

# Functional Fashion

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■ Passion ■ Purpose ■ Protection

Volume 01 | Week 40 (28 September - 04 October, 2020) | Issue 15 | Pages 04

## Xinjiang cotton ban impact in global apparel supply chain

### Textile Today Analysis

The recent development in the US-China trade war – China's Xinjiang region cotton banned by the US to put a harness on the global apparel industry to bar all cotton-made apparel over forced labor concerns – has made the fashion industry worried that such a move would 'wreak unending havoc' on global apparel supply chains.

Recent five withhold release orders by the US Customs and Border Protection (CBP) targeting apparel, cotton and other goods produced in Xinjiang following accusations of prevalent human rights abuses and forced labor in the Chinese region. And a big brand like H&M Group declared

to cut ties with a yarn mill in Xinjiang with which it had an 'indirect relationship' after it was suspected to be engaged in forced labor.

As the global fashion apparel industry depends deeply on Chinese cotton, and a significant amount –to be exact 85% of which is produced in Xinjiang, and made clothes in Chinese factories or sent to other garment manufacturing countries in Asia.

The effectivity of this ban is in doubt. As with an absence of transparency makes it hard to track: for instance, products labeled as made in countries like Bangladesh, Vietnam, the Philippines and Cambodia



**85% of Chinese cotton is produced in Xinjiang**



**75% US brands don't track 3rd/4th tier suppliers making a loophole in the ban**



**Other apparel manufacturing countries imports cotton from China creating a chance for Xinjiang cotton to be exported**

Figure: Xinjiang cotton impact and loophole in the ban.

could still contain cotton produced in Xinjiang, a major fabric and yarn source.

Not to mention, in the US, 24% of all imports of cotton textile and apparel, a category worth \$11.1 billion, come from China, while in Europe China accounts for 29% of all clothes imported from extra-EU countries, or €23 billion.

According to the 2020 Fashion Industry Benchmarking Study, 85% of US companies track first and second-tier suppliers, but only 25% do the same for third and fourth-tier suppliers, respectively.

This ban will work as a non-tariff trade barrier, making a significant supply malfunction

as non-complying products would be detained by customs. Apparel brands depend on global supply chains would consequently act to mitigate these risks, firstly by diversifying the supply chain to countries like Vietnam, Pakistan, or India and possibly expelling raw cotton supply to the US.

But because even products made outside of Xinjiang and outside of China could be made using cotton produced in Xinjiang, and the fashion supply chain remains tremendously cloudy, a blanket ban could ultimately bring companies to undo with all suppliers possibly related to the use of Xinjiang cotton.

## Ralph Lauren accelerating Next Great Chapter plan by reducing 15% its workforce

### Yeasin Miah

US apparel giant Ralph Lauren Corp. is restructuring its global operations for sustainable long-term growth. And the brand will reduce 15% of its workforce along to reassess the company's cost structure, focusing on team organizational configuration, real estate footprint including distribution centers and corporate offices, and its brand portfolio.

During Ralph Lauren's review in its first-quarter call in August, it decided to streamline 15%

reduction in its workforce, or about 3,600 employees from a total headcount of 24,000. The reductions in its global workforce is expected to be completed by the end of Fiscal 2021.

Additionally, the \$6.16 billion apparel giant will include a number of enhancements to its technology platforms, in addition to creating a flatter team structure that consolidates its global marketing and branding functions.

For Full Story: <https://ff.textiletoday.com.bd/xinjiang-cotton-ban-impact-global-apparel-supply-chain/>

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For Full Story: <https://www.textiletoday.com.bd/ralph-lauren-accelerating-next-great-chapter-plan-reducing-15-workforce/>

**TextileToday** Bangladesh  
Driving business with knowledge  
ISSN 1999-2076 Reg. 8/2012

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# Transparency starts with traceable fibers

**Josh Pisani**

Sustainability term in the apparel supply chain was a murky word as consumers and industry reformers had to depend upon the brand face value or blanket terms like 'organic,' 'recycled' and 'eco' to gain knowledge about a product is made sustainably or not.

