

# Functional Fashion

www.ff.textiletoday.com.bd

■ Passion ■ Purpose ■ Protection

Volume 01 | Week 39 (21 September- 27 September, 2020) | Issue 14 | Pages 04

## Cellulosic chemical recycling to create a closed-loop supply chain

**Sayed Abdullah**

Reduction of pollution in the fashion industry is one of the most sought issues for today's world. Being one of the most pollutant industry – textile and chemical value chain – with more than 75% of wastewater discharged in the river and <40% water is treated.

The good news is under the global sustainable fashion innovation platform Fashion for Good, the 'Full Circle Textiles Project: Scaling Innovations in Cellulosic Recycling' project will give effort to authenticate and finally scale capable technologies from a hand-picked group of innovators.

Along with names like Birla Cellulose, PVH Corp, Laudes Foundation, Kering, and Target will join hands with Fashion for Good in investigating economically feasible and scalable solutions for cellulosic chemical recycling to create a closed-loop system converting textile waste, of cotton and cotton-blend materials, to produce new man-made cellulosic fibres (MMCF).

Fashion for Good says, MMCF like viscose/rayon, lyocell, modal and cupro, are usually extracted from wood. And after polyester and cotton have the third-largest share in global

fiber production. In the last 30 years, MMCF production has doubled and is projected for continued growth.

In an 18-month period, project partners will collaborate with innovators, Evrnu, Infinited Fiber Company, Phoenix, Renewcell and Tyton BioSciences, to validate the potential of their technologies

in this still nascent market.

The recycled materials fashioned by four of these innovators will be converted at Birla Cellulose's state of the art pilot plants to produce high-quality cellulosic fibers. From there, fibers will move through the project partners supply chains to be manufactured into garments.

For Full Story: <https://www.textiletoday.com.bd/cellulosic-chemical-recycling-textile-industry-leaders-create-closed-loop-supply/>

## Should children wear masks?

**Nayeem**

In the Covid-19 pandemic, parents are worried about their children. World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) provided the standard information about children and face masks.

### Should children wear masks?

Children five years and under should not be essential to wear masks. This is based on the safety and overall interest of the child and the capacity to appropriately use a mask with nominal assistance.

WHO and UNICEF advise that the decision to use masks for children aged six to 11 should be based on the following factors:

- Whether there is widespread transmission in the area where the child resides.
- The capability of the child to safely and appropriately use a mask.
- Access to masks, as well as laundering and spare of masks in certain settings

(such as schools and daycare services).

- Suitable adult supervision and instructions to the child on how to put on, take off and safely wear masks
- The potential impact of wearing a mask on learning and psychosocial development, in consultation with teachers, parents/caregivers and medical providers.
- Specific settings and interactions the child has with other people who are at high risk of developing a serious illness, such as the elderly and those with other underlying health conditions.
- WHO and UNICEF recommend that children aged 12 and over should wear a mask under the same conditions as adults, in particular when they cannot guarantee at least a one-meter distance from others and there is widespread transmission in the area.



For Full Story: <https://ff.textiletoday.com.bd/children-wear-masks/>

# Why USA cannot make adequate N95 masks, 6 months into pandemic?

## Desk Report

At the start of the COVID-19 pandemic, there were lots of stories about fragmented manufacturers hopeful to revamp their factories to start making protective medical equipment in the U.S.

When domestic manufacturers saw an opportunity to help protect frontline workers — and to keep their employees working, many of them shifted gears to make face shields

and hand sanitizers, which are relatively simple to produce.

But fewer shifted to making N95 masks, which are far more complicated, and they're in short supply. Nurses and doctors are re-using masks over and over again. Some small medical practices can't even find supplies they can afford.

Still, President Trump consistently ignores that reality.

The White House worked with some big companies, including 3M and Honeywell, to ramp up domestic production of respirator masks. That was relatively easy for them; 3M developed the first N95 mask, so it already has factories and established customers.

Even so, 3M and Honeywell haven't been able to make enough masks as the pandemic wore on, and

demand only increased.

The US has hundreds of millions of masks short of where we need to be. It would make complete sense to want to scale up some small and mid-sized manufacturers to help fill in this massive gap.

But the federal government has no plan to help small- and mid-sized manufacturers move into PPE.



For Full Story: <https://ff.textiletoday.com.bd/usa-cannot-make-adequate-n95-masks-6-months-pandemic/>

## Indian startup Faborg created zero-waste, animal-free 'Weganool'

### Amena kamal khan

Indian startup Faborg has created sustainable Weganool — an alternative to wool from a flowering milkweed-like plant called Calotropis.

This native — Asia and Northern Africa — wild flowering shrub is used for special care or pesticide treatment.

Gowri Shankar, Founder of Faborg said, "It struck to me the possibility of converting the Calotropis plant-fiber into textile after casually observing 10 to 15 sunbirds surrounding the plant bush and making a nest using its fiber."

