

Functional Fashion

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Volume 04 | Week 09 (February 27, 2023 - March 04, 2023) | Issue 03 | Pages 04

Ways to win at the trending slow fashion movement

Hannah Abdulla

Fast fashion is so last season, Cem Altan, president of the International Apparel Federation (IAF) explains, adding Turkey is proving increasingly attractive as buyers look to higher quality products in smaller quantities with shorter lead times.

Turkey has benefited from its access to raw materials and government support and Altan adds that its focus on value-added, high-quality products or slow fashion, rather than cheap, mass-produced fast-fashion items, is proving increasingly popular to its target export markets of the US and Europe.

But with soaring energy costs, increasing inflation and living costs, clothing has fallen on the priority purchase list. Altan warns that major apparel-sourcing countries could see a 20-25% decrease in clothing orders in the near term on the back of this.

He shares his tips on how the industry can seize growth under challenging market conditions by jumping onto the slow-fashion train.

Support your suppliers: Inflation is as high as 10% in the US and Europe. But clothing prices (at the supplier end) have only grown 1% on average. Brands need their suppliers so must look at supporting them financially to ensure their long-term sustainability and survival.



Figure: The fashion industry is on a mission to reduce textile waste which will be helped with the transition to slow fashion.

Understand sustainability comes at a cost: Suppliers are expected to produce in safe and sustainable factories and treat their employees well. This requires investment. But suppliers need to turn a profit first. Buyers should recognize this and extend support to allow for this.

Investing in digitization: Asia was once the king of low-priced, mass-produced clothing. But the priority is now higher quality, better value, and smaller runs. Digital technologies are helping to reduce waste during the design and production stage and there are huge benefits to this in the long term. To support this

evolution, universities and academic institutes should focus more on fashion design and technology programs.

Nearshoring won't solve all the industry's problems: Quality, added value and incorporating designs which support local manufacturers and design groups will help to create a more sustainable future for the apparel industry.

Attracting young talent: Generational change must be acknowledged and embraced. Young people approach fashion with a different mentality. The industry should be accommodating this instead of expecting newcomers to

change their approach. It is essential to include young designers in the process as they have a greater understanding of what the industry looks like today and in the future.

Design products with end of life in mind: The industry is on a mission to reduce textile waste which will be helped with the transition to slow fashion. Reducing production and increasing quality will mean that the products purchased by consumers can be used for a longer period of time. All clothing should be made of renewable and repairable materials, and this will contribute to the targeted development goals.

New achievement of 360° TSL: one more DBL unit attains LEED platinum certificate

Syed Abdullah

360° TSL (Total Solution Limited) proudly achieved 1 more LEED Platinum Certificate for the DBL Group project 'Jinnat Knitwears Ltd' as LEED Campus Project. Besides Jinnat Knitwears Ltd's – RMG unit and Printing units – Admin and Daycare building got LEED Platinum Certification. With this inclusion, DBL Group took up the tally of LEED Platinum units to three on the same Campus. 360° TSL now consulting 5 projects of DBL Group including the DBL Industrial

Park (Economic Zone) at Sylhet. 360° TSL and DBL Group are creating a 'Sustainable Green Built Spaces' for the planet and next generations. 360° TSL is a pioneer and leader in Green Building Consultancy Services in Bangladesh and now consulting/consulted on 281 Projects with 91 companies and 43 million Square feet.

"We are very happy when we see project going through the LEED process step by step and creates a very efficient, comfortable world standard

building in Bangladesh," said Ananta Ahmed, USGBC Faculty, LEED AP BD+C, ID+C, EB O+M, HOMES, ND, Principal LEED Consultant and Managing Director at 360° TSL. "It is a great achievement for DBL Group and its sustainability endeavors. I am very proud and honored to have the opportunity to work with DBL Group. I would like to thank M. A. Jabbar, Managing Director of DBL Group and the entire team for the support and kind considerations," Ananta Ahmed added.



Figure: 360° TSL proudly achieved 1 more LEED Platinum Certificate for the DBL Group project.

For Full Story: <https://www.textiletoday.com.bd/360-tsl-dbl-group-jinnat-knitwears-leed-platinum-certificate/>

Archroma's FiberColors* revolution for sustainable fashion

Nurnahar Tania

Archroma, a global specialty chemicals company, started the FiberColors* revolution. FiberColors* is a patent-pending technology of transforming pre-and post-consumer fashion & textile waste into gorgeous upcycled colors. According to earth.org, 92 million tons of textile

waste is produced every year, a number that is expected to soar to 134 million tons by the end of the decade. Around 85% of all textiles discarded in the US are said to end up in landfills, leading to land and water pollution impacting first and foremost local communities. Archroma

had already developed a way to turn waste from the herbal and food industry into its range of EarthColors® featured by brands such as G-Star, Patagonia, Esprit, Tom Taylor, Pangaia, UGG, and Primark. Archroma is now introducing another ground-breaking innovation: the FiberColors* technology.