Along with 3rd-party auditors and certification programs—like the Global Organic Textile Standard, bluesign®

and Cradle to Cradle—have been summoned to aid in authenticating sustainable claims in the supply chain.

With COVID-19 at large, which already exposed the longstanding hegemony of retailers and brands transparency in the supply chain is gaining momentum.

In a diverse and complex global supply chain – the practicality, quality and cotton-growing

practices around the world differ greatly. Which is why, cotton purchasers deserve to know their cotton origin and how it was grown – in terms of environmental practices as well as labor standards.

For example, in 2017, when Refibra fiber was launched, the first cellulose fiber-containing recycled material on a commercial scale.

The fiber also presented a

new identification system that makes it possible to identify the Refibra fiber in the finished textile. To make Refibra, blended wood pulp and upcycled cotton pulp, which is then dissolved with a solvent. A fiber identification is added to the fiber in this solvent stage.

This identification information can be verified at four global testing labs for fabric certification.

For Full Story: <https://www.textiletoday.com.bd/transparency-starts-traceable-fibers/>

## APR advances sustainability commitments

**Desk Report**

Asia's newest viscose staple fibre producer, Asia Pacific Rayon (APR), located in Riau, Indonesia is emerging as a company that is committed to sustainability, ensuring that their operations are aligned with industry best practice and standards. Operating since January 2019, APR holds PEFC chain of custody certification and only uses 100% certified dissolving wood pulp, ensuring that the forest-based material contained in a product originates from sustainably managed plantations.



The APR facility also holds ISO and Step by OEKO-TEX® certification, which confirms that APR's production processes and facilities have been comprehensively assessed and third-party verified to have met all relevant standards in terms

of chemical management, environmental management and performance, social responsibility, quality, and workplace safety.

In addition, APR has added a number of product level certifications in the 18 months since it began operations.

These include: the USDA Biobased, OEKO-TEX® STD 100; OEKO-TEX® Made in Green Label; and medically tested, seedling compostable and DIN-Geprüft industrial compostable certifications.

The USDA Biobased certification confirms that APR's products are 100% plant based, while the OEKO-TEX® STD 100 certificate states that APR's products have been tested for harmful substances and that they are harmless to human health.

For Full Story: <https://www.textiletoday.com.bd/asia-pacific-rayon-advances-sustainability-commitments/>

Exhibit your  
*Creativity*  
**LOGO**  
DESIGN  
COMPETITION

**TexKnoter** is a Business Networking Social Media platform (Textile Industry Network). TexKnoter will be operational soon both in website and mobile app form. We are looking for a professional logo for 'TexKnoter' which can explain the platform at a glance.

TexKnoter (meaning as "A close cluster or bunch of people in textile and apparel industry") is a global businesses networking platform for textile and apparel industry professionals. Textile professionals can connect, interact with peers, find suitable job, get necessary business updates, events etc.

**To design a logo, a designer should keep in mind the following matters:**

- Professional/business network
- Close/trustworthy connection
- The site can help business decision
- Authenticity in all matters
- Professional resources hub
- Noise free/nuisance free site
- Global platform for textile and apparel etc.

**Logo Competition Rules:**

- One can send maximum 2 logo design;
- Short description (2-3 lines) of the logo should be given explaining the concept;
- Logo should be sent in PNG form (Hand drawn logo is also accepted)
- Logo submission deadline: 10 October, 2020
- Submit the logo to: [texknoter@gmail.com](mailto:texknoter@gmail.com)
- Judges will select the best logo and winner name will be announced in Textile Today Magazine and others associates communication channels (sites/platforms/places/pages).

**Prize money: BDT 10,000/-**

**and 5 years free subscription in TexKnoter.com**

## Huntsman Eriopon E3 for sustainable polyester production

**Amena Kamal Khan**

Huntsman Textile Effects informed that mills that have espoused its all-in-one Eriopon E3-Save textile auxiliary for polyester processing have collectively saved more than 130m liters of water. The Eriopon E3-Save technology, which launched a year ago, due to the global growing demand for polyester.

