

Functional Fashion

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Synthetic and athletic footwear export may hit \$2bn by 2030

Arif Uz-Zaman

The idea of replacing leather shoes in foot protection or fashion was unthinkable. However, with the evolution of time, footwear made of various materials including synthetic, rubber, plastic, and cloth has become popular. As they are cheaper, more durable and more fashionable compared to leather, the market for such footwear is growing worldwide. Bangladesh are also witnessing massive growth in the export of synthetic and athletic or non-leather footwear items and it may hit \$2 billion by 2030.

The export of leather footwear from Bangladesh is still high due to large reserves of high-quality leather. However, the export of non-leather footwear is increasing every year. Five years ago, in the fiscal year 2017-18, the export of such shoes was equivalent to 244 million US dollars and in the last fiscal year, it increased to 449 million US dollars which is 30 percent more than the previous year. During the July-November period of the current fiscal year, non-leather footwear shipments earned \$209.50 million in export earnings, which is about 19.44 percent higher than last year.

According to the Bangladesh Investment Development

Authority (BIDA) market assessment, Bangladesh's synthetic and athletic footwear sector has seen the highest growth in exports and domestic sales among other sectors.

BIDA said that the shipments increased due to increased work orders from renowned international buyers and brands such as H&M, Puma, Decathlon, Fila and Kappa. Products include sandals, flip-flops, boots, jute-based espadrilles, canvas or rubber shoes, sneakers, and molded polyurethane and PVC shoes. The main export destinations are Spain, France, the Netherlands, South Korea, India, Italy and Germany.

Consumers around the world are switching to products like jute, plastics, textiles and polyurethane leather due to increasing global preference for environment and animal-friendly products.

Entrepreneurs say that the annual footwear market in the world is worth \$38.1 billion. In 2027 it will exceed \$50 billion. Among them, the amount of non-leather shoes is higher. After Corona, many foreign buyers have gone around with purchase orders for shoes. However, as there are not enough factories



to take those purchase orders, the opportunity is being missed. With new domestic and foreign investment and government policy support, it is possible to increase the export of non-leather shoes to \$2.5 billion by 2030.

According to World Footwear and Statista data, footwear production in 2021 is 8.6 percent higher than in 2020 in different countries of the world. In total, 2.2 billion pairs of shoes were produced worldwide last year. Among them, 1.29 billion pairs of shoes were exported. And about 68 percent of exported shoes are non-leather.

China is on top of all in terms of selling or exporting footwear within the country. The Chinese bought 4320 million pairs last

year. Indians bought 2560 million pairs and Americans bought 2830 million pairs. Bangladesh is tenth on this list. Bangladeshis bought 335 million pairs of shoes last year.

With an investment of \$25 million, Maf Shoes manufactures various types of shoes including slippers, Keds and sneakers. Around 9500 workers work in the factories. Maf Shoes exported \$70.6 million worth of shoes in the last financial year.

Maf Shoes has taken up an initiative to invest Tk 1,118 crore to establish an export-oriented footwear manufacturing unit alongside other backward linkage industries at Bangabandhu Sheikh Mujib Shilpa Nagar in Chattogram.

For Full Story: <https://www.textiletoday.com.bd/non-leather-footwear-export-may-hit-2-billion-2030/>

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Cotton proves as a sustainable advanced textiles product

Seshadri Ramkumar, Professor, Texas Tech University, USA

Advanced textiles sector needs to go on high gear in utilizing natural and biodegradable raw materials.

Recent research on "Comparison of Oil Sorption Capacity of Nonwoven Sorbents," published in the peer-reviewed AATCC Journal of Research has shown that all-cotton absorbent pads with nonwoven cotton core performs relatively better in absorbing oils compared to a few commercially available synthetic based nonwovens.

In addition, cotton is naturally biodegradable material, which can reduce the burden on the environment.

Cotton's functionality in different applications must be explored stated Suresh Kotak, Chairman of Textile Advisory Group, and Government of India in the recent 80th Plenary Meeting of the International Cotton Advisory Committee.

World nations have made a clarion call to reduce Greenhouse Gas Emissions

by 43% by 2030, which necessitates the use of earth friendly materials in many different applications. Natural fibers such as cotton, kenaf, banana, hemp are getting due attention by the textiles and advanced textiles sector.

