

Functional Fashion

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Bangladesh is the global leader in green factories

Nurnahar Tania

According to a report of United News of Bangladesh (UNB), now Bangladesh has 176 such factories with USGBC's LEED certification. Of them, 76 are platinum-rated, 105 gold-rated, 10 silver-rated and four are only certified.

Notably, it has strengthened its position as the global leader in green apparel factories.

USGBC honours factories based on several criteria – transformation performance, energy, water, and waste management. The best

performers are rated with platinum, followed by gold and silver.

Accordingly, three more Bangladeshi garment factories have achieved green building certification from the United States Green Building Council (USGBC) in the platinum category.

The factories are CA Knitwear in the Bhubanipur area of Gazipur, Silken Sewing in the Baniarchala area of the district, and Sultana Sweaters in the Meherabari area of Mymensingh.

As per Mohiuddin Rubel, Director, BGMEA, "Some 550 are also in the pipeline to get the USGBC Leadership in Environmental and Energy in Design (LEED) – a globally recognised symbol of sustainability achievement and leadership – certification."

It has to be mentioned that, Bangladesh has the highest



Figure: Bangladesh has 176 such factories with USGBC's LEED certification.

number of green garment buildings, where 57 are platinum-rated, 105 gold-rated, 10 silver-rated, and four have no rating. Vietnam and Indonesia come next in the list of green factories.

For Full Story: <https://www.textiletoday.com.bd/bangladesh-global-leader-green-factories/>

Sweaty Betty to make Northern Ireland store at Victoria Square

Sanjay Saha

A luxury activewear and lifestyle brand Sweaty Betty is set to open a store in Belfast's Victoria Square with 2,056 square foot unit on the ground floor of the shopping centre.

It will feature Sweaty Betty's extensive range which includes leggings, outerwear, underwear and accessories.

Caroline Scott, Sweaty Betty's senior vice president of global retail said, "It was "exciting to

open our debut store within Northern Ireland", adding that it was a "key location for the business".

Also, Belfast provides us with a brand-new audience to encourage and empower women through fitness and beyond, she added.

Basically, the brand was "looking forward to working with the team at Victoria Square on making this location a real success story for

Belfast and the Northern Ireland community.

With the aim of providing stylish activewear for women, Sweaty Betty was founded in London's Notting Hill in 1998 by Tamara and Simon Hill-Norton.

And became a global brand, and has been popular with celebrities like Jennifer Aniston, Angelina Jolie and Halle Berry.



Figure: A luxury activewear and lifestyle brand Sweaty Betty is set to open a store in Belfast's Victoria Square with 2,056 square foot unit on the ground floor of the shopping centre.

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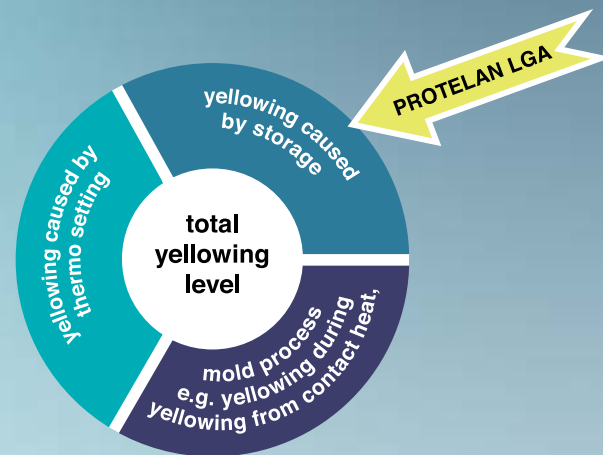


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Frugi collaborates with Cotton Lives On™ in recycling program

Arif-Uz Zaman

Circular childrenswear brand Frugi collaborated with the Cotton Lives On recycling programme to give new life to worn out cotton clothing as roll mats often provided to people experiencing homelessness.

The Cotton Lives On programme extends the life of cotton in a way that helps both people and planet by promoting sustainable living.

Also to educate consumers on cotton's natural lifecycle in order to divert unwanted cotton from landfill, Frugi strongly supports this ambition by championing sustainability and demonstrating what it means to be truly circular.

The Cornwall-based company is a leader in sustainable childrenswear. The company recently formed a rental



Figure: Circular childrenswear brand Frugi collaborated with the Cotton Lives On recycling programme to give new life to worn out cotton clothing.

partnership with thelittleloop, the first UK subscription for children's clothing, as well as Hire Street, for Frugi Bloom maternitywear.

Also, Frugi is a member of the Circular Textiles Foundation (CTF), a non-profit organisation that aided the company to design a system of fibre-to-fibre recycling into future collections.

For Full Story: <https://ff.textiletoday.com.bd/frugi-collaborates-with-cotton-lives-on-in-recycling-program/>

Economic tsunami and global cotton-textiles sector

Seshadri Ramkumar, Professor, Texas Tech University, USA

Textiles and other manufacturing sectors are looking for strategies to ride out the economic storm.