Working on the idea, Shankar said he was finally able to



Figure: Faborg has created sustainable Weganool — an alternative to wool from a flowering milkweed-like plant called Calotropis. Courtesy: Faborg

attain the vegan cashmere fabric perfect for woolens by blending 30% of Calotropis and 70% organic cotton.

According to Shankar, the plant fiber's softness and natural shine styles the resulting fabric smooth, velvety and luxurious. It is also lightweight and offers remarkable thermoregulating properties.

For Full Story: <https://ff.textiletoday.com.bd/indian-startup-faborg-created-zero-waste-animal-free-weganool/>

## Apparel workers' wages increase 4.4% in Cambodia

### Rakibul Islam

Cambodian textile and apparel industry widely known as abusing workers and the inhuman wage has recently decided to increase workers' minimum wage to US\$190 — 5,800 baht — per month, a 4.4% increase. Officials said, European Union has been pressurizing Cambodia over its human rights and political record.

Cambodia's textile and apparel industry is the main employer, generating US\$7 billion annually. The country was facing uncertainty after the EU in February began a procedure that could cancel the special trade preferences.

The country benefits from the

EU's "Everything But Arms" (EBA) trade program, which let it to export most goods to the EU free of duties.

Ith Sam Heng, Labor Minister of Cambodia said, "The minimum wage for textile, garment and shoe workers for 2020 is set at \$190 per month."

Though the apparel and footwear workers demanded a higher wage than the government's decision to sustain their lives.

"Even though this figure is not what we wanted as our position, it is positive, as Cambodia is amid uncertainties of the trade preferences," said Pav Sina, President of the Collective Union Movement of Workers.

For Full Story: <https://www.textiletoday.com.bd/cambodia-increases-apparel-workers-wages/>

# agion®

Powerful Antimicrobial Technology

Country Representative:



**HARRIS & MENUK**

Bangladesh | India | Sri Lanka

Bangladesh | TP+ 88 09611775588

Fax +88 09611775522

email - salesupport-bd@harrisandmenuk.com



# sciessent

OUR BRANDS

agion | ACTIVExl | LAVAxl







# Testing homemade and low-quality masks at home

Sanjay Kumar

The COVID-19 is still ravaging the globe and there is no end in sight except leading a health-conscious life which the WHO and other leading healthcare bodies prescribe. Wearing a face covering or a mask is a new normal in COVID-19.

But medical-grade masks like surgical masks, Chinese made KN-95, European FFP-2, or US-made N-95 are the best ones available in the market.

For Full Story: <https://ff.textiletoday.com.bd/testing-homemade-low-quality-masks-home/>

But due to a surge in global COVID-19 cases, cloth made masks and homemade DIY masks are also in demand.

To detect the effectiveness of a mask – whether its homemade or low qualities of medical grades – there are some simple but effective tests available. One of the tests is trying to put out a candle wearing a mask. Is the breathing air put out the candle then the mask is low quality and is not

effective against COVID-19, as a sufficient amount of air passes through it.

Another test is putting a small amount of water in the outer layer of a mask, and if the water pours through then it is also a low-quality mask.

A recent study showed that a multi-layered cotton mask is effective, as well as other medical-grade ones. But single-layered cloth masks are less effective and advised against.

## Functional Fashion FACTS

**40%** water is treated from textile value chain discharged waste

wearing masks for

**5 years**

& under Children sis not essential

**6 months**

into pandemic, USA cannot make adequate N95 masks

**US\$190**

Cambodia sets minimum apparel workers wage

**US\$3.8**

tn B2C sell &

**US\$23.9**

tn B2B annual sell by Alibaba

Apparel makers need to expose vigorously to consumers using

**digital platforms**

**Automation**

will mostly take over manual, repetitive jobs of apparel

## Naturally made eco-printing on fabric

Redwanul Hasan

Dyeing in textile is one of the essential parts of a clothing. And there is a rising demand for naturally made eco-printing. And one of the natural sources is marigold flower petals to produce a printing paste of eco printing.

Marigold petals are dried in shade and grounded with powder which is used as a dye source in the standardized printing paste. Its dye can be attached to the fabric through

a standard printing recipe.

Some amount of the petals of the flower are mixed with a certain amount of water. PH level is required at 7. After the removal of water, the bath solution is strained with nylon cloth. The extracted solution is heated and mixed with printing paste.

The ratio and amount of the ingredients vary with the quality of the end product. It is stirred very carefully to

produce a uniform paste. Seven mordants are used to fix the printing paste in fabric. The selection of mordant is varied with the weight of the printing paste.

Printing is done with a screening method in pre scouring fabric. Finally, the fabric is dried and it is steamed at 100°C. Steamed samples are given in cold rinse water to remove superficial printing paste.

For Full Story: <https://www.textiletoday.com.bd/eco-printing-fabric-marigold-flowers/>

## Ultima showcases self-sanitizing stretch textile

Josh Pisani

Ultima has launched a unique self-sanitizing stretch fabric which will explore the potential for tension textile displays and partitions, and deliver a confidence boost to the events and exhibition industry.