Figure: FiberColors* is a patent-pending technology of transforming pre-and post-consumer fashion & textile waste into gorgeous upcycled colors.

For Full Story: <https://ff.textiletoday.com.bd/archromas-fibercolors-revolution-sustainable-fashion/>



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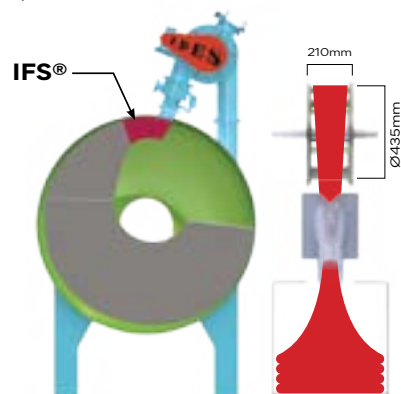
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Ralph Lauren launches cashmere recycling apparel

Rahbar Hossain

Ralph Lauren has unveiled its first Cradle to Cradle Certified Gold cashmere sweater in North America, the UK, and Europe. According to Ralph Lauren, "The cashmere sweater has been designed to be worn, loved and live on responsibly for generations to come, and will be available in men's Purple Label and women's Collection brands." The sweater has an organic cotton label and is made of delicate cashmere fibers that have been dyed in deep hues. The Cradle to Cradle Certified Gold Cashmere Sweater underwent a multi-step certification procedure with the non-profit Cradle to Cradle Products Innovation Institute, which has established the global standard for products that are secure, circular, and produced ethically. The Cradle to Cradle Certified



Figure: The sweater has an organic cotton label and is made of delicate cashmere fibers that have been dyed in deep hues.

certification is based on a product's performance across five critical areas of sustainability: material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. Katie Ioanilli, chief global impact and communications officer at Ralph Lauren said, "The kind of luxury we stand for at Ralph.

For Full Story: <https://ff.textiletoday.com.bd/ralph-lauren-launches-cashmere-recycling-apparel/>

WPT Nonwovens and Trützschler Nonwovens – a winning team

Jutta Stehr

The American company WPT Nonwovens invests in a new thermobonding line for filter media. Trützschler Nonwovens has teamed up with Schott & Meissner to deliver a state-of-the-art, high-capacity line including the T-BLEND fiber preparation system, two TWF-NC roller cards and Schott & Meissner's high-speed "Speedliner" belt oven.

Air conditioning systems are not only an integral part of many buildings all over the world, they are vital components in cars, trucks, planes and other. Home and

Vehicle Air Conditioning (HVAC) systems often rely on thermo- or through-air bonded nonwovens for air filtering.

WPT Nonwovens is a specialist not only for filtration media but also for nonwovens used in the medical, hygiene and industrial sectors. The US-based company started its business in 2008 and quickly became a trusted supplier of spunbonded, needle-punched, wet-laid and carded nonwovens. To enable further growth, WPT Nonwovens now decided to invest in a new through-air bonding line.



Figure: Travis Robbins, President of WPT Nonwovens Corp. (left), and Lothar Kaiserle, Vice President Sales Nonwovens at Trützschler USA (right). Courtesy: Trützschler

The Trützschler machinery has been selected to ensure reliable fiber preparation and

web forming processes for various special, technically demanding filtration media.

For Full Story: <https://ff.textiletoday.com.bd/wpt-nonwovens-trutzschler-nonwovens-winning-team/>

IIT Ropar creates green technology to reduce water usage up to 90%

Sazzad Sujon

The Indian Institute of Technology (IIT), Ropar has created a brand-new, cutting-edge green technology called an air nano bubble that can reduce water use in the textile industry by up to 90%, according to reports. According to sources, the technology is based on ozone and nanoscale air bubbles. Due to their hydrophobic character, the

bubbles interact with the cloth more favorably than water and disperse chemicals and dyes in the fabric more effectively.

Neelkanth Nirmalkar, Assistant Professor at the chemical engineering department of IIT, Ropar developed this technology. As per Neelkanth, "The air nano bubble dispersed in water can reduce the

water consumption and chemical dosage by 90-95 per cent which ultimately saves 90 percent of the energy consumption as well." The bubbles are of a size equivalent to 1/10000th times of a human hair. Ozone nano bubbles efficiently remove extra dye during fabric wash and degrade the dye in the water, he added.



Figure: The Indian Institute of Technology (IIT), Ropar has created a brand-new, cutting-edge green technology called an air nano bubble that can reduce water use in the textile industry by up to 90%.

