

# Functional Fashion

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## Sportswear has huge potential with rapid innovation

Arif-Uz-Zaman

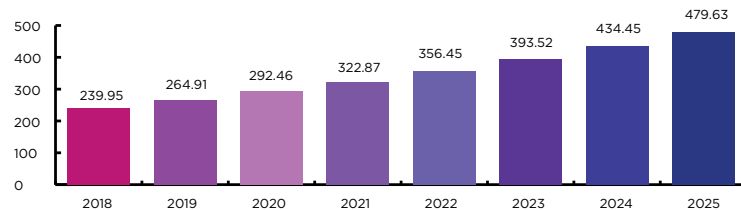
The global sportswear market has huge potential with rapid innovation and increasing health awareness among the people. The reasons for the growth of the market include the increase in per capita expenditure for sportswear, the popularity of outdoor recreation, the increase in the number of yoga participants and fitness club members and the rise of e-commerce which has

increased the online penetration of sportswear products around the world.

The size of sportswear market was \$239.95 billion in 2018 and is expected to register a CAGR of 10.4% from 2019 to 2025. The total addressable market for sportswear space is projected to reach \$479 billion worldwide by 2025.

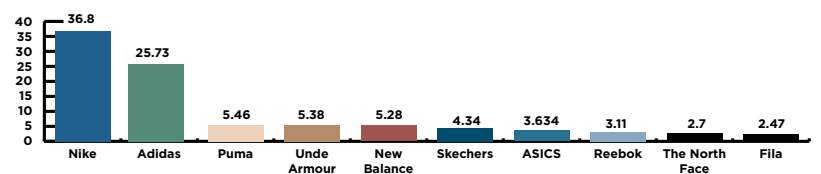
By region, North America is the largest sportswear market in

**Sportswear market size in USD billion with CAGR 6.5%**



For Full Story: <https://www.textiletoday.com.bd/sportswear-investment-opportunity-new-normal-situation/>

**Top sportswear brands market share in USD billion**



the world, with more than 30% market share and the market size of the US market is estimated at \$62 billion and it is expected to grow at a CAGR of 3.1% over the next five years.

However, the demand for sports equipment in Europe has grown faster than in North America and the Asia Pacific. Europe's sportswear industry is now estimated to reach \$115,709 million and \$172,315 million by 2025. Moreover, experts predict a CAGR growth of 5.5% from 2018

to 2025.

In 2018, leading sportswear brands – Nike firmly captured 41% of the world's market share, revenue was \$36.80 billion, while Adidas, Puma, Under Armor had 22%, 10%, 9% market share and \$25.73 billion, \$6.63 billion, \$5.38 billion in 2018, respectively. Nike has 45% and 18% of sales coming from North America and Western Europe, respectively, while Adidas has 29% and 21% from North America and Western Europe.

## British govt. confusing decision with face masks while schools reopening

Sayed Abdullah

Boris Johnson's government has been widely criticized for making an 11th hour U-turn as wearing a mask is not mandatory. Around 300,000 students will be back at school soon and secondary schools can make their own decisions whether to ask pupils and staff to wear face coverings, says the Department for Education.

Though the Department for Education says it is still keeping its recommendation against using face coverings. And in the secondary school students in lockdown zones will be obligatory to wear face masks in communal spaces from next week.

Johnson told it would have been "nonsensical" as "you cannot teach with face

coverings and you cannot expect people to learn with face coverings."

On top of that, the British govt. was also blamed for providing 'completely laughable' backing to schools in England after schools say they would receive just 10 Covid-19 testing kits each before the start of term next week.

The testing kits were part of the government's efforts to assure worried parents and school staff.

Mandatory mask-wearing applies to about 330,000 pupils at more than 300 secondary schools in Greater Manchester, parts of Lancashire, West Yorkshire and Leicester.

But other areas will see the ease of restrictions as the mandatory face mask rule would no longer apply.

For Full Story: <https://ff.textiletoday.com.bd/british-govt-confusing-decision-face-masks-schools-reopening/>

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# COS Introduces sustainable activewear collection

**Rakibul Islam**

COS, -H&M Group's label - has launched its first activewear collection, a sustainable menswear offering crafted using recycled materials.

Containing flexible fabrics this collection has been made for everyday performance and comfort. Embracing new technologies with traditional

detailing, each garment attains a crisp and neutral colorway, alongside pistachio-green styling pieces.

The recycled polyester running trouser comes with a matching jacket, while a functional mesh panel integrated on both the underarms and back offers added ventilation.

Sold online to start, the collection contains more than a dozen pieces including socks, leggings, sports bras, underwear, outerwear, and tops. The items range from \$45 to \$190, according to WWD.

Nicole Bischofer, head of women's wear design at Cos, told WWD that the whole

collection is made using fabrics such as organic cottons and recycled polyesters, nylons, and polyamides. Durability is also a factor. "Every piece should have a long lifespan," she said.

The company has plans to offer the women's activewear in some Cos stores later in the year, the outlet reported.

