

Functional Fashion

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Volume 03 | Week 19 (09 May'22 - 14 May'22) | Issue 12 | Pages 04

Fashion companies expect to grow 3.5% by 2030

Nurnahar Tania

McKinsey & Company, a management consulting firm, recently released the 64-page State of Fashion Technology Report 2022.

According to the report, in 2021, fashion companies invested 1.6 to 1.8 percent of their revenue in technology, which is expected to grow by 3.0 to 3.5 percent by 2030 to keep pace with digital natives and create a competitive edge.

McKinsey's analysis shows that fashion companies have embedded AI in their business models, and could see a 118 percent increase in cash flow by 2030.

According to the report fashion's five key technology themes like- metaverse reality check,

hyper-personalization, connected stores, end-to-end upgrade, and traceability first.

Global spending on virtual goods reached more than \$100 billion in 2021, more than doubling the total in 2015, with around 30 percent of revenues attributed to virtual fashion assets.

More than 60 percent of fashion executives believe creating integrated digital processes throughout their organizations will be their top five areas for digitization as they look to 2025.

Similarly, as per 50 percent of fashion decision-makers, traceability will be a top-five enabler of reducing emissions in their supply chains, though many brands currently have visibility over only direct supplier



Figure: McKinsey's analysis shows that fashion companies have embedded AI in their business models, and could see a 118% increase in cash flow by 2030.

relationships.

Actually brands are increasing their focus on traceability through their supply chains, helping them address demands

from regulators, investors, and customers for greater transparency.

For Full Story: <https://ff.textiletoday.com.bd/fashion-companies-expect-to-grow-3-5-by-2030/>

Cotton sourcing from Better Cotton jumps 47% in 2021

Zakir Hossain

10% of world cotton sourced as Better Cotton in 2021 and 260 of the world's best-known retailers and brands collectively sourced 2.5 million tonnes of Better Cotton – a record for Better Cotton and the industry

Better Cotton launched its ambitious 2030 Strategy and the first of five impact targets at the end of 2021. Climate change mitigation and adaptation, smallholder livelihoods, soil health, women's

empowerment and pesticide use are critical focal areas where Better Cotton aims to deepen impact over the next decade.

Achieving measurable change at field level will require continued collaboration and commitment from all Better Cotton Members and Programme Partners from across the cotton sector. While all members play their part in contributing to more sustainable practices in cotton farming,

Better Cotton Retailer and Brand Members drive progress through increased sourcing of more sustainable cotton.

In 2021, 260 of the world's best-known retailers and brands collectively sourced 2.5 million tonnes of Better Cotton – a record for Better Cotton and the industry. This accounts for 10% of global cotton production and represents a 47% increase on 2020 sourcing volumes. This



result also marks the end of Better Cotton's mainstreaming development phase, and transition to its transformation phase.

For Full Story: <https://www.textiletoday.com.bd/cotton-sourcing-better-cotton-jumps-47-2021/>



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Better purchasing practice can ensure green production

Sayed Abdullah

Abdullah Hil Rakib, Director, BGMEA highlighted that textile and apparel makers need a better purchasing practices to continue sustainable apparel production. Abdullah Hil Rakib emphasised this at the third edition of the Sustainable Apparel Forum (SAF) – organized by the Bangladesh Apparel Exchange (BAE).

Abdullah Hil Rakib, Director, BGMEA said, “The post-Rana Plaza incident – entrepreneurs have been very resilient about transforming the textile and apparel industry into a green, secure and sustainable working place by investing millions of dollars. And the apparel entrepreneurs have invested a

lot and unconditionally without having any commitment from any of the global stakeholders. But what more do the international buyers and brands expect from us to do any further?”

“Due to these green investments, we see that Bangladesh textile and apparel industry is now a globally exemplary green industry. And we want a fair price for our sustainably made RMG products as sustainability does not come cheap. And everything – from reducing carbon emissions, better wages, zero pollution – has a cost. On the other hand, RMG prices have been going down



Figure: Abdullah Hil Rakib, Director, BGMEA highlights that textile and apparel makers need a better purchasing practices to continue sustainable apparel production.

perpetually. This must stop, or it will be really tough for entrepreneurs, workers and all the people in the industry to survive,” added Abdullah Hil Rakib.

Any pollution in any industry

anywhere in the world is likely to affect the earth – and there is no other alternative to live on. So, ensuring sustainability is a shared responsibility – not just on the manufacturing end.

For Full Story: <https://www.textiletoday.com.bd/better-purchasing-practice-can-ensure-green-production/>

Primark to train cotton holders for sustainable practice in South Asia

N Tania

Fashion retailer Primark has promised to train another 125,000 small cotton growers in more sustainable practices by the end of 2023 in India, Pakistan, and Bangladesh.

