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INDIA

EAI 02 | ISSUE 03

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Contact for further details : **Mr. K S Bisht, Jt. Director (Fair & Exhibition)**

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DEAR FRIENDS,

In this financial year our exports had started on a very positive note with the announcement of ROSCTL in March, 2019. We were very optimistic that this financial we will touch the double digit growth due to the benefit of ROSCTL and US market which is showing a positive growth. However, in spite of the scheme being announced, it is yet to get operationalized. Since the backlog of the earlier ROSL scheme is also to be given under this scheme, the non-operationalization of the scheme had resulted in the blocking of capital on account of claims pending since December, 2018. The announcement and operationalization of the scheme has a direct impact on exports as it can be seen that our exports are showing decline in last two months 2.44% in August and 2.17% in September. The Council is continuously taking up the matter and hopeful of a positive result.

The Council is proud of the government's efforts to improve the Ease of Doing business as India jumps to 63rd position from 77th position as per the World Bank's Ease of Doing Business report 2020. "Exporting and importing is also easier following the integration of several government agencies into an online system and the upgrading of port equipment and infrastructure" World Bank Study.

In our continuous efforts to boost the apparel export of India, I have launched AEPC E-marketplace which is a B2B platform for matchmaking of requirements of the overseas buyers & the products manufactured by Indian apparel manufacturers & exporters. AEPC E-Marketplace will facilitate overseas apparel buyer to search the products and suppliers. I request the members to register on AEPC e-market place and avail of the limited period free listing services for exporters.



AEPC in its export promotion initiative had organized Workshop on "Cutting Room 4.0 – The connected Ecosystem for Apparel Manufacturing" in Tirupur to spread awareness on shortcoming of today's cutting room solutions and available opportunities to improve them through 4.0 solutions.

What better way to celebrate Diwali than sharing and caring for the needy. On the eve of Diwali AEPC signed a MOU with Goonj, an award winning NGO working on recycling/ up cycling used clothes and rags. Taking forward our commitment to social causes that synergize sustainability and social welfare, the Council has entered into this partnership and will be setting up collection centers in its offices in Bangalore, Chennai, Delhi (NCR) and Mumbai. I requests our member exporters to contribute waste /used and surplus cloth material and recyclable industrial wastes for effective reuse by Goonj.

I wish this Diwali brings peace, prosperity and happiness to you and your families. Happy Diwali! ■