For Full Story: <https://www.textiletoday.com.bd/iit-ropar-creates-green-technology-reduce-water-usage-90/>

Rieter appoints Thomas Oetterli as new CEO

S N Abdullah

Rieter Board of Directors has appointed Thomas Oetterli as its new CEO. The outgoing CEO, Norbert Klapper, who has led Rieter as CEO for nine years, has informed the Board of Directors that he wished to take on new professional challenges. The Board of Directors of Rieter Holding Ltd. has taken note of Norbert Klapper's resignation, expressing its gratitude for his service to Rieter. The Board of Directors has appointed Thomas Oetterli as his successor as CEO of Rieter. Thomas Oetterli (53) has made a significant contribution to the successful development of the world-leading Schindler Group, starting in 2006 as CEO Switzerland, later as a member of the Group Executive Committee responsible for Europe and China, and from



Figure: Thomas Oetterli, appointed as the new CEO of Rieter.

2016 until 2022 as CEO of the Group. With his comprehensive leadership skills and many years of industrial and international experience, Thomas Oetterli brings ideal prerequisites to lead Rieter as a global market leader through the current challenges and successfully develop it further in the long term. He will take over the function of CEO from Norbert Klapper on March 13, 2023.

For Full Story: <https://www.textiletoday.com.bd/rieter-appoints-thomas-oetterli-new-ceo/>



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Active Clothing Co. achieves 76% income growth in India

Yeasin Miah

Punjab based Active Clothing Co. Ltd., has achieved good growth in the first nine months of the current fiscal, as it is working with many Indian and international brands, which is known for products like sweaters and knitted garments. Last year, the company's total revenue for the nine months ended on December 31, 2022, was Rs. 156.95 crore as opposed to Rs. 89.11 crore, and increased by 76%. In comparison to the same period last fiscal year, the company's EBIDTA (Earnings before Interest, Depreciation, Tax, and Amortization) was Rs.

114.38 crore for the first nine months of the current fiscal year. Profit before Tax (PBT) increased dramatically, increasing by 379% from Rs. 5.27 crore in 9M, FY '22 to Rs. 25.28 crore in 9M, FY '23. Rajesh Mehra, MD of the company said, "Our strong commitment to quality and customer satisfaction has made it be one of the most admired garment companies which follows and supports sustainable, environmental-friendly process; practices high level of integrity and fairness in dealing, remains focused on developing specialty and



Figure: The 25-year-old company is going for massive expansion programme. The project, which is expected to have around 168 flat knitting machines, will, in all likelihood, become fully operational by April 2023.

technical products for safety and functionalwear." Notably, the 25-year-old company is going for massive expansion program. The

project, which is expected to have around 168 flat knitting machines, will, in all likelihood, become fully operational by April 2023.

For Full Story: <https://ff.textiletoday.com.bd/active-clothing-co-achieves-76-income-growth-india/>

Occasionwear group Adrianna Papell to rebrand it's brands in 2023

Umeduzzaman Ucchas

The occasionwear company Adrianna Papell has published its most recent objectives for 2023, rebranding its Aidan Mattox by Adrianna Papell and Aidan by Adrianna Papell lines in addition to launching a new contemporary label called Liv Foster. The rebranding strategy will reach out to both current and future customers by providing a range of designs, sizes, and price points. Both lines have a modern aesthetic, ensuring that buyers get the most recent trends while still

appreciating the distinctive quality and design. In addition to cocktail dresses and occasion gowns in feminine designs, Aidan Mattox by Adrianna Papell will keep presenting 'elevated, feminine silhouettes'.

Sue Reid, Managing Director of UK and international sales said, "The Adrianna Papell group of brands will offer even more choice for every discerning customer looking for high-quality, feminine and eternally elegant occasion wear."



Figure: In addition to cocktail dresses and occasion gowns in feminine designs, Aidan Mattox by Adrianna Papell will keep presenting 'elevated, feminine silhouettes'.

For Full Story: <https://ff.textiletoday.com.bd/occasionwear-group-adrianna-papell-re-brand-brands-2023/>

Louis Vuitton launches newborn's clothing line

N Tania

With a new step towards babies, the babywear collection of Louis Vuitton is all set to launch on 3rd March at selected stores and online portal in an effort to diversify into a high-potential segment, strengthen ties with parent-customers and expand the brand's clientele to include future generations. In the colors of milky whites, sand dunes, and tonal grays, the collection will feature rompers, co-ord sets, bodysuits, pyjamas, dresses, a reversible hooded coat, and accessories like knitted slippers, beanies, bibs, and socks. The brand's commitment to ethical manufacturing is reflected in the clothing, which is available in sizes 0 to 12 months. The collection complies with environmental standards by



Figure: The brand's commitment to ethical manufacturing is reflected in the clothing, which is available in sizes 0 to 12 months.

utilizing components from suppliers who guarantee animal welfare, including organic cotton, leather that has been certified by the Leather Working Group, cashmere, and sheep's wool, reads a press release.

For Full Story: <https://ff.textiletoday.com.bd/louis-vuitton-launches-newborns-clothing-line/>





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