Already this initiative has trained about 150,000 farmers, of whom about 80% are

women.

This latest move represents a major commitment of the company as it works to increase program membership to approximately 275,000 smallholders.

Meanwhile, Primark’s partnership with technology

provider Orbitain is supposed to access more sustainable cotton fibre, which can be traced from the shop floor back by 60% to an individual farmer’s village.

According to Primark, “Comparison between 2013 and 2019, the retailer added that farmers signed up

to its Sustainable Cotton Programme generally use 40% less chemical pesticides and fertilizers on average, as well as 10% less water by acre, also tend to experience yield increases of 14% and a 200% boost to their profits.”

For Full Story: <https://www.textiletoday.com.bd/primark-train-cotton-holders-sustainable-practice-south-asia/>



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OUR CORE VALUES



Archroma exhibits at Bangladesh Denim Expo 2022

Rahbar Hossain

Archroma – a global leader in dyes and specialty chemicals with a strong focus on sustainability and innovation – exhibited at Bangladesh Denim Expo 2022 started from 10 May at the International Convention Center (ICCB) in Dhaka.

Archroma touches and color people’s lives every day, everywhere and this gives it a huge responsibility. And globally denim is an integral part of consumers’ life.

Archroma offers aniline-free* indigo for denim. The company’s new aniline-free* indigo dye, Denisol® Pure Indigo 30 liq, reduces risk when producing the traditional, iconic indigo blue that consumers associate with denim and jeans.

From fibre to finish, Archroma offers a scope of possibilities for effects and colors, from the authentic roots of indigo to



Figure: Archroma’s new aniline-free* indigo dye, Denisol® Pure Indigo 30 liq, reduces risk when producing the traditional, iconic indigo blue that consumers associate with denim and jeans. Courtesy: Archroma

the most innovative and eco-advanced solutions.

Archroma’s system solutions enhance the properties of apparel and other textiles in applications as diverse as high fashion, home textiles and special technical textiles.

For Full Story: <https://www.textiletoday.com.bd/archroma-exhibit-bangladesh-denim-expo-2022/>



BGMEA and LightCastle to conduct study on establishing virtual marketplace platform for RMG sector

Shohel Ahmed

The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has signed an agreement with LightCastle Partners for conducting a feasibility study on "Establishing a Virtual Marketplace Platform for the RMG sector".

The study will analyze the gaps in policies, market potential and readiness of the sector, and include a suitable business model and an action plan to implement operations.

Faruque Hassan, President of BGMEA said, "Revolution in digital technologies has led notable changes in the

business landscape, creating new trends and opportunities, especially rapid rise in online marketplace. Companies have been increasingly going online with advancement of digital technologies and the Covid-19 accelerated the pace of digital transformation, leading to a boom in the digital and e-commerce sectors. Adaption to the changing trade is the key to sustain and seize new opportunities. Developing a virtual market platform will boost sales of the RMG sector and rebound from the effects of the pandemic. This study will help to identify the challenges and opportunities of the



Figure: BGMEA signed an agreement with LightCastle Partners for conducting a feasibility study on "Establishing a Virtual Marketplace Platform for the RMG sector".

sector to establish an online marketplace."

The study will be funded by IFC's Partnership for Cleaner Textile (PaCT II) program, supported by the

government of Denmark through the Danish International Development Agency (DANIDA) and the Embassy of the Kingdom of the Netherlands in Bangladesh.

For Full Story: <https://www.textiletoday.com.bd/bgmea-and-lightcastle-to-conduct-study-on-establishing-virtual-marketplace-platform-for-rmg-sector/>

Aroo develops ECWCS & Defence clothing for Indian Army

Abu Hasnat

To create the intellectual property in specialized defence clothing and gear for the Indian Army, Aroo is the first defence start-up.

Presently this company is developing ECWCS (Extreme Cold Weather Clothing System)

and other specialized defence clothing for the army.

With the special idea of business, it creates the products and applications for a specialized category of clothing and gear and then partners with the most capable

OEM (original equipment manufacturer) to supply the product to the armed forces.

Basically, ECWCS is a 3-layer modular clothing system worn together, which is designed to operate in temperatures of up to -50 degrees Celsius.



Figure: Aroo's first product was ECWCS where it passed field trials in 2017 and is currently manufacturing this product in India through its OEM based out of Bengaluru.

