Figure: Styliotics will use the funds to triple its investment in product and technology.

audience that's interested in quality products at all price points from premium to value."

For Full Story: <https://ff.textiletoday.com.bd/levis-target-partnership-300-stores-us/>

Victoria's secret and Regina Miracle collaborates for China business

Shohel Ahmed

In China Lingerie giant Victoria's Secret has announced the fulfillment of a joint venture with Regina Miracle International in regards to its company-owned business.

According to the agreement Regina Miracle owns 49 percent of the lingerie company's China-based operations, including its Victoria's Secret stores and online business, and Victoria's Secret will own 51 percent.

As per Victoria's Secret, it had received 45 million dollars in cash from Regina Miracle "as consideration for its investment in the joint venture".

Regarding this Martin Waters, CEO of Victoria's Secret, said, "He was 'confident this partnership will accelerate the company's growth opportunity in China, 'by leveraging Regina Miracle's merchandising and market knowledge as well as establishing a closer proximity

to its growing market base in the region."

Besides this collaboration was an important step for Victoria's Secret and completes the reformatting of their international business to be exclusively a franchise or partner-based model, and supports both online and store growth at a fast pace and more profitably, he added.

Their business is underpenetrated



Figure: It had received 45 million dollars in cash from Regina Miracle "as consideration for its investment in the joint venture."

internationally and double-digit sales and profit growth is a realistic opportunity, both in the near-term and over a long-term time horizon.

For Full Story: <https://ff.textiletoday.com.bd/victorias-secret-regina-miracle-collaborates-china-business/>



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Adidas releases its Ozworld collection

Moshiur Rahman

Sportswear giant Adidas is set to launch a personality-based avatar creation platform to go with the release of its Ozworld collection.

Meanwhile their partnership with Ready Player Me, the site allows users to create an artificial intelligence (AI) generated avatar that can be used throughout the web to explore other virtual worlds in the metaverse.

The site asks users a range of questions that aim to identify their personality in order to establish the appearance of their digital selves.

Prompts include selecting their favorite Ozworld footwear silhouette, with the final outcome also to draw inspiration from the collection's visual aesthetic.

After generated, users can



Figure: Adidas said that its first instalment of avatars is set to arrive in the metaverse on April 28.

use their avatar to try-on and purchase sneakers from the line and further download their online character to use for stickers and GIFs across social media.

The company said the initial launch was scheduled for April 8, but due to unexpected technical challenges in the Ozworld platform, the launch of the avatar experience will be delayed.

For Full Story: <https://ff.textiletoday.com.bd/adidas-releases-ozworld-collection/>