Financial support provided by many governments during COVID-19 created aggregate demand for many commodities such as textiles, electronic items, which led to price hikes and hence volatility in the market. Following this runaway demand scenario, due to inflation, monetary interventions are being imposed by national banks, which may lead to recession in 2023. IMF predicts slow growth

in 2023, with negative growth in developed economies like Germany and Italy.

The economic tailspin and monetary interventions are dampening the demand, which is affecting many sectors particularly, textile sector. Cotton price has come down steeply since this Summer and spinning mills are operating at a loss in India and other countries. Mills in the State of Andhra Pradesh, India have announced temporary closures, while mills in Tamil Nadu are running at about 70% capacity. "Our normal production

capacity is 13 tons/day of cotton yarn, but due to weak demand, we are running at 7 tons/day," stated Velmurugan Shanmugam, General Manager of Aruppukkottai, India-based Jayalakshmi Textiles.


With adversity comes opportunity. Textile sector should analyze the current situation and explore new strategies that can shield them from such future scenarios. I have articulated "4S principle," proposed by the United States' Department of Defense say: Sense; Shape, Shield and Sustain. How apt this strategy



Figure: The economic tailspin and monetary interventions are dampening the demand, which is affecting many sectors particularly, textile sector.

is for the textile industry now! The industry needs to sense the situation, plan (shape), and put forward growth plan (shield and sustain).

For Full Story: <https://ff.textiletoday.com.bd/economic-tsunami-global-cotton-textiles-sector/>



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Sultana Sweaters Ltd. achieves LEED Platinum certificate

N Tania

Sultana Sweaters Ltd. is a 100% export-oriented sweaters factory in Bangladesh, a sister concern of Labib Group achieved the LEED Platinum certificate with the score of 81 out of 110 from USGBC.

The factory is located in Bhaluka, Mymensingh. It has started its journey since 2018, and already imbued with a forward-looking vision to acquire a global perspective and become a first rate business factory with 2500 members in the factory.

Sultana Sweaters production capacity is 1,0,39,650 pieces per month. Their services are pullover and cardigan, jersey,



Figure: Sultana Sweaters is a 100% export-oriented sweaters factory in Bangladesh, a sister concern of Labib Group achieved the LEED Platinum certification with the score of 81.

reverse jersey, shaker, rib, cables, pointelle, basket stitch, moss stitch, plated and fancier, stitches knitted in manual flat knit machines.

Largest CHT plant produces solar power with new photovoltaic system

Umeduzzaman Ucchas

The internationally active specialty chemicals group aims to become climate-neutral by 2045 and is also relying on renewable energies for this purpose.

The CHT Group has set itself the goal of becoming climate-neutral by 2045 and sees this transformation to a sustainable and climate-neutral company as the greatest challenge in the coming decades.

Many of CHT's products and technologies have an influence on the success of this

transformation. Therefore, the CHT Group is working at full speed to develop products and process solutions that reduce the carbon footprint of its customers, while at the same time making global efforts to reduce the carbon footprint of its own productions and products.

To achieve this, the CHT Group is increasingly relying on renewable energy generation. This is the case, for example, at its largest production site in Dußlingen, where a



Figure: It is the largest production site in Dußlingen, where a photovoltaic system with a power of 110 kWp has been installed.

photovoltaic system with a power of 110 kWp has been installed on the new and ultra-modern storage facility for hazardous chemicals. The

system has been on the grid since July 2022, as planned, and produces solar power that is fed back into the grid or consumed at the plant itself. The reduction in consumption is clearly noticeable.

Thus, after start-up, after a few sunny days, an electricity generation of 930 kWh per day was measured. Within four days, the photovoltaic system generated the amount of electricity that an average 3-person household consumes in an entire year.

For Full Story: <https://ff.textiletoday.com.bd/cht-plant-produces-solar-power-new-photovoltaic-system/>

Lalaland adopts AI-powered fashion model concept manufacturing process through Orgatex

Arif-Uz Zaman

The fashion industry has long been criticized for its tendency to discriminate and make people feel excluded. It's a sector that has generally promoted a certain body type to the detriment of many. Disrupting this status quo of the fashion industry to make it more inclusive, diverse and sustainable, Amsterdam-based Lalaland has come up with an AI-powered fashion model concept.

Physical clothing results in 100 million tons of waste each year, mostly due to customers returning items. On the other hand, digital models are becoming more demanding because it makes more sense to 3D cloth in 3D models. Digital fashion now often exists



Figure: Lalaland has come up with an AI-powered fashion model concept. Courtesy: lalaland.ai

on social media. According to Amsterdam start-up Lalaland, AI-designed digital models of different shapes, sizes and skin tones can help shoppers to make their choices. There may also come a time when buyers create avatars in their exact image.

As the world rapidly becomes more connected, it is important for brands to understand

the impact that advanced technology is having on consumer purchasing behavior. To respond effectively, brands must know how to engage with increasingly digitally savvy consumers.

