

Functional Fashion

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■ Passion ■ Purpose ■ Protection

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Casual wear becoming a bright spot during Covid-19 pandemic

Josh Pisani

Since the start of the pandemic, clothing companies from the high-end to the low have seen their sales reduction due to store closures and shoppers reluctance in spending on non-essential products. But one category offered the industry something of a bright spot is clothing you can wear to work out or lounge in at home. It is happened as countless gyms and offices were shut during last few months.

Famous brands for sportswear or sweating and lounging said that their active wear sales roughly doubled in the last four months through June 30 compared to the same time last year.

One of them Asos, which sells workout clothes from the in-house line, launched in 2018



said, its active wear sales go increased, which wondered them. It also saw strong growth in sales of casual clothing and sneakers, helping its total sales to rise 10% over the period despite the pandemic. However, sales of evening dresses, formalwear, and day dresses all dropped.

According to Asos CEO Nick Beighton, they will have probably placed more orders for casual wear, more sportswear and more Face + Body.

For Full Story: <https://ff.textiletoday.com.bd/casual-wear-becoming-bright-spot-covid-19-pandemic/>

We have a clear prospective to tap further in to the global PPE market

Rubana Huq

President, Bangladesh Garment Manufacturers and Exporters Association (BGMEA)

FF Reporter: Many entrepreneurs are now investing rapidly on protective items (PPE, masks, hand gloves etc.) as demand is growing high due to Corona pandemic. Do we have any forecast and study about its future demand so that the investment can be sustainable?

Rubana Huq: As per various online reports, the global market for personal protective equipment is worth of US\$ 50 billion which may grow up to US\$ 80+ billion by 2027. And Bangladesh exported PPEs worth of US\$501 million in FY2019-20 that means we have only 1% share of the global market, so we have a clear prospective to tap further in to the global PPE market. Since the COVID-19 pandemic has hit, the demand for PPEs grown exponentially; and it may not be an overstatement to speculate a global PPE market of US\$ 100 billion by the year 2030.

FF Reporter: Already Vietnam and other competitor countries are doing well in this business segment amid this pandemic. So, what should be the marketing strategy to penetrate this business robustly?

Rubana Huq: Considering the PPE items which were allowed duty free imports of raw materials as well as exemption from VAT, AIT and other taxes by NBR recently, for the items covered within the HS chapters 62 and 63 (i.e. HS 621010, 621040, 621050, 621133, 621139, 621143, 621149, 630790). There are many more items treated as PPEs beyond the mentioned HS

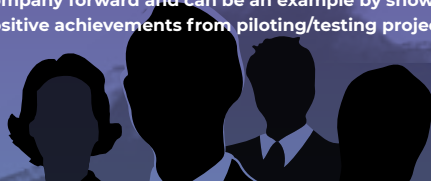


codes, which are not accounted in this analysis. So the market is huge and there is a significant gap between us and the immediate competitors.

Setting Transformation Blueprint

for Textile & Apparel Industry

STB is an unique model to set **Transformation Blueprint** for textile & apparel industry. Through this initiative an industry can **identify its areas/scopes of transformation**, can **learn systematic problem based approach**, can **build own experts** to drive the sector/company forward and can be an example by showcasing its **positive achievements from piloting/testing projects**.



Following factories already join hands with this initiative to transform & lead themselves-

			Knowledge Partner
			Technology Partner

A good no. of renowned experts pool is associated with such novel initiative. Let's join to contribute in the biggest ever effort to design the next decade T&A industry.

Functional Fashion FACTS

Global market for PPE may grow up to

US\$ 80+ bn by 2027

Bangladesh exported PPEs worth of

US\$ 501 mn in FY2019-20

Bangladesh has only

1% share in the global PPE market

China and Vietnam exported worth of PPEs

US\$ 10.48 bn and **US\$ 2.37 bn** respectively in this year

For Full Story: <https://ff.textiletoday.com.bd/clear-prospective-tap-global-ppe-market/>

Ensuring the quality of fabric mask is a vital issue

Arif-Uz-Zaman

Fabric mask is going to be more popular than a disposable mask because it has a fancy image on the verge of becoming a fashion item. Using a good quality fabric mask provides a safe, environmentally friendly and affordable solution in the post-epidemic era.

But these mask must follow the World Health Organization's (WHO) guidelines emphasizing the need to set a standard and should be assessed by testing its bacterial filtration efficiency (BFE), particle filtration

efficiency (PFE), fluid resistance, respiration and flammability.

There is a strong need for certification, testing and evaluation of fabric masks in the market to display a sense of insecurity about its protection. It is noteworthy that in the absence of this internationally recognized certification, fabric masks are often tested to meet specifications for professional use.

Additionally, many are unaware of the risk of wearing low quality fabric masks, as the

protection it provides is often negligible. On the other hand, disposable mask can prevent Covid-19 infection but improper disposal methods will affect the environment lead to a massive landfill waste.

Disposable masks used in



hospitals, clinics and labs are considered medical waste, but the public will end up using them as common waste, which cannot safely prevent the risk of infection.