For Full Story: <https://ff.textiletoday.com.bd/cos-introduces-sustainable-activewear-collection/>

## High hopes in fashion with Muslim Fashion Festival 2021

**Sayed Abdullah**

The fifth Muslim Fashion Festival (MUFFEST) at Jakarta ended recently, after showcasing the up-to-date designs from 117 designers and brands throughout the four-day event.

Next year's festival will be an offline-online combination that will comprise a four-day fashion show at the Jakarta Convention Centre from February 18 to 21.

Indonesia Fashion Chamber Chairperson, Ali Charisma

emphasized that sustainability has become a significant issue in the new-normal amidst the COVID-19 pandemic. It was also the focus of this year's festival in February before the COVID-19 outbreak gripped Indonesia and hit the retail sector, modest fashion included.

Ali Charisma said, "All industry stakeholders, from manufacturers, designers and investors should promote a sustainable lifestyle."

Ali emphasized on the previous expectation stemming from fast fashion like quicker deliveries of their orders from fashion shows should cease from brands' end.

Post- COVID-19 apparel will also witness fewer seasonal (winter or summer) collections in fashion weeks. Consumers will prefer functional clothing which can be worn both in summer and in early winter. And designers should keep it in mind while designing.



For Full Story: <https://www.textiletoday.com.bd/high-hopes-fashion-muslim-fashion-festival-2021/>

### FunctionalFashion FACTS

**1.5°C** level of global warming accepted in 2016 Paris Agreement

**96%** face shields prevent viruses, a research at National Institute for Occupational Safety and Health shows

**80%** of airborne particles are stopped by cloth and polyester woven masks

## Open letter towards a sustainable future for fashion industry

**Amena kamal khan**

During World Water Week 2020, many major companies, brands, associations and water stewardship organizations publish Open Letter for sustainability COVID-19 recovery.

Presently H&M, Tchibo, Burberry, PVH, Tommy Hilfiger, Calvin Klein and Primark, as

well as the Sustainable Apparel Coalition, ZDHC, Alliance for Water Stewardship, CDP and WWF, signed an open letter and Other companies, brands and organizations can still sign up to the Open Letter to add their voices to the call for a more sustainable future for the

industry.

According to 2015 statistics, the fashion apparel and textile sector was responsible for the consumption of 79 billion cubic meters of water the emission of 1,715 million tons of CO2 and the production of 92 million tons of waste.

For Full Story: <https://www.textiletoday.com.bd/open-letter-towards-sustainable-future-fashion-industry/>

# 5 most innovative companies jointly to create 100% 'viroblocked' garments

**Sayed Abdullah**

JUST5 is a multi-functional and fashionable jacket with every component powered by HeiQ Viroblock to protect them from spoilage by contaminating microorganisms in just five minutes. The treatment does not protect the wearer or others against food-borne (or disease-causing) bacteria. But the jacket

sets up a highly effective barrier to shield the wearer from spoiling contaminants in the surrounding.

### Designed and Developed for the Unstoppables

JUST5 is an initiative by 5 leading material manufacturers and features many life-

enhancing gadgets. All the components of the JUST5 jacket have been developed by leading companies in textile innovation. All components are individually available for any apparel or home textile brands to create their innovations.

### 5 innovative components

1. 2A-NYGUARD NYSHIELD zippers
2. Coats ProtectV
3. HeiQ Viroblock Swiss antimicrobial fabric technology
4. SITIP warp-knitted fabric
5. Windtex Vagotex fabric

For Full Story: <https://www.textiletoday.com.bd/5-innovative-companies-jointly-create-viroblocked-garments/>

# Disposable medical face masks beat cotton/polyester masks

**Sanjoy Dey**

In the COVID-19 pandemic, the world witnessed many types of DIY homemade face masks from cotton or polyester fabric. Tough their effectivity against the airborne droplets. But recently, Fugaku Japanese supercomputer ran simulations involving multiple types of masks.

Fugaku found that nonwoven disposable face masks, i.e. the blue medical masks everyone wearing, are more effective at stalling droplets released when a user coughs compared to woven masks made from cotton or polyester.

Disposable surgical masks are made from polypropylene and are comparatively cheap to make in large numbers. Woven masks, including those used in the Fugaku simulation, are usually made from fabrics such as cotton, and appeared in some countries after non-woven

versions were temporarily in short supply.

The team behind the tests revealed that 'nonwoven masks blocked nearly all droplets emitted in a cough,' Nikkei Asian Review reports.

For Full Story: <https://ff.textiletoday.com.bd/disposable-medical-face-masks-beat-cotton-polyester-masks/>

# Itematech will showcase most comprehensive weaving solutions on the market

**Desk Report**

Itematech, the leading manufacturer of best-in-class weaving machines, spare parts and integrated services born from the merging of IteMa and Panter (ex PTMT) technologies, is exhibiting at Cinte TechTextil China (Hall E01 - Booth E1) from September 2nd - 4th at the Shanghai New International Expo Center, Shanghai.

Itematech is the brand-new Technical Division exclusively dedicated to producing weaving machines for the benefit of technical fabrics weavers launched in 2019 by IteMa, the Italian leading global provider of advanced weaving solutions, including best-in-

class weaving machines, spare parts and integrated services.