Huntsman states that traditionally dyeing of the fabric and its blends is resource intensive, time consuming and costly. Eriopon E3-Save

textile auxiliary was engineered to address these challenges. It eradicates the need for separate pre-scouring, allowing pre-scouring, dyeing and reduction clearing to be combined in a single bath.

Mills that use it intensely cut the polyester dyeing process and save water, energy and cost.

The polymer technology of Eriopon E3-Save promotes controlled exhaustion to guarantee right-first-time level dyeing.

For Full Story: <https://ff.textiletoday.com.bd/huntsman-eriopon-e3-sustainable-polyester-production/>

# Gerber Technology introduces fashion transformation initiative

## Arif-Uz-Zaman

Gerber Technology recently unveiled a new transformation initiative that makes a worldwide network of fashion experts accessible to aid manufacturers, designers and retailers adapt and digitalize for success in the post-COVID-19 world.

In an unprecedented reality, COVID-19 endures to reshaping

the livelihood, work, dress and buy clothes, pushing the need for digitalization, eCommerce, and flexible working conditions, pushing fashion brands to transform their supply chains. And Gerber treats every individual business in its digital transformation.

Through Gerber's new 'Fashion

Transformation Initiative', a team of reliable advisors will work meticulously with customers to digitize and optimize their supply chain.

To guarantee a successful transformation, Gerber offers a free assessment to aid categorize where a business is in its digital journey, allowing

them to offer proper resources, expertise and guidance.

With Gerber's integrated solution, fashion companies can leverage to fully connect their design room to the cutting room, improve collaboration among their teams and build a strong eCommerce experience.

For Full Story: <https://ff.textiletoday.com.bd/gerber-technology-introduces-fashion-transformation-initiative/>

# Devan's antimicrobial technology achieved '2020 European Technology Innovation Leadership Award'

## Rakibul Islam

Florida based Ascend Performance Materials LLC has developed a new mask technology that shields against SARS-CoV-2, the cause of COVID-19.

The Acteev Protect Nonwoven Mask is a reusable general-purpose mask that incorporates powerful built-in antimicrobial technology to

protect the mask from odor-causing bacteria and mold fungi in a soft, breathable, comfortable fabric that is gentle on the skin.

The mask is the initial development in a series of planned Acteev product starters that will include a knit fabric mask and a sports gaiter.

Ascend Performance also proclaimed it is designing an N95 respirator and a line of surgical masks and is developing more engineering plastics solutions for high-touch surfaces such as light switches and tray tables; textiles for use in scrubs and hospital gowns; and nonwoven fibers and rolled goods for use in applications such as filtration systems.

Ascend will manufacture masks at the company's North Escambia facility on Old Chemstrand Road.

Ascend Performance Materials produces high-performance materials for everyday essentials and new

technologies. Its focus is on improving quality of life and inspiring a better tomorrow through innovation.

The mask is the first in a series of planned Acteev product introductions that will include a knit fabric mask and a sports gaiter.

| Devan's antimicrobial product range  |   |   |
|--|---|---|
| <b>BI-OME® Quick dry</b>   | <b>BI-OME® Stretch</b>  | <b>BI-OME® AV</b>   |
| combines antimicrobial properties with advanced moisture management properties | combines antimicrobial solution with stretch recovery properties for better fit | has an antiviral activity in addition to antimicrobial properties |

For Full Story: <https://ff.textiletoday.com.bd/devans-antimicrobial-technology-achieved-2020-european-technology-innovation-leadership-award/>

# Retail technology empowering digital-first approach

## Desk Report

Technology is constructing a new footing for eCommerce and the digital shift. Innovative solutions like headless commerce, advanced checkout and collaborative software are making it easier for traditional apparel retail brands, as well as direct-to-consumer (D2C) brands, to get fashion products to market and give consumers a seamless shopping experience.

In this global pandemic, such technologies are making business at ease for brands to be digital-first. With shops and offices closed, as well as, the supply chain hiccup, most companies were left to carry on with their design work using awkward Zoom calls, Excel sheets and iPhone photos.

Digital Line Review is also in use at Nike, Levi's, Ralph

Lauren and lululemon. Before the pandemic, it was used more as a feedback evaluation tool. Since COVID-19, it has morphed into a productivity tool for remote teams.