For Full Story: <https://ff.textiletoday.com.bd/ensuring-quality-fabric-mask-vital-issue/>

Kickstarter's UV-C sterilization face mask crosses \$1M mark

Desk Report



American public benefit corporation Kickstarter has launched the UV Mask, the next generation reusable face mask, successfully on June 25 that crossed the \$1 million mark, one more month to go. This is the most funded mask of Kickstarte, also the first antiviral and anti-pollution face mask with powerful UV-C air purification in the world.

Unlike conventional reusable face masks, UV mask is the first with ultra-high UV-C

enhancement and it ensures dual way protection for both user and those around the user.

The key component of the UV mask is the real-time dual disinfection process, equipped with passive filtration, similar to N95 respirator masks, and a patent-pending Sterile-Vortex active protection.

The combination of disinfection and purification increases the efficiency level of UVMask to 99.99%, enough to remove any contaminants, bacteria, viruses,

or allergens, 10x faster than you breathe. The air is sent through the vortex and purified under two 25,000µW/cm² UV-C LEDs.

As the glass components reduce UV-C light transmission, the sterile-vortex of the UV mask uses the highest quality bluish crystal optics and high-precision chip production to receive each UV-C light.

The UVMask has been independently tested and certified by the FDA-approved and ISO 17025 accredited SGS Labs.

For Full Story: <https://ff.textiletoday.com.bd/kickstarters-uv-c-sterilization-face-mask-crosses-1m-mark/>

The clear mask allows patient to see doctor behind the PPE

U. S. Sampa

Researchers have created a transparent face mask to make the interactions between healthcare workers and patients more personable as 55% of communication is visual.

There are concerns about some of the possible side-effects of this new reality, ranging from the impact on child development for young people who can't see adults' facial

expressions to nurses reporting that wearing a mask increases patients' fears about treatment.

To get rid of such problems after a long period of research, the scientists adopted a technique called electro-spinning, which enabled them to use nanofibres less than 1,000th of the width of human hair to produce a transparent surgical mask.

The Clear Mask is the first transparent mask with full-face visibility. A smart, comfortable mask can be providing assured protection. Through the mask's anti-fogging, see-through protective shield this blocks aerosols, fluids and sprays from our faces and meets ASTM level 3 standards for fluid resistance and flammability.



For Full Story: <https://ff.textiletoday.com.bd/clear-mask-allows-patient-see-doctor-behind-ppe/>

Archroma producing hand sanitizers

Desk Report

As part of its active engagement in the fight against COVID-19, Archroma, a global leader in color and specialty chemicals towards sustainable solutions, started bulk production of a new range of hand sanitizers at its Landhi site in Pakistan in May 2020. The new Kieralon® HS range was developed by the R&D team at the Archroma Center of Excellence in Karachi, in line with the World Health Organization (WHO) recommendations, said in a press release.

Sanitizers are currently in high demand in Pakistan in hospitals, isolation centers, medical institutes and other health care environments, due to the COVID-19 outbreak. The use of sanitizers has also been made mandatory in all factories, offices and public places, driving the demand even higher.

The Kieralon® HS range is being produced in different grades and concentrations to eliminate a broad range of germs, bacteria and viruses, to cater for

various healthcare and hygiene requirements. They also include emollients and display non-stick and quick drying effect, for skin comfort.

In April 2020, Archroma announced the introduction in Brazil of Mowiplus® HPC 9600, a new thickener for sanitizing gels, developed to address the global shortage in the thickener traditionally used for sanitizing gels.

Archroma is also actively supporting manufacturers in the production of face



masks and medical protective equipment. Its antimicrobial and barrier products, in particular, are in high demand, and Archroma is making every effort to assist existing and new customers entering this sector by providing technical know-how and support.

For Full Story: <https://www.textiletoday.com.bd/archroma-producing-hand-sanitizers/>

Sanitized TecCenter receives IAC certification

Sayed Abdullah

To ensure responsible use of biocides and international comparability, test methods and test results for antimicrobial treated products must be transparent, useful and comparable.

This is precisely why Sanitized AG, the specialist for antimicrobial material protection and hygiene function in textiles and polymers, had its in-house Microbiology Laboratory in the Sanitized TecCenter certified by IAC, the International Antimicrobial Council.



This non-profit, US-based institute aims to increase safety for antimicrobial treated products for consumers.

Sanitized provides specific assistance with the textile manufacturer's R&D work, particularly for the demanding challenge of developing the best possible odor-management for textiles. Now the TecCenter has been certified by the IAC and is a designated 'International Antimicrobial Council Certified Laboratory.'

For Full Story: <https://www.textiletoday.com.bd/sanitized-teccenter-receives-iac-certification/>

Electrified fabric to kill COVID-19

Nayem Abdullah

To avoid people's risk becoming infected, researchers are working to develop functional clothing that could inactivate or repel coronaviruses—ideally including the one that causes COVID-19—and other pathogens.