For Full Story: <https://www.textiletoday.com.bd/aroo-develops-ecwcs-defence-clothing-indian-army/>

Mastering the heat in synthetic filament production

A H Monir

Retech presents its latest innovations at Techtexil

Threads made of polyamide, polyester, polypropylene, aramid, carbon, bio-based and many other polymers, categorized as technical yarns and high-performance fibers are a special field of Retech. The Swiss company is the expert in heat treatment and drawing man-made fibers of any material. They present their latest developments at Techtexil Germany 2022 in Hall 12.0, Booth B11.

Identifying a strong demand for technical yarns with maximum strength, Retech addressed this with the newly-launched godet roll, with an ideal length of 420 mm to process eight or twelve threads at a time. Its extended

diameter of 250 mm allows a significantly increased speed with the same dwell time. Additionally, the higher motor torque guarantees the very best results in yarn tenacity. Further technical parameters are as remarkable: speed can be ramped up to 6500 m/min and the temperature reaches 250°C with an excellent temperature profile of +/- 1.5 °C.



Figure: Retech heated technical yarn godet. Courtesy: Retech

For Full Story: <https://www.textiletoday.com.bd/retch-techtexil-2022-mastering-heat-synthetic-filament-production/>

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BGMEA President calls upon Aldi to source more high-end apparels from Bangladesh

Ibrahim Khalil

BGMEA President Faruque Hassan has called upon Aldi, a Germany-based international retailer, to explore more business with their suppliers in Bangladesh, especially sourcing of diversified high-end garment products from the country.

He also urged Aldi to strengthen partnership with Bangladeshi suppliers in building their capacities in manufacturing apparel products that have greater demand in the international market.

Faruque Hassan made the call when a delegation of Aldi paid a visit to him at BGMEA's PR office in Gulshan, Dhaka on May 11.

The delegation included Denise Hochreiter-Hamberger, Managing Director for Global Sourcing; Anke Ehlers, Managing Director for Corporate Responsibility International; Katharina Wortmann, Director Corporate Responsibility International; SM Nurul Azam, Director Corporate Responsibility; Md. Hasan-Uz-Zaman, Senior Manager, Corporate Responsibility, ALDI



Figure: BGMEA Vice President Miran Ali and Director Abdullah Hil Rakib were also present at the meeting.

SOUTH Group.

BGMEA Vice President Miran Ali and Director Abdullah Hil Rakib were also present at the meeting.

During the meeting BGMEA President Faruque Hassan said Bangladesh has earned global recognitions and accolades as a safe, sustainable and ethical apparel sourcing hub.

For Full Story: <https://www.textiletoday.com.bd/bgmea-president-calls-upon-aldi-source-high-end-apparels-bangladesh/>

Retailer Made.com to buy online platform Trouva

Sanjay Saha

British homeware and furniture retailer Made.com Group has announced plans to buy Trouva, a London-based marketplace for independent boutiques.

The deal is expected to accelerate the expansion of homeware SKU count on

Made's curated marketplace, "giving customers even more variety and newness".

Also, it aims to leverage Trouva's cross-border functionality to increase the distribution coverage for Made's marketplace product offer.

Noted that, Trouva will

continue to run as a stand-alone operation, under the current leadership of Alex Loizou and Dimple Patel.

Nicola Thompson, CEO, Made, said, "The acquisition brings together an experienced and skilled team as well as a sector-leading technology platform in

addition to excellently procured choices of homewares products."

Made also said that the acquisition would mean it will be able to avoid some anticipated investment spending on its marketplace business.

For Full Story: <https://ff.textiletoday.com.bd/retailer-made-com-buy-online-platform-trouva/>



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Macy's to broaden Reebok apparel assortment

Moshiur Rahman

The US' Macy's announced a partnership with Authentic Brands Group (ABG), a global brand development, marketing, and Entertainment Company, for Reebok sportswear and activewear for men, women, and kids.

By this agreement, Macy's will deepen its assortment of Reebok apparel on its online store, app, and retail stores plus develop exclusive product offerings.

Also, Foot Locker will receive a deeper assortment of Reebok products as part of the deal and will also receive exclusive footwear from the brand starting this fall.

President Matt O'Toole told Retail Dive earlier this year saw opportunities to expand



Figure: Macy's will deepen its assortment of Reebok apparel on its online store, app, and retail stores plus develop exclusive product offerings.

the brand's wholesale deals to cover its apparel offering. Macy's seems to be one of those.

"I think you'll be hearing about a couple of things soon in the U.S. market that expand our apparel footprint with retailers that haven't been a big part of the Reebok story," O'Toole said.

For Full Story: <https://ff.textiletoday.com.bd/macys-broaden-reebok-apparel-assortment/>