According to a recent survey of over 280 U.S. product and merchandising professionals conducted by MakerSights, 57% said their most critical challenge was the loss of productivity due to the pandemic-triggered shutdown.

46% called specifically for collaboration software to streamline operations, improve efficiency and increase confidence in decision-making within their organizations — highlighting a need for new solutions that has only been exacerbated by COVID-19.

For Full Story: <https://ff.textiletoday.com.bd/retail-technology-empowering-digital-first-approach/>

## Functional Fashion FACTS

**24%**

or \$11.1 billion Chinese cotton import share in USA

**29%**

or €23 billion Chinese cotton import share in EU countries

**130 million**

liters of water saved annually by mills using Huntsman Eriopon E3

**7.83%**

drop in Bangladesh RMG value addition in FY 19-20

Bangladesh imported

**43.51%**

RMG raw materials against export value in FY20

Bangladesh RMG sector received

**10,500**

crore COVID-19 stimulus package

# High-performance brand On rolls out sportswear subscription service

**Sanjoy Dey**

Swiss high-performance brand On has rolled-out a new subscription-based service – Cyclon service – intended at driving zero waste in sportswear and establishing fully recyclable sportswear to consumers.

This subscription service will let subscribers to receive and wear the latest in running sportswear and then return end-of-life products in

exchange for the latest version. Once the cast-off item is returned, it will be recycled by On which will recycle the materials to create new running gear.

The first product to be released as part of the Cyclon service will be a fully recyclable, high-performance running shoe – also named Cyclon. Lightweight shoes under 200 grams and engineered to

perform to elite level competition. The shoe's energy return is also among the highest within the On product range.

Fashioned from over 50% bio-based materials made from castor beans, the new Cyclon shoe will not only be a flagship product for innovation in sportswear design and



circularity but will also represent On's ongoing commitment to dipping reliance on virgin petroleum-based materials.

For Full Story: <https://ff.textiletoday.com.bd/high-performance-brand-rolls-sportswear-subscription-service/>

# AW Hainsworth collaboration with Reshore Apparel to produce apparel under one roof

**Rakibul Islam**

Luxury woolen mill AW Hainsworth has joined with UK clothing manufacturer, Reshore Apparel, to make a unique service offered by Studio H.

The mill is the foremost mill in the UK where apparel will be manufactured from raw fiber to

a finished garment under one roof, as part of its promise to the slow fashion movement.

The Studio H collaboration will profit from Reshore Apparel's investment in digital 3D imaging technology from Italian company Morgan as the

imaging software lets designers see how patterns and fabrics will sit against the human body on a virtual catwalk, and picture how the finished clothing will appear.

Revolutionizing to create fewer samples on demand, drastically reducing waste and carbon

emissions. It is also implementing zero waste cutting techniques that will lessen fabric offcuts.

Reshore's extensive experience in this field gave them agility and adjust to the needs of the customer, giving expertise and attention to detail.

For Full Story: <https://ff.textiletoday.com.bd/aw-hainsworth-collaboration-reshore-apparel-produce-apparel-one-roof/>

# Nike launches LeBron 18 signature shoes

**MM Uddin**

Nike released latest version of LeBron James' signature shoes on 21 September. The first colorway, called "Reflections," is a black sneaker with gold accents that "celebrates the defining moments along LeBron's rise to the top of the league, Nike says in a press release. Those moments are represented in symbols that form graphical collages on the heel, tongue and sockliner.

The LeBron 18 features an all-new knit exterior. The heat-molded yarns that created a sort of popcorn effect on the LeBron 17s are gone. It has been replaced by a flexible knit construction that looks like a combination of the LeBron 15 and 16 shoes, said the release.



The Air Zoom pods that made the shoe look more appropriate for the moon than the basketball court have also been eliminated. Instead, Nike opted for an Air Max unit in the heel and a full-length Zoom Air Bag to provide the cushioning, comfort and responsiveness the Lakers superstar and Akron native requires at this stage of his career.

For Full Story: <https://www.textiletoday.com.bd/nike-launches-lebron-18-signature-shoes/>

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