HKL Magu, Chairman, AEPC



CHAIRMAN AEPC
Mr. HKL Magu

CHAIRMAN EP
Mr. Sudhir Sekhri

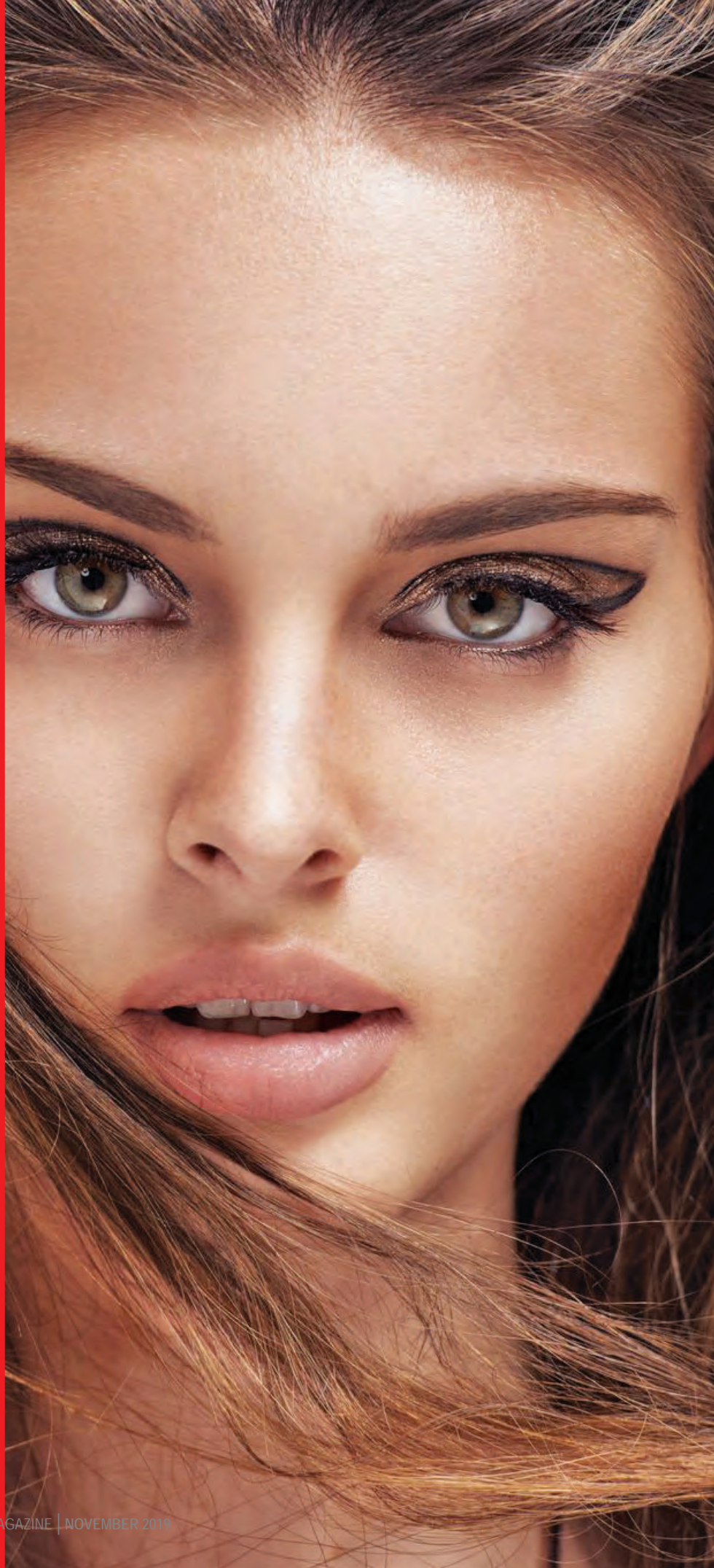
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India's RMG exports decline by 2.17 %

RMG exports from India declined by 2.17 per cent to US\$ 1,079.39 million in September 2019 as against US\$ 1,103.30 million recorded in the corresponding month of September, 2018. Cumulative RMG exports in dollar terms during April-September, 2019-20 grew by 2.06 per cent to US\$ 7,874.85.

In rupee terms, India's exports in September 2019 declined by 3.36 per cent to Rs. 7,699.67 crore as against Rs. 7,967.54 crore in September 2018. Cumulative RMG exports during April-September 2019-20 grew by 4.27 per cent to Rs. 55,065.12 crore.

India's RMG Export to World						
Month	FY 2018-19		FY 2019-20		MoM Growth of 2019-20 over 2018-19 (%)	
	In INR Crore	In US\$ Million	In INR Crore	In US\$ Million	INR	US\$
April	8,859.67	1,349.81	9,786.03	1,409.53	10.46	4.42
May	9,040.63	1,338.57	10,661.45	1,528.02	17.93	14.15
June	9,202.63	1,357.46	8,560.93	1,232.87	-6.97	-9.18
July	8,756.04	1,274.65	9,390.06	1,364.67	7.24	7.06
August	8,984.78	1,291.91	8,966.98	1,260.37	-0.20	-2.44
September	7,967.54	1,103.30	7,699.67	1,079.39	-3.36	-2.17
Total	52,811.29	7,715.70	55,065.12	7874.85	4.27	2.06

Source: DGCI&S, Kolkata, 2019



Apparel manufacturing grows by 13.6%



Manufacturing of wearing apparels in India grew by 13.6 per cent during the financial year April-August 2019-20 as compared to the financial year April-August 2018-19. On monthly basis, it increased by 10.3 per cent to 161.0 as compared to August 2018.

