

# Functional Fashion

www.ff.textiletoday.com.bd

■ Passion ■ Purpose ■ Protection

Volume 01 | Week 41 (05 October- 11 October, 2020) | Issue 16 | Pages 04

## AI in fashion industry

**Sayed Abdullah**

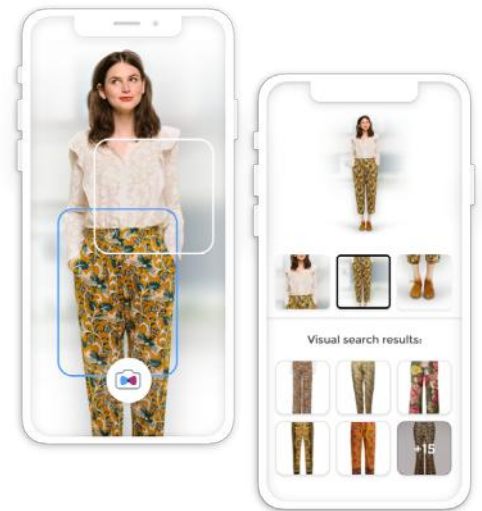
Artificial intelligence (AI) is one of the most valuable secret weapons. In data analysis for future trend predictions, business patterns through AI is aiding fashion brands, the global apparel supply chain. As AI's impact is immensely

felt on consumer market trend, employment. Though the fashion industry has not profited from full-fledged use of AI other than profit boost by market trend prediction and some start-up's giving virtual fitting for customers.

With the scopes of marketing and sales to customers, AI offers smart personalization machines – AI make the prediction of 'what consumers like and have bought' and also future like 'what consumers like to have also bought.'

Realizing competitors' propositions and price comparisons, online offerings, leverage from their strategies, market positionings, etc. to greatly aid brands and retailers. Making a close or high competition, ensuring a balance in the market and drive garment price down.

AI can be aid retailers to become more sustainable. PwC research discovered that with



AI to make decisions about environment-related zones, such as agriculture, water, energy and transportation could enhance more than \$5 trillion to the global economy.



Figure: 5 foremost zones of business in which AI can enhance its skills.

For Full Story: <https://ff.textiletoday.com.bd/ai-fashion-industry/>

## Adidas placed first sustainability bond

**Arif-Uz-Zaman**

Recently Adidas successfully placed its first sustainability bond as the company continues to execute on its ambitious long-term sustainability roadmap while at the same time further optimizing its capital structure and financing costs.

The €500 million bond has a term of 8 years and a coupon of 0.00%. It will be listed on the Luxembourg Stock Exchange and has denominations of € 100,000 each. The offering was more than five times oversubscribed.

Proceeds from the offering will be used in accordance with Adidas' newly created sustainability bond framework. The framework has been validated by a second-party

opinion from Sustainalytics, a leading independent provider of sustainability ratings, who confirmed that the framework is credible, impactful and aligned with established sustainability principles.

Eligible sustainable projects cover investments into more sustainable materials and processes as well as projects that positively impact communities. More specifically, this includes purchases of recycled materials for sustainably sourced products, investments into renewable energy production and energy-efficient buildings as well as various initiatives to create lasting change for underrepresented communities.

For Full Story: <https://ff.textiletoday.com.bd/adidas-placed-first-sustainability-bond/>

**Grow in Business with Alibaba.com**

Be the Gold Supplier and Access **The World's Biggest B2B Market Place**

**Alibaba.com**

# Prospect of chemical recycling of cellulotics

**S. A. Kiron**

As the textile industry leaders are increasingly getting sustainably conscious to reduce its pollution, earlier this month the new "The Full Circle Textiles Project" was launched by Fashion for Good to confront some of the challenges by scaling innovations in closed loop cellulosic recycling in the industry.

But participants explained there are a number of important barriers to overcome first. Man-made cellulosic fibres (MMCF) such as viscose/ rayon, lyocell, modal and cupro are most frequently derived from wood pulp and have the third largest share in global fibre production after cotton and polyester. According to Fashion for Good, MMCF are increasing growing in the industry, with production doubling over the last three decades and expected to grow continually.

The Full Circle Textiles Project: Scaling Innovations In Cellulosic Recycling' is to authenticate and finally find sustainable solutions for chemical recycling of cellulotics, with the goal of attaining a closed loop system that changes textile waste from cotton and cotton-blend materials to produce new MMCF which can, in turn,

For Full Story: <https://www.textiletoday.com.bd/prospect-chemical-recycling-cellulotics/>



will be spun into yarn to create new apparel.

Leading organizations like, Laudes Foundation, Birla Cellulose, Kering, PVH Corp and Target join Fashion for Good in examining technologies from innovators Evrnu, Infinited Fiber Company, Phoenix, Renewcell and Tyton BioSciences.