Cotton has a composite economy and provides jobs to many in rural areas in developing and poor nations, highlighted Mr. Kotak. It adds economic value to cotton by finding industrial and non-commodity applications.



Figure: Advanced textiles sector needs to go on high gear in utilizing natural and biodegradable raw materials.

For Full Story: <https://ff.textiletoday.com.bd/cotton-proves-sustainable-advanced-textiles-product/>

Balena launches 100% biodegradable plastic footwear

AH Monir

Material science company Balena, partnered with Tel Aviv and Milan, and unveiled cinnamon-scented slides created with 100 percent biodegradable elastomer to demonstrate its new sustainable technology.

This new collection will showcase the fully compostable slides for both men and women, are colored and scented using natural cinnamon and have been designed and manufactured entirely out of Balena's BioCir elastomer in Italy. The first

collection will made available in the company's hometown, Tel Aviv, Israel.

The material has been developed to help the fashion industry put an end to unsustainable amounts of plastic waste and kickstart biodegradable plastic use in shoes and other clothing.

Balena's BioCir 100% compostable plastic is described as being durable, flexible, soft, and smooth, which is why the company is using it as an alternative to

other polluting shoe materials while allowing brands to develop footwear identical in look and feel to their current products.

Balena said, the biodegradable material can be treated like any other and used in regular injection moulding processes as well as 3D printing, with the limitless manufacturing opportunities that afford.

Besides, it can be integrated into regular manufacturing processes with ease and replicated at scale globally,


reducing a significant barrier to entry for manufacturers.

Balena has also introduced a fully circular system – BioCycling – that facilitates the disposal and complete biodegradation of its BioCir slides in an industrial compost environment. Once a customer has finished using the slides they can return them to designated take-back spots throughout Tel Aviv where they are collected for full biodegradation at a local industrial compost facility.

For Full Story: <https://ff.textiletoday.com.bd/balena-launches-100-biodegradable-plastic-footwear/>

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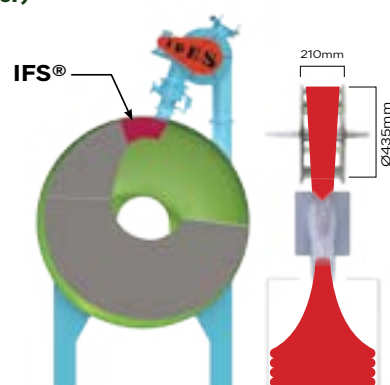


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Bangladesh RMG needs to focus on skill and efficiency enhancement

Yeasin Miah

BGMEA President Faruque Hassan met with Inspector General of Police (IGP) Chowdhury Abdullah Al-Mamun BPM (Bar), PPM at the police headquarters in Dhaka on December 1.

They had discussions about the overall situation of the RMG industry, including its current challenges and prospects.

Also, about the future priorities of Bangladesh's apparel industry including strong emphasis on skills and efficiency enhancement, technological upgradation, and diversification of products, especially non-cotton and technical textiles.



Figure: BGMEA President Faruque Hassan said the Police has a key role to play in supporting the next phase of Bangladesh's economic development through maintaining a peaceful atmosphere.

BGMEA President Faruque Hassan said the Police has a key role to play in supporting the next phase of Bangladesh's economic development through maintaining a peaceful atmosphere in the industrial areas as it is a prerequisite for smooth functioning of industries.

For Full Story: <https://ff.textiletoday.com.bd/bangladesh-rmg-needs-focus-skill-efficiency-enhancement/>

Trützschler Card Clothing expands its site in Neubulach

Harald Schliepe /Winnie Rothfuß

Trützschler Card Clothing (TCC), the technology leader in the manufacture of high-performance card clothing for textile yarn processing, is expanding its site in Neubulach, Germany.

With the twelve-million-euro investment, the supplier for the international textile machinery industry is expanding its production, warehouse, and office capacities. A groundbreaking ceremony will take place during the coming winter.

They planned the move into the new building in 2024. TCC will also expand the range of services and the production

intensity at the site while optimizing the process flows.

Trützschler intends to recruit the additional employees required within a short timeframe by hiring new staff and offering apprenticeships at the Neubulach site. TCC employs over 130 people in Germany, with a further 220 people employed worldwide at locations in Brazil, China, India, Mexico, Turkey, and the USA.