The HeiQ Viroblock NPJ03 technology has been tested to be 99.99% effective within 30 minutes against SARS-CoV-2, the COVID-19 producing virus and is designed to constrain the growth and tenacity of bacteria enveloped viruses on textile surfaces.

Its antiviral and antibacterial properties are due to a unique combination of silver and vesicle technologies designed to vastly decrease viral and bacterial infectivity on treated surfaces.

Tension graphic displays are the backbone of the industry, with Ultima leading the way with MODULATE, its innovative magnetic displays and Formulate tubular systems, both of which will help from the newly treated textile. To complement the Stretch fabric

a Display Polyester version is also accessible for use with a variety of wall-mounted or freestanding TFS frames.

Stringent tests have been done to safeguard the treated textile with the HeiQ Viroblock technology has a strong antimicrobial efficacy demonstrated by ISO 20743 and ISO18184. It is EU REACH compliant and certified as safe, as all its ingredients are cosmetic grade, bio-based (72% bio-based carbon) and recycled.

For Full Story: <https://ff.textiletoday.com.bd/ultima-showcases-self-sanitizing-stretch-textile/>

# Adidas launches 'Star Wars' fur-covered Chewbacca sneakers

**Josh Pisani**

Adidas has carried Star Wars fans brand new kicks themed off of one of the series' most iconic characters which is launching new Chewbacca themed sneakers but they aren't ordinary shoes because this pair is covered in fur.

"RROOAARRGGHH!" is one of his most well-known lines on 'The Empire Strikes Back'. This reform of the classic Rivalry Hi is made to honor the 75 loyal Wookiee: Chewbacca.

What feels like strands of Chewie's hair sit on the upper of this Rivalry Hi, making this



Figure: The fur-covered sneaker will be available for £119.95 GBP (approx. \$155 USD) on adidas.com Oct. 21. Courtesy: Adidas Originals

fan-favorite Star Wars character somewhat more palpable.

All to celebrate the 40th Star Wars anniversary of Episode V. A clear choice to represent Chewie, the Rivalry silhouette was first shaped for the basketball courts in the '80s before being adopted by the skateboarding, punk, and BMX scenes then ultimately becoming the streetwear icon it is today.

The Chewbacca sneakers is the latest Star Wars-themed item to hit the market.

For Full Story: <https://ff.textiletoday.com.bd/adidas-launches-star-wars-fur-covered-chewbacca-sneakers/>

## The Athlete's Foot launches activewear

**Rakibul Islam**

By providing an unrivaled customer experience, exclusive and innovative fitting technology, the footwear brand, Athlete's Foot has cemented their position in the market.

At present with an extensive range of footwear spanning across 40 sports brands, they

are taking on the clothing and apparel market by introducing a selection of performance clothing from their leading brand partners including ASICS, Puma, Adidas, On Running, New Balance and 2XU, as well as premium athleisure wear brand, New Guard.

General Manager of Accent Performance Division, Steve Cohen said, "Apparel is a natural fit for The Athlete's Foot. We have seen an undeniable increase in trends as more and more people are looking to incorporate workout and athleisure wear into their lives."

The Athlete's Foot hardened their devotion to creating unparalleled customer experiences with the launch of their exclusive MyFit3D technology in over 140 stores across Australia and New Zealand and have since fitted over 1,000,000 feet across the two regions.

For Full Story: <https://www.textiletoday.com.bd/athletes-foot-launches-activewear/>

## H&M cuts ties with a Chinese supplier amid 'forced labor' accusations

**Arif-Uz-Zaman**

H&M is putting end to its business ties with a yarn mill in Xinjiang with which it had an 'indirect relationship' after the Chinese mill was alleged to be engaged in forced labor within the supply chain.

Acting in reply to claims by the Australian Strategic Policy Institute, H&M confesses it has an indirect business relationship with one mill (in Shangyu, Zhejiang province) belonging to Huaifu Fashion Co, which supplies some of its suppliers with a specific yarn.

The 60-page file submitted to

H&M Revenue and Customs detailed the 'overwhelming and credible evidence concerning the scale and gravity of the forced labor regime in Xinjiang', where Uighur Muslims are forced to work in factories.

A new statement published by H&M outlined that it is 'deeply concerned' by reports of 'forced labor and discrimination of minorities in Xinjiang Uyghur Autonomous Region [XUAR]' in China.

H&M said that it 'strictly prohibits any type of forced



labor' in the supply chain, and in the event of hearing that forced labor has happened within the supply chain, the firm 'will take immediate action and, as an ultimate consequence, look to terminate

the business relationship'.

H&M stressed that the company does not work with any factories that are based in Xinjiang, nor are any products made in the region sourced by the retailer.

For Full Story: <https://ff.textiletoday.com.bd/hm-cut-ties-chinese-supplier-amid-forced-labor-accusations/>