Manufacturing of textiles during the financial year April-August 2019-20 declined by 2.9 per cent to 115.8 as compared to the financial year April-August 2018-19. In the month of August 2019, textile manufacturing declined by 7.6 per cent to 115.0 as compared to August 2018.

INDEX OF INDUSTRIAL PRODUCTION						
Month	Manufacture of textiles		MoM Growth Rate (In %)	Manufacture of wearing apparel		MoM Growth Rate (In %)
	2018-19	2019-20	2019-20/2018-19	2018-19	2019-20	2019-20/2018-19
April	116.2	115.9	-0.3	125.4	167.5	33.6
May	118.9	123.2	3.6	150.8	163.7	8.6
June	117.1	112.5	-3.9	151.6	161.7	6.7
July	120.1	114.7	-4.5	145.4	167.2	15.0
August	124.4	115.0	-7.6	146.0	161.0	10.3
Total	119.3	115.8	-2.9	143.8	163.4	13.6

Source:CSO,2019

SUMMARY

- Manufacturing of Textiles for the month of August, 2019 is 115.0 which has shown a decline of -7.6% as compared to August, 2018.
- Manufacturing of Textiles for the financial year Apr-August, 2019-20 is 115.8 which has shown a decline of -2.9 % as compared to the financial year Apr-August, 2018-19.
- Manufacturing of Wearing Apparel for the month of August, 2019 is 161.0 which has shown a positive growth of 10.3 % as compared to August, 2018.
- Manufacturing of Wearing Apparel for the financial year Apr-August, 2019-20 is 163.4 which has shown a positive growth of 13.6 % as compared to the financial year Apr-August, 2018-19.



AEPC organises workshop on “Cutting Room 4.0”





A EPC organised a Workshop on “Cutting Room 4.0 – The connected Ecosystem for Apparel Manufacturing” in association with Lectra Technologies in Tirupur on October’ 23, 2019.

The workshop was inaugurated by Dr. A.Sakthivel, Vice Chairman, AEPC. While delivering his inaugural speech, Sakthivel revealed that this workshop will elaborate on the “Cutting Room 4.0” technology. It will help the association to sustain in this difficult market. He further pointed out that for the last 8 months the benefits of MEIS, ROSCTL and other benefits due from Govt. have been struck up and are facing lot of hurdles. AEPC has organised this workshop in association with Lectra to enlighten industry leaders on how to reduce fabric wastage and increase productivity. He also advised Lectra to extend the training facility to the individual factories and train them. This Lectra Machine is useful for the apparel manufacturing units in the present scenario of cost cutting and avoid wastage of fabrics.

Suraj Niranjana, Head of Marketing for Lectra revealed that this technology “Cutting Room 4.0” is based on the principles of “Industry 4.0” and helps to reduce production costs, measures to improve and sustain operation performance. It also improves processes and project management.

Prasenjeet Shambharkar, Pre-sales Consultant for Lectra explained how the functioning of the and its new technology of 4.0.

The workshop concluded with a vote of thanks by BT Nagesh, Managing Director of Lectra India. ■



AEPC organises Indian Apparels & Accessories Fair in Spain

A EPC organised the Indian Apparels & Accessories Fair in Madrid, Spain from October 09-10, 2019. The fair was inaugurated in the presence of Sanjay Verma, Ambassador, Embassy of India in Spain, PL Kataria, IAS Additional Secretary, MoT and Ashok Rajani, EC Member AEPC. Suman Shekhar, Third Secretary from embassy was also present at the inauguration.

The fair was held in Chamartin, Madrid which is centrally located area and ensured a decent footfall. It housed 28 stalls along with B2B booths for discussion with buyers.

The fair was visited by around 143 buyers including many Spanish brands and retailers like El Corte. Enquiries worth \$1,03,000 were reported by participants. ■





Garment and textile exports in Vietnam increase by 9%

The exports of garment-textile products in Vietnam increased by 9.2 per cent in the first nine months of 2019. Trade surplus in the sector increased by 16.8 per cent. This income surge has been attributed to a shift of manufacturing units from China to Vietnam.