Thanks to the strong know-how resulting from the merger of the two historic weaving manufacturers expertise and competences, technical fabrics manufacturers will now on find in Itematech a unique partner and technological reference point to meet and exceed all their needs when it comes to weaving the full range of technical applications.

During Cinte Techtextil, Itematech team will concentrate in showcasing the company strong offering for technical fabrics weavers. IteMa

is uniquely positioned to offer technical textile manufacturers the top three weft insertion technologies - Positive and Negative Rapier, Airjet and Projectile, in what is the most comprehensive portfolio on the market today for technical applications.

Paolo Pezzoli, Itematech Sales Director, comments: "As a partner and weaving machinery supplier to textile manufacturers worldwide, at IteMa we strongly believe in the endless opportunities and the growth potential of technical applications, that represent a consistent and growing portion of our annual overall turnover."

For Full Story: <https://www.textiletoday.com.bd/itematech-exhibit-will-showcase-comprehensive-weaving-solutions-market/>

## FunctionalFashion FACTS

2A-NYGUARD, COATS, HEIQ, VAGOTEX and SITIP, JUST 5 is creating

'viroblocked' jacket

**\$3.29 bn**  
Bangladesh's export of sportswear in 2018

**79 bn**  
cubic meters of water consumed by apparel and textile

In 2019, Nike captured around **41%** of sportswear's global market share

**92 mn**  
tons of waste produced by apparel and textile



# Kenneth Cole partners with Kane 11 for perfect fitting no-show socks

## Desk Report

US functional brand, Kenneth Cole recently inked a partnership with KANE 11 to unveil a perfect fitting no-show socks in individual shoe sizes. The socks will be in seven exact sizes – 7, 8, 9, 10, 11, 12 and 13. The partnership was established to highlight the brands' mutual goal of merging innovation, style and comfort.

The Ultimate Comfort System – Kenneth Cole's Liam Sneaker paired with Kane 11 X Kenneth Cole individually sized no-show

socks. Courtesy: PRNewsfoto

To make daily dressing effortless, Kenneth Cole makes versatile, modern, and functional clothing, shoes and accessories.

When its socks are paired with the brand's classic Liam sneakers, it becomes the ultimate comfort system. The sneaker has a wholly cushioned inner sole with soft leather uppers, and the lines are sleek and fashionable, perfect to be worn with no show socks.

KANE 11 is the fast-rising sock company in the USA. It has revolutionized socks by originating a new standard of fit by making socks in exact shoe sizes. KANE 11's men's socks come in expansive size ranges like 9-13 or one-size-fits-all. The accurate fit of these no-shows guarantees they won't fall or bunch up in the toe and



they stay

where individuals want them 24/7. The perfect fit conveys ideal comfort and performance.

For Full Story: <https://ff.textiletoday.com.bd/kenneth-cole-partners-kane-11-perfect-fitting-no-show-socks/>

## Louis Vuitton brought Lucien Clarke signature skate shoe

### Nayem Abdullah

Lucien Clarke the Jamaica-born skater has disclosed his signature Louis Vuitton skate shoe. The French fashion house's first skateboarding footwear in its history.

The Jamaica-born skater also worked with Abloh to design

the house's first pro skate sneaker model.

Virgil Abloh, Louis Vuitton men's artistic Director exposed this on Instagram with an image of himself with Clarke. He also shared a video of Clarke saying, "It's official."

This new move is significant for the French brand as it will open a new horizon for more skateboard-centric products from the high fashion brand.

"Just signed Jamaica's @lucienclarke to Louis Vuitton as the first skater deal of this type,"

Abloh said in the caption. "Gave him free rein [sic] to design his pro model."

Clarke also modeled in Louis Vuitton lookbooks, walked in its runway shows and been the face of many Palace campaigns.

For Full Story: <https://ff.textiletoday.com.bd/louis-vuitton-brought-lucien-clarke-signature-skate-shoe/>

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## Technical textiles demand growing while traditional textiles diminish

### S. A. Kiron

Global technical textile demand continues to touch historic lows, but technical textiles are showing resilience, raising hopes of a quick recovery in 2021. An updated edition of the study which also tracks the COVID-19 impact on the market offer insights on how demand will evolve during 2020-2030.

Technical textiles have been among rapid growth areas of the textile industry that are commonplace, from gym gear and sportswear to car seats and in airbags.

The global market for technical textiles, in particular, is receiving huge impetus from an unprecedented rise in

demand for functional fabric for monitoring safety and operations in the industrial sector.

The textile industry is highly diversified, satiating a broad range of domains ranging from conventional handloom products to wool, cotton and silk products and contain products that stretch through natural and artificial fiber, apparel, and yarn.

Technical textiles are poised to play a vital role in transforming the textile industry, owing to their diverse applications across several end-use sectors including, infrastructure, construction, automobile, aviation, healthcare, and defense.

For Full Story: <https://www.textiletoday.com.bd/technical-textiles-demand-growing-traditional-textiles-diminish/>

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