Strengthening the site

Managing Director Peter Gäbler said, "By expanding our business here in Neubulach, we are strengthening our presence in this area and our leading global market position too."

The Trützschler Group SE is also investing in India to build a new site with over 100,000 square meters for the Spinning, Card Clothing and Nonwovens business units.

TCC achieved another record sales result in 2021. Demand for the technology components for carding fibers in spinning mills and for carding in nonwoven production has increased significantly. The steel sawtooth wires, which are wound onto coils and produced for customers around the globe, eventually get worn down by use in production processes, so it is necessary to replace them regularly. For



Figure: The technology leader in the manufacture of high-performance card clothing for textile yarn processing, is expanding its site in Neubulach, Germany.

this reason, further growth is expected in 2022 and beyond. The new building will expand the warehouse and logistics area by 600 square meters, to make a total area of 2,800 square meters.

For Full Story: <https://ff.textiletoday.com.bd/truetzschler-card-clothing-expands-site-neubulach/>

Groz-Beckert showcases their innovations at India ITME 2022

Nurnahar Akter

The 11th exhibition of India ITME 2022 began today, 8th December, will be held till 13 December. In the exhibition, Groz-Beckert to exhibit their innovations from its various product areas.

Over 1,800 exhibitors and more than 150,000 trade visitors from the textile and apparel

industry from all over the world are expected to mark their presence in the week-long event.

Groz-Beckert will showcase the innovations in knitting, weaving, felting, carding and sewing areas.

The Knitting Product Division will be presenting several new

products at India ITME such as SAN™ SF staple fibre needle and the SNK SF staple fibre sinker, which are specially designed for use on large circular knitting machines.

The division will also be exhibiting the SAN™ TT for application-related use in the field of technical textiles for

flat knitting machines, as well as a needle that enables the advance into new dimensions of gauge in the flat knitting sector.

Groz-Beckert will also be demonstrating its competence as a system supplier in the field of warp knitting.

For Full Story: <https://ff.textiletoday.com.bd/groz-beckert-showcases-innovations-india-itme-2022/>

European Agro textiles to expand by 7% by 2030

SN Abdullah

Agro textiles are the application of textile materials of Technical Textile. In a recent report of ARC, Europe agro textiles market growth is expected to expand at a CAGR of 7 percent from 2022 to 2030.

ARC is a global provider of market intelligence and consulting services and is home to 100+ analysts, have divided the global agro textiles market based on types, products, fibres and application and further sub categorized it into weaving and woven, knitting and non-woven.

Based on regions, global agro textile market is broken down into Asia-Pacific, Europe, North America, Middle East, Africa and Latin America.

Further, the industry is segmented into polyester, polyethylene, polypropylene,



Figure: Europe agro textiles market growth is expected to expand at a CAGR of 7 percent from 2022 to 2030.

polyolefin, nylon, jute and wool. Additionally, agro textiles have applications across agriculture, floriculture, planting/forestry, horticulture, landscape gardening, aquaculture and others.

Morally, the demand for healthy and natural materials have subsequently increased. It also highlighted how people are now more concerned and aware of the consequences that synthetic fibres have on the environment.

For Full Story: <https://ff.textiletoday.com.bd/inditex-basf-jointly-launch-detergent-reduce-microfiber-release/>



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Fast fashion brands grow \$99.2bn this year

SN Abdullah

The Business Research Company said, the global fast fashion market grew \$99.2 billion this year, which was \$91.2 billion last year. Now it is expected to grow to \$133.4 billion by 2026.

According to recent Google search data, Chinese fast fashion retailer Shein is the most searched-for brand in the world. Shein topped the list in 113 countries, from the UAE to Mexico and Australia to France.

Basically, it founded in Nanjing in 2008, lists between 500 to 2,000 new items every day. It's best known for its affordable

products and ships across 220 countries, making it the world's largest fashion retailer in 2022.

The list is dominated by fast fashion retailers, with the second most searched-for brand being Zara, topping the list in 26 countries, down from pole position in last year's survey.

Rounding out the top five is German retailer Zalando and sportswear giants Nike and adidas. Only two high-end names made the top 10 and that was Macy's department store and Dior.