In the textile industry, the traditional mechanical recycling process is mainly the 'downcycling' industry – producing materials used in insulation, industrial clothes or other lower-value uses – Fashion for Good states in a background report published to accompany the project launch.

Disadvantages comprise the high-purity feedstock requirement and the shortening of fibres during recycling which can reduce performance at the yarn and fabric stage.

# Functional shoes offering unthinkable

**Ameena Kamal Khan**

Since the global Coronavirus pandemic has taken over the day-to-day life, 'ugly shoes' that are functional, comfortable, and dare we say, fashionable, have taken over.

There are more of these functional, fashionable, comfortable, practical, affordable shoes than ever before offered by brands. Here are some of the top functional shoes in detail.

Merrell's ColdPack Ice+ Moc Waterproof shoes are creating this hype among the consumers. Made with a Vibram Arctic Grip sole unit combined with a waterproof membrane makes for a mighty shoe, one that will take all the elements and throw them back. No cold, wet feet here.

Sorel Manawan II slipper is another functional slipper that gives wearers all the things

they want in a slipper. It is rugged on the outside, and soft on the inside.

Merrell Hydro Moc Hiking shoe has attracted a lot of attention in recent months. As it is a brilliantly ugly, fashion-forward shoe.

Salomon RX Snow Moc Advanced features a technical blend fabrication of stretch neoprene weave alongside panels of suede that have been added for structural support.



<https://ff.textiletoday.com.bd/functional-shoes-offering-unthinkable/>

# Sedo Engg partners bluesign® to lessen environmental impact

**Desk Report**

Sedo Engineering has partnered with bluesign® mission to lessen the environmental impact of the denim industry through its innovative Smart-Indigo technology. Smart-Indigo technology for indigo-denim dyeing makes the transformation for the denim world by means of an electrochemical process consuming significant fewer resources than other traditional methods.

The bluesign® system emphasizes on resources, people and the environment. With its complete approach based on Input Stream Management, bluesign® decreases the impact on people and on the environment, for the responsible use of resources and provides the highest level of customer safety. Verifications are provided for products and articles in the supply chain such as chemical products, yarns, fabrics, accessories, etc.

For Full Story: <https://www.textiletoday.com.bd/sedo-engg-partners-bluesign-lessen-environmental-impact/>

## Agion Active

The total-system approach to handling odor control for both apparel and wearer.

Country Representative:  
 **HARRIS & MENUK**  
Bangladesh | India | Sri Lanka  
Bangladesh | TP+ 88 09611775588  
Fax +88 09611775522  
email - salesupport-bd@harrisandmenuk.com



## Siren's smart remote patient monitoring gaining among COVID patients

**Josh Pisani**



San Francisco based technology company Siren – it developed smart textiles with remote patient monitoring (RPM) applications – said it will additionally raise US\$9 million for the company's Series B financing.

Earlier Siren raised up to \$11.8 million, which was led by Anathem Ventures with contribution from existing investors DCM, Khosla Ventures, 500 Startups and Founders Fund.

This final close put the total Series B at nearly \$21 million and included participation by all existing investors as well as new investors, such as Manta Ray, Mighty Capital, Portfolia and David Helgason.

With COVID-19 on the rise in the US, the Siren's remote patient monitoring demand has increased among patients and clinics. Also, it witnessed a radical increase in monthly subscriptions - up almost 20x.

*For Full Story: <https://ff.textiletoday.com.bd/sirens-smart-remote-patient-monitoring-gaining-among-covid-patients/>*

## Sateri enhanced manufacturing standards with new R&D Innovation Centre

**Yeasin Miah**



*Figure: The \$48 million multi-story building centre is housed in a new located in Rizhao, Shandong, China. Courtesy: Sateri*

Global leader in viscose rayon Sateri has enhanced a step further by establishing a new best-in-class manufacturing standards with a new R&D Innovation Centre. The \$48 million multi-storey building centre is housed in a new located in Rizhao, Shandong, China, beside Sateri's 20,000 tons per annum Lyocell production facility.

Initially, the centre's activities will focus on laboratory tests for pulp selection, new and distinguished fibre

product development, and quality and productivity improvements in Lyocell production. The centre will also explore next-generation textile fibre solutions and other related downstream innovation shortly.

Around 150 staff members will be involved in the centre's work. These comprise R&D scientists, professionals with material science and chemical engineering expertise, and specialists in fibre technical, production and operations.