Lalaland was founded in 2019 by Musandu and Ugnius Rimša and uses artificial intelligence to allow fashion brands and retailers to create hyper-realistic models—avatars that

include every body type, size, and skin tone.

Founder and CEO, Michael Musandu said, "Our product is centered on solving the issue of consumers who feel underrepresented in terms of ethnicity, gender identity and body representation. So we want to work with people who can relate to these issues to facilitate positive change in co-creation."

For Full Story: <https://www.textiletoday.com.bd/lalaland-adopts-ai-powered-fashion-model-concept/>

Transformation in Urmi's manufacturing process through Orgatex

Sayed Abdullah

One of the leading readymade garments (RMG) manufacturers in Bangladesh – Urmi Group's growth is heavily reliant on production automation and product design innovation. Its dyeing machines are supervised with the help of Orgatex, a machine and process management solution as well as automatic lab-dip preparation and chemical dispensing that streamlines.

Urmi Group's production planning and scheduling,

real-time data analytics and automatic operations control – Integration between Orgatex and ERP enhances data accuracy and augments ERP traceability. These automation have improved our Right First Time (RFT) % resulting in improved efficiency and resource utilization.

Urmi Group is actively redefining the industry standards of product performance, innovation and growth

For Full Story: <https://ff.textiletoday.com.bd/transparency-into-urmis-manufacturing-process-through-orgatex/>



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Kering avoiding greenwashing with new guidelines

Sazzad Suzon

French luxury group Kering, which owns brands including Gucci, Saint Laurent, Balenciaga and Alexander McQueen, has issued new guidelines for staff to avoid greenwashing.

The brands and suppliers must communicate their sustainability efforts and results transparently and appropriately, with data underlying statements where

possible.

The guidelines are in regard to products sold in-store or on the group's brands' e-commerce sites. The guidance covers claims related to all environmental and social issues, written information on the website, label, advertising, etc.

It has to be mentioned that, it does not cover mandatory information that is included on product labels by law, also it

is not related to packaging or corporate communications.

The Paris-based Group said, Generic sustainability-related statements that are broad and non-specific, such as "eco-friendly", "environmentally-friendly" or "green," should be avoided.

Basically, Products should not be labelled carbon neutral, but instead should be reported as reduced emission efforts



Figure: Kering avoiding greenwashing with new guidelines.

and that there are separate programmes within Kering for carbon offsetting.

For Full Story: <https://ff.textiletoday.com.bd/kering-avoiding-greenwashing-new-guidelines/>

Germany's Hugo & Imaginary Ones launch exclusive NFT collection

Yeasin Miah

Recently, Global fashion brand Hugo has partnered with Web 3.0 company Imaginary Ones to introduce its first-ever NFT collection.

In the first week of November, the exclusive Hugo and Imaginary One's NFT collection of 1,001 3D animations, entitled 'Embrace Your Emotions' (EYE), will be launched.

Of the 1,001 NFTs, six characters will contain special attributes. Five characters each represent everyday emotions – joy, sadness, fear, anger, and love, along with that the fun storyline of the collection will also benefit a charitable cause as, to mark World Mental Health Day on October 10, a special sixth character bringing

together all five emotions will be auctioned, with 100 percent of the proceeds donated to Youth Aware of Mental Health (YAM).

According to a press release by Hugo, this evidence-based mental health program invites young people aged 13 to 17 to learn about and explore the topic of mental health and has been conducted with more



Figure: In the first week of November, the exclusive Hugo and Imaginary One's NFT collection of 1,001 3D animations, entitled 'Embrace Your Emotions' (EYE), will be launched.

than 85,000 teenagers across 16 countries.

For Full Story: <https://ff.textiletoday.com.bd/germanys-hugo-imaginary-ones-launch-exclusive-nft-collection/>

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Marks & Spencer to close 67 stores in UK

Rahbar Hossain

Recently, British retailer Marks & Spencer announced that, it will shut down 67 stores over the next five years to cut operational costs.

Also, it will attempt to fast-track the closures within three years, if possible.

In order to save 300 million pounds and reduce a 100 million pound, the closures equate to cutting 25 percent of Marks & Spencer's full-line store portfolio energy bill, equating to a total reduction of 400 million pounds in overheads.

In a presentation to investors, Marks & Spencer chief executive Stuart Machin said, "The retailer will operate 180 'full-line' shops, down from 247 stores, which will sell clothing, homeware and food by early



Figure: British retailer Marks & Spencer announced that, it will shut down 67 stores over the next five years to cut operational costs.

2028."

On the other hand, the high street giant has not yet revealed about the shop opening.

The retailer said it sees profitable growth in clothing and homeware, and is capable of margins over 10 percent, versus 4 percent in food.

For Full Story: <https://ff.textiletoday.com.bd/marks-spencer-close-67-stores-uk/>