A group of researchers in Indiana Center for Regenerative Medicine and Engineering at Indiana University developing electrochemical materials that wirelessly 'produce electric fields across the surface of the fabric to inactivate or repel viral particles.

Earlier, Bangladesh's APS Group

invented antiviral fabric that automatically kills virus when it comes to the surface of the fabric.

The polyester material is printed with alternating spots of silver and zinc resembling polka dots. They are one to two millimeters wide and spaced one millimeter apart. When the electrochemical material is dry, it functions as an ordinary fabric. But if it gets dampened—say, with saliva, vapor from a coughed up droplet or other bodily fluids—ions in the liquid trigger an

electrochemical reaction.

The silver and zinc then generate a weak electric field that zaps pathogens on the surface.



For Full Story: <https://www.textiletoday.com.bd/electrified-fabric-kill-covid-19/>

Kalki brings bridal and party embroidered masks

Sanjoy Dey

A leading Indian brand Kalki has launched high-end bridal designer label embroidered masks. Giving wedding brides and guests abundant options to be health-conscious as well as trendy look amid this COVID-19 pandemic.

Kalki is giving this fabric made – non-surgical – reusable mask for brides and wedding guests for free with their outfits.

This new includes certainly matches the brand's identity to uphold ethnicity but with a contemporary twist that helps

the bride experience a fairy tale wedding.

Simultaneously, the brand is supporting rural artisans and handloom communities by equipping them with the right tools to make a decent living for themselves through handcrafted masks.

All the products are crafted with an incredible range of fabrics and appliqué work. The classic collections of its timeless designs and ensembles for every woman are versatile and aesthetically appealing.



For Full Story: <https://www.textiletoday.com.bd/kalki-bridal-party-embroidered-masks/>

US manufacturers retooling to meet coronavirus related demands

Desk Report

US manufacturing jobs are starting to come back after a massive lockdown for the pandemic and manufacturers are bringing back their workers who were laid off at the beginning of the pandemic. However, some manufacturers are retooling to meet the coronavirus related demands.

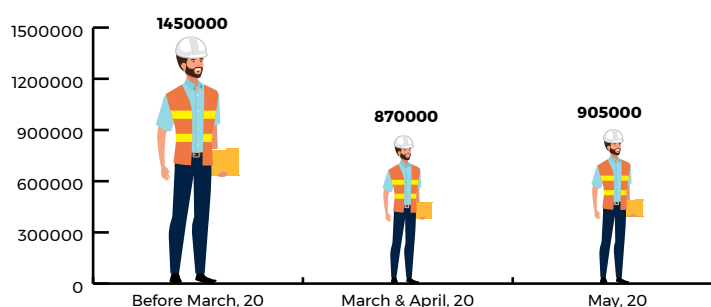
US manufacturing jobs hit by 11.4 million falling about more than 1.3 million in between February to April which is the lowest number after the great recession. However, it increased in May and June by about 700,000, 6% below than the same period in 2019, according to a Stateline analysis of U.S. Bureau of Labor

Statistics data.

According to stateline analysis of Current Population Survey data provided by the University of Minnesota, automotive manufacturers across the country, including manufacturers of parts and suppliers, are facing the most problems. Jobs in that sector dropped by 40% or about 580,000 jobs between March and April, and increased by about 35,000 in May as some automakers started adding shifts again.

Some states are trying to boost the number of manufacturing jobs by helping factories to reach out to potential

Number of automotive jobs in USA during the Pandemic



customers of barriers, masks and other personal protective equipment, or PPE. California, Missouri, Indiana, and Ohio have established online marketplace with state support for that purpose in June.

When manufacturers look

at making such protective equipment, many are concerned about responsibility and liability. States are also paving the way by passing laws or issued an executive order to limit liability during the pandemic. At least eight states have done and three more are considering it.

For Full Story: <https://ff.textiletoday.com.bd/us-manufacturers-retooling-meet-coronavirus-related-demands/>

UK based Orvec International invests in healthcare items

Desk Report

Orvec International, an UK based textile manufacturer in Hull, is investing £250,000 (\$ 315,632) for a high volume production line for surgical face mask. It has recently switched its focus from aviation industry to healthcare and completed 50,000 coveralls and gowns under brand Orvecare for UK and Europe frontline workers.

Orvec International mainly manufactures for the world's major airlines companies for more than 45 years having a turnover around \$14 million. As the recession intensifies across the industry, the new line is a welcome boost and protection for the 42-strong team, and it is expected to be up and running

next month.

Orvecare will be able to produce up to 50 million of medical-grade masks annually.

Their long-standing relationship with fabric manufacturers in the UK, which produces technologically advanced fabrics, offer a high level of protection

will ensure the continuity of our supply from Hull's Orvecare Manufacturing Plant.

PPE orders have already come from the NHS and emergency services in areas such as Greater London, the West Midlands and most proudly the Humber, as demand for Orvecare products has increased.

For Full Story: <https://ff.textiletoday.com.bd/uk-based-orvec-international-invests-250000-high-volume-surgical-face-mask-production/>