*For Full Story: <https://ff.textiletoday.com.bd/sateri-enhanced-manufacturing-standards-new-rd-innovation-centre/>*

## Functional Fashion FACTS

Over **80%** of FDI in Vietnam's textile and garment shifted towards manufacturing fabrics/raw materials

Global home textiles export increased

**1.89%**  
to \$95.72 bn in 2019

H&M's to close

**250** stores worldwide

Vietnam's textile & clothing will grow

**10%** per year on average from 2018 to 2025

Sateri establishing a new

**\$48 mn** R&D Innovation Centre

Adidas placed its first

**€500 mn** sustainability bond

## Smart digital workforce with intelligent automation

**Nayeem Abdullah**

In this present difficult environment, there is a real longing across global boardrooms to digitally transform labor so it's done much quicker, smarter, more efficiently – with fewer resources than before.

An ever more logical route to attaining these goals is the embracing of intelligent automation that runs a digital workforce; an AI-powered, ever-evolving, super resource that's business-ready and IT accepted.

This is a workforce of digital workers ready to be skilled by business people to deliver ever more complex work, not

just across the front, middle and back-office – but across the entire enterprise – in any industry sector.

It's a workforce that's easily trained and put to work by people, then re-trained for fresh work, while freeing people to work with them, or do more work that suits their innate skills better.

Digital workers are the ultimate team players, sharers and managers of vast workloads and, unlike any other robot, they proactively work by interweaving AI capabilities to inter-operate effortlessly across ever-changing digital environments – without fail.



*Figure: Digital workers are the ultimate team players, sharers and managers of vast workloads.*

They can read different screens, layouts or fonts, application versions, system settings, permissions and language. They ingest and sort semi-structured and unstructured

data from any source, across all IT systems, while providing quality checks, detecting errors and passing exceptions to people for input.

*For Full Story: <https://ff.textiletoday.com.bd/smart-digital-workforce-intelligent-automation/>*

# PVH Corp. is aligning fashion in new normal

## Desk Report

Fashion brand PVH Corp. parent company to Calvin Klein and Tommy Hilfiger in February appointed Stefan Larsson as the CEO. In the last eight months, Larsson has steered PVH through the abrupt shocks of the COVID-19 pandemic on its operations and activities, and devised strategies to ensure shore up money to strengthen its solid financial foundation and marshal the company forward.

Larsson said, "In the start, the focus was on the safety and wellbeing of our consumers and our teams."

It aids at the time to be a global corporation, as three regions came into this catastrophe at dissimilar times. PVH was able to take the learnings from piloting through the COVID-19 in Asia and prepared itself for it to hit in Europe and then later in North America.

PVH bolstered e-commerce

as well as third-party, digital commerce. Next, it continued to focus on driving product relevance at the same time, the brand also drove a more effective and collaborative consumer engagement. As a result, in our second quarter, PVH grew total digital sales over 50%, with an 87% upsurge on its sites.

Besides the challenges COVID-19, there are lots of opportunities and,



going forward, increased transparency is needed, added Larsson.

For Full Story: <https://ff.textiletoday.com.bd/pvh-corp-aligning-fashion-new-normal/>

# New York Fashion Week ended with focus on sustainability

## Desk Report

With all the hardship of the COVID-19 pandemic, one of the prestigious shows of the fashion industry, the New York Fashion Week (NYFW) ended with much focus on sustainability in the use of leftover fabrics and yarns and upcycled or recycled trims and embellishments, fashion trend onlookers stated.

The New York city's first physical runway shows since February, however most of the action took place virtually. Where 40 brands packed into a tight four-day schedule from September 11 to 16. The show started with Jason Wu's

rooftop show at Spring Studios and ends with Tom Ford's digital debut.

SUKEINA and Frederick Anderson presented evening dress was presented in silky and sheer fabrications with frills and embellishment for added drama.

Rodarte focused jersey fabrics and light cottons embodied the current comfort trend, with elevated sweater dresses and sweatsuits.

Additionally, crochet reflected on 'childhood sentimentality' with button-up cardigans at Batsheva and girlish puff-sleeved mini dresses at Anna Sui.



For Full Story: <https://www.textiletoday.com.bd/new-york-fashion-week-ended-focus-sustainability/>

# H&M and Danone Aqua launches sustainable kidswear

## Rakibul Islam

Fashion retailer giant H&M in partnership with bottled water company Danone Aqua will shortly launch a line of sustainable kidswear made using plastic bottle waste collected from the beach of Thousand Island, Indonesia.

The project of the Bottle2Fashion initiative which was launched back in 2017 by H&M and Danone Aqua as part of their commitment to

turn plastic waste into apparel. As Indonesia is the 2nd biggest manufacturer of plastic waste – and want to tackle this pollution by repurposing such plastic waste.



For this collection, kids are treated to a variety of hooded jackets and joggers in many colors and prints.

This project already re-directed around

130 tons of plastic bottle waste from waterways and the project partners have sworn to double the number and will create new goods for sale under a worldwide campaign called Cleaning Up for the Future, which will boost consumer awareness on the issue of ocean pollution.

For Full Story: <https://ff.textiletoday.com.bd/hm-danone-aqua-launches-sustainable-kidswear/>