The 10 most-searched-for fashion brands in the world are: Shein, Zara, Zalando, Nike, Adidas, Macy's, H&M, Uniqlo, Asos, Dior.

Zara may be in second place, but it has lost its dominance in Europe, falling from first spot over the past year, topping searches in 15 countries compared to 20.



Figure: Chinese fast fashion retailer Shein is the most searched-for brand in the world.

Zalando is the most searched-for in Europe, with no luxury brands on top. Other European favourites include H&M, Shein and British etailer Asos.

For Full Story: <https://ff.textiletoday.com.bd/fast-fashion-brands-grow-99-2bn-year/>

eBay partners with ACS to reduce waste in fashion industry

Rahbar Hossain

eBay announced a new partnership with clothing resale, sanitization and repair experts Advanced Clothing Solutions (ACS) to expand the online marketplace's second hand offering and help reduce waste in the fashion industry.

Through the partnership, ebay hopes to aid brands and retailers in creating and scaling resale offerings, while providing shoppers with more choice.

Also, it will give eBay's 20 million plus customers in UK more options in case of second-hand items.

To capitalise on the increasing shift to second-hand seen among UK consumers, driven by the rising cost-of-living crisis and concern for the environment.

Monsoon will be the first retailer to launch through ACS'

eBay shop, with other high-street brands set to follow.

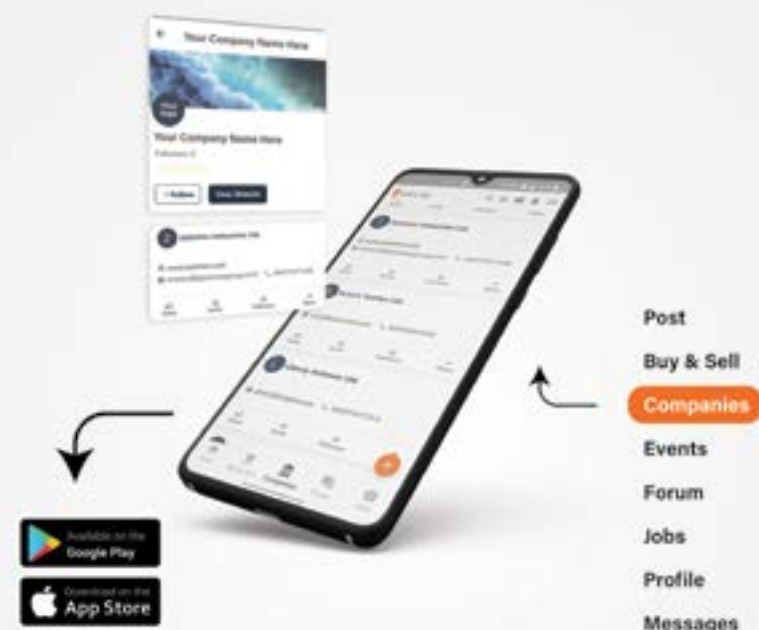
And to tackle some misconceptions surrounding the purchase of second-hand items, with ACS integrated as a means to improve trust among consumers.



Figure: ebay hopes to aid brands and retailers in creating and scaling resale offerings, while providing shoppers with more choice. Courtesy: Collected.

For Full Story: <https://ff.textiletoday.com.bd/ebay-partners-acs-reduce-waste-fashion-industry/>

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H&M partners with Snap to reveal new AR features on mobile app

Rahbar Hossain



Figure: Besides with AR camera lens tech developer, will allow its users to view the products on its own social media platform, Snapchat.

Recently, H&M partnered with Snap and revealed a number of new augmented reality (AR) features on its mobile app.

It will allow shoppers to try on and wear three one-of-a-kind garments using their cameras.

Besides with AR camera lens tech developer, will allow its users to view the products on its own social media platform, Snapchat.

The experience was co-designed by H&M and the London-based digital studio Institute of Digital Fashion (iODF).

In terms of process, the retailer used Snap's Camera Kit to implement the AR feature.

Along with that, integrating Snap's technology and lenses to its application in order to reach the end consumer on their preferred platform.

For Full Story: <https://ff.textiletoday.com.bd/hm-partners-snap-reveal-new-ar-features-mobile-app/>