

Functional Fashion

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How fashion brands exploiting on growing activewear demand

Sayed Abdullah

A recent data from Edited showed that global activewear sales are expected to reach \$547 billion by 2024, and fashion brands are exploiting growing activewear demand.

From branding to ingredients used, to technology incorporations, to new spins on well-known products – but mostly, brands within the activewear space are doing things uniquely in optimism of pushing ahead via innovation.

Functional brand Aerie (parent company AEO) launched a new sub-brand named OFFLINE™ by Aerie in late July.

One of the common areas of innovation in the activewear space is fabrics for several years now. And it is no wonder that this trend has not decelerated. With sustainability getting precedence for more customers, activewear fashion brands are now asking themselves are more and more introducing sustainable materials.

Running – intensive activewear brand Janji, for example, is experimenting with new material blends—including ones pervaded with volcanic ash.

Numerous of its latest eco-friendly activewear products,

like the Runterra SS tee, are entrenched with volcanic ash particles for odor-control and thermoregulation.

Apparel brand WearableX is turning to technology incorporations to give its activewear products an exclusive advantage, especially as more health-conscious customers are working out at home.

Brands like Hexoskin now offer activewear apparel with built-in textile ECG & Respiratory sensors for real-time (and historical) reporting.

Elastique Athletics has branded itself as ‘wellness-wear’ and ‘activewear meets skincare’,

adding a new spin on well-known products like leggings and crop tops.

Elastique Athletics' activewear offers a non-invasive, non-toxic wellness solution that fits on the wearer's physique and is powered by natural movement. And works with a strategically placed MicroPerle™ beads that encourage the movement of lymphatic fluid in the body.

With various global reports projecting a 2.6% CAGR over the next 7 years for this ever-increasing apparel segment, constant innovation and an emphasis on sustainability will aid activewear brands to pull ahead.

For Full Story: <https://ff.textiletoday.com.bd/fashion-brands-exploiting-growing-activewear-demand/>



US flagged forced labor produced products from China

Sanjay Saha

The U.S. Department of Labor (DOL) released a list of 17 Chinese manufactured goods in under conditions of forced labor in violation of international standards. The list contains five new goods added in 2020 – including gloves, hair products, textiles, thread/yarn and tomato products – all of which are linked to state-sponsored forced labor by ethnic and Muslim minorities in China's Xinjiang Uyghur Autonomous Region.

The release of this list of goods made with forced labor is part of a broader U.S. government effort to address forced labor in China's Xinjiang Uyghur Autonomous Region, where more than one million Uighurs and other ethnic and religious minorities have been detained.

Estimates range from at least 100,000 to possibly hundreds

of thousands of Uyghurs and other ethnic and religious minorities in China who may be working in conditions of forced labor following detention in Chinese Communist Party re-education camps.

“Forced labor and abusive child labor are dehumanizing, ruining lives and families,” said Secretary of Labor Eugene Scalia.

“Today's list illustrates the disturbing role of China – the world's second-largest economy – in sponsoring these exploitative practices.”

The list is part of the release of two flagship reports and updates to two smartphone apps that shed light on key challenges and effective strategies for reducing child labor and forced labor around the world.

For Full Story: <https://www.textiletoday.com.bd/us-flagged-forced-labor-produced-products-china/>

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Biodegradable fashion

Arif-Uz-Zaman

Fast Fashion industry is infamous for falling apart after a few washes, human rights violations in the supply chain, and polluting the planet. It's estimated that the fast fashion industry produces approximately 1 billion garments annually. But the industry is trying to reduce this impact through innovation in biodegradable fashion. Ultimately it might make the industry more sustainable.

The UN Environmental Programme (UNEP), the global fashion industry

is accountable for 10% of carbon emissions. In 2015, the fast fashion industry created 92 million tons of wastewater.

According to the Ellen MacArthur Foundation embracing biodegradable fabrics and eco-friendly materials, would greatly benefit the environment.

Biodegradable materials and dyes, which rot after being discarded, could help address the fashion industry's pollution problem. Here's what you should know about biodegradable fabrics:

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

Cotton
Though cotton isn't most environmentally-friendly the majority of cotton is also not grown organically and relies on pesticides that have negative effects on the environment and human health. Organic cotton is better—but in terms of sustainability.
Hemp
Hemp is highly versatile; the seeds are edible and the fiber is used to make paper and clothing.
Algae
Algae has been identified as a potential ingredient for making plant-based meat. This versatile sea vegetable can also be turned into sustainable materials for the fashion industry.
Bamboo
Fastest-growing grass on the planet is also versatile. its fibers can be used to make composite materials for homewares and clothing. Bamboo plant requires no pesticides.
Citrus Fruit
Sicilian startup Orange Fiber takes cellulose fiber from citrus fruit peels and turns it into a biodegradable yarn that can be spun into high-quality fabric that feels like silk. The closed-loop process utilizes a byproduct of Italy's citrus juice industry, which produces 700,000 tons of fruit waste annually.
Soybeans
Soy fabric is an eco-friendly fabric made from hull of soybeans leftover from food production. It is luxuriously soft with a cashmere-like feel and a little bit of stretch.
Bioengineered Spider Silk
Microsilk by Bolt Threads. It inspired by spider silk's tensile strength and durability; developed technology that allows it to replicate spider silk proteins using genetically engineered yeast. Proteins are fermented using yeast, water, and sugar before being isolated, purified, and then spun into rayon-like fibers.

Calik Denim increasing sustainability targets for 2025

Josh Pisani

One of the top denim mills in Turkey, Calik Denim aims to reinforce its sustainable position in the international arena by dedicating 2% of its revenue to R&D and allotting more than 0.5 million dollars to environmental spending in 2019 — the investments are already helping clients like H&M, Zara, Diesel, Gap, Tommy and others to towards sustainable fashion.

Calik's recent sustainability report showed how the Turkish denim mill carries its motto,

'passion for denim, passion for life,' in its work and sustainable strategy by giving added value to the denim industry, the environment and people.

It does this by following three pillars: leading with innovative products, creating a positive impact for/with stakeholders and reducing its impact on the environment.

To ensure a robust sustainable implementation, Calik Denim implemented a new Transparency Monitoring System (TMS) for measuring its



There are numerous hurdles that deter global environmental and social transformation, but the trials are also what motivates Calik Denim.

FATIH DOĞAN
CEO, CALIK DENIM

inputs in production. TMS is a vital tool for the mill to precisely measure the savings of two game-changing dyeing and wash alternatives that it plans to scale.

Besides, with its Denethic line of fabrics, Calik eradicates the necessity to wash jeans after sewing, therefore saving 15-44% water usage. The line comprises denim fabrics that have the entrance of being traditionally washed, rinsed, and enzyme washed or bleached.

For Full Story: <https://www.textiletoday.com.bd/calik-denim-increasing-sustainability-targets-2025/>

Biodegradable silk from plastic waste

Desk Report

Researchers at Rensselaer Polytechnic Institute in Troy, NY, found that a microorganism that digests common petroleum-based plastic waste and yields a biodegradable plastic alternative signifies a new solution to an on-going problem.

With aid of a substantial new National Science Foundation

grant of 0.5 million dollars for the project, a team of engineers from Rensselaer Polytechnic Institute will discover this potentially transformative idea entitled Microbial Upcycling of Petrochemical Polymer Waste into High Value Protein-Based Polymers for a Circular Economy.

"We have all of this plastic pollution in the environment that comes from all of this

plastic that we use daily, most of which is based on petroleum feedstocks, which are based on molecules that can't degrade naturally in the environment," says Helen Zha, an assistant Professor of Chemical and Biological Engineering at Rensselaer, who is heading this research project.

The RPI team is also partnering with Guohong



Figure: Graduate student Alex Connor in a lab at RPI's Center for Biotechnology and Interdisciplinary Studies. Courtesy: RPI

Mao, the associate director of Conagen, a biosynthesis and biomanufacturing company.

For Full Story: <https://ff.textiletoday.com.bd/biodegradable-silk-plastic-waste/>

Digitally tracking garments to ensure circularity & ethical practices

Nayeem Abdullah

Automation and technology in fashion is a broad aspect – covering from product data and traceability to logistics, inventory management and garment labels. With industry 4.0 on the full swing, more and more traditional manual means are transforming into technology-based.

Ensuring circularity

To ease each garment's second, third and fourth lifecycle, every garment under 'technology' business model has put under a unique identification code and inherent lifecycle tracking.

In rental, every garment requires tracking along its

origin from the customer to repair or cleaning, back into the rentable inventory, and back out to the succeeding customer.

In resale, third-party platforms prerequisite to know precisely what kind of used garment they have in their control, including, for instance, original sales and marketing data, which can help to validate whether it's authentic and notify how to price its resale for future customers. Here comes digital triggers technology.

Future potential of digital tagging

Currently, the most



Garment with unique identification code for longer lifecycle



Garment requires tracking for rentable inventory system



3rd-party platform prerequisite for precising garment resale

Figure: Digitally improvised apparel circular resale and rental business models for ensuring circularity.

recognizable and common way to include a digital trigger in a garment is to add a QR code to a care label or a QR code to a separate companion label that states 'scan me'.

Brands/retailers study numerous factors in their

conclusion to implement digital tech solutions, including the future of their products, future legislation, engagement with consumers through the life of a product and the garment's environmental impact.

For Full Story: <https://ff.textiletoday.com.bd/digitally-tracking-garments-ensure-circularity-ethical-practices/>

Digital wage payments amid pandemic to ensure RMG workers' wages

Arif-Uz-Zaman

A new report is calling on businesses and governments to scale up digital wage payments for low-paid workers after the COVID pandemic exposed the need for critical support to reach vulnerable populations.

Apparel workers were among the hardest hits in this COVID-19 pandemic. And

a new report published by Mastercard Center for Inclusive Growth and BSR's HERproject highlights the long-standing opportunities of digital wages to drive financial inclusion and flexibility to put low-income workers into the formal financial system and surge their capacity to save, plan and respond to crises like the COVID-19 .



Figure: A report by Mastercard Center for Inclusive Growth and BSR's HERproject highlights the long-standing opportunities of digital wages to drive financial inclusion and flexibility to put low-income workers.

For Full Story: <https://www.textiletoday.com.bd/digital-wage-payments-amid-pandemic-ensure-rmg-workers-wages/>

ILO study: COVID-19 to push RMG towards automation

MM Uddin

South Asian countries are a hub of garment manufacturing and this hub is struck hard by the COVID-19 for most of 2020. Almost creating a pause in the entire supply chain. Against this backdrop, a recent report by the International Labour Organisation (ILO) is showing that the readymade garment (RMG) industry will see more automation in the immediate future to get out of this.

The study titled, 'What next for Asian garment production after COVID-19 ', in an attempt to discover the dynamics of changes

to production practices in Asia due to the COVID-19 outbreak.

The conducted qualitative study by ILO back in July this year with 16 apparel industry experts. This provides an important outlook from a community that recognizes the industry well and will be front and center of decisions shaping its future in the post-COVID-19 era, said ILO in its executive summary of the report.

Garment manufacturers in Asia, the industry's largest global hub for production, have been badly

hit by the COVID-19 pandemic.



Figure: RMG workers in Asia will likely see increased instability and competition for jobs in the coming future due to automation.

For Full Story: <https://www.textiletoday.com.bd/i-lo-study-COVID-19-push-rmg-towards-automation/>

Functional Fashion FACTS

30% of Bangladesh's import affected in COVID-19

40ft high-cube units container shortage can hurt Bangladesh's export

\$1bn investment by Yabang Group in Bangabandhu Sheikh Mujib Shilpa Nagar economic zone

By **2035** Vietnam could be at same income level that Malaysia is today

10% annual avg. growth from 2018 to 2025 by Vietnam's textile and clothing industry

Calik Denim uses **40%** less indigo dyeing with D-Clear

\$547 bn by 2024 global activewear sales projected growth

Reebok launches certified plant-based sneakers

Desk Report

Reebok launched its very first sneakers made from plants made from plants—meaning sustainable as they are stylish.

The Forever Floatride GROW is Reebok's latest pair of performance running shoes.

The sustainable trainers are USDA-certified plant-based. The vegan sneakers use four key eco-friendly materials: an algae-based sock-liner, an upper made from eucalyptus, a midsole made of castor beans,

and a natural rubber outsole.

The Forever Floatride GROWS is unique from traditional running shoes as they do not contain oil or natural gas.

Petrochemical products, such as ethylene-vinyl-acetate, are commonly used in performance running shoes (among other unsustainable materials).

The petroleum-based chemicals give sneakers their signature features:

a lightweight, breathable feel, water-resistance, and supportive structure. But Reebok was able to utilize the power of “plants and other renewable agricultural elements” to give their plant-based shoes the same qualities.

Mike Andrews, Reebok's Director of Advanced Development told, the company focused on plants to reduce the company's footprint on the planet.



Figure: Reebok's new sneakers launch. Courtesy: Reebok

For Full Story: <https://ff.textiletoday.com.bd/reebok-launches-certified-plant-based-sneakers/>

LEGO partnered with Levi's® on an innovative new collection

Yousep Novee

Clothing can be fun, with this notion Levi's® and the LEGO Group have partnered on an innovative new collection. LEGO Group x Levi's® lets wearers customize and play with the things they wear every day.

The centerpiece of the collection is the first-ever flexible LEGO® baseplate, an exclusive element in LEGO's® first foray into apparel. It's a pliable LEGO® silicone panel that fans can use to create their own customized designs using LEGO® DOTS,

a new concept that was introduced by the LEGO Group earlier this year.

Sewn directly on the garment, anyone can make their own design using the mosaic-like tiles that snap onto the

baseplates.

For Levi's® Men's Denim Designer Juan Valdez, these new LEGO® elements presented both a challenge and an inspiration as he worked with his team to create the collection.

For Full Story: <https://ff.textiletoday.com.bd/lego-partnered-levis-innovative-new-collection/>

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Amazon Fashion introduces reasonable designer wear in India

Rakibul Islam

Amazon Fashion in partnership with DBS Lifestyle LLP announced the launch of RIVER (Season I) in India. RIVER is an inexpensive multi-designer brand created in collaboration with some of India's most famous designers – JJ Valaya, Ashish Soni, Manish Arora and Suneet Varma, offering ready to wear daily necessities and occasion wear, available only on Amazon Fashion.

customers can buy RIVER from their favorite designer labels in affordable price points of Rs 999 to Rs 9,999 on amazon.in.

The sensibly curated selection for both men and women, will enable consumers to buy clothes that are not only

reasonable, but also faultlessly fashioned to create a brilliant mix of the up-to-date trends and everlasting classics.

The launch lodges unique and regionally diverse needs and demands of customers in tier II and III metropolises, making designer wear available to customers across 100% pin codes through the Amazon fulfilled network.

The opportunity for designer products at attractive price points have always been selection white spaces with nil to poor physical retail access due to geographical and infrastructural limitations pan country.

For Full Story: <https://ff.textiletoday.com.bd/amazon-fashion-introduces-reasonable-designer-wear-in-india/>