Once the free trade agreement with the EU comes into force, investments in Vietnam's textile and garment industry are expected to increase further. There are over 2,000 textile and garment projects in the country. Vietnam's supply chain diversification has been happening for a few years already, mainly driven by rising labor costs in China. Even before the trade war, Vietnam was getting attention because of the proximity to China and because of the existing infrastructure in the country. The full supply chain has been set up in the country for the past decade already.

But customers are avoiding long-term orders and trying to reduce prices, eating into firms' profits. The yarn market



witnessed a sharp decline in both demand and prices between the end of 2018 and the first quarter of 2019. Vietnam's yarn producers, particularly those exporting products to China, have been hit the hardest by continuous price decreases. The situation is getting worse as these companies are facing fierce competition for orders from FDI-funded firms and those from Thailand, Indonesia, and Pakistan. ■

Bangladesh's competitiveness erodes on weakening macroeconomic stability

According to the Global Competitiveness Index, Bangladesh's competitiveness is eroding owing to weakening macroeconomic stability, deteriorating labor market conditions and inadequate progress in infrastructure. Complex administrative requirements and weak entrepreneurial culture have weakened business dynamism. Inadequate work force skills and lack of preparedness to face future technological challenges are the other weaknesses that the country faces.

Besides, there are also certain emerging market risks: rise in energy prices, failure in urban planning, underemployment, failure in climate change adaptation and industrial pollution. Entrepreneurs complain of expectations of bribes in connection with tax payments and low ethical standards of politicians. The extent

of corruption has further increased and has squeezed the scope for doing business particularly for the new entrants and micro, small and medium enterprises.

Corruption has become a major burden for businesses, which reduces competitiveness both in local and global markets. Though infrastructure has improved the level of improvement is still inadequate to ensure the accepted level of quality. There is some doubt about how sound banks are. A few business groups dominate major corporate activities. Complex administrative requirements and a weak entrepreneurial culture have weakened business dynamism. ■



China's brand value increases by 40 per cent

According to valuation consultancy, Finance China's brand value increased by 40 per cent in 2019.

Globally, developing economies on an average saw 31.3 times faster brand value growth over the past year than developed ones. The average year-on-year brand value growth among developing economies stood at 13.9 per cent compared to as little as 0.4 per cent for developed economies. The United States recorded a brand value growth of 7 per cent over the past year.

The US and China, the two largest economies in the world, have been at loggerheads since July 2018 in a bitter trade war, with tariffs imposed by both sides on billions of dollars' worth of imports and exports. Despite this, China's brand value has defied expectations of a slowdown, benefitting from the success of some of its most dominant brands, including ICBC, Huawei and Alibaba. The last two have incorporated strong marketing strategies that mirror their international counterparts and have proved themselves as legitimate competitors to western brands.

Every country aims to drive some form of competitive advantage for their products through the country's brand image. ■





US-China trade war threatens world economy as trade experiences weakest growth

The US-China trade war is threatening the health of global economy as world trade is deteriorating rapidly. During the current year, trade is expected to expand by only 1.2 per cent, its weakest growth since 2009. The WTO has warned that intensifying trade conflicts may pose a direct threat to jobs and livelihoods, besides discouraging companies from expanding and innovating.

Two of the world's largest economies, the United

States and China —witnessed a rapid decline in their commercial activities in the recent months, a development intensified by the tariffs they imposed on each other's exports which not only raised their business costs but also discouraged investors.

Negative impact of no-deal Brexit and price decline on European trade growth

European trade is affected by the fear of Great Britain exiting the European Union without a



proper deal governing future commerce across the English Channel. Even an American company closed down in September. This was the second company to shut shop in the US. It also affected the reading on the Institute for Supply Management's manufacturing index which recorded its lowest reading since June 2009. Not only did stocks drop but money also shifted into Treasury bonds which indicated investor's willingness to accept the prospect of smaller rewards in exchange for refuge from risk.

Another effect of the trade war was the significant decline in prices. The exchange rate of the dollar also increased significantly making American goods more expensive. President Trump blamed Jerome H Powell, Chairman of the Federal Reserve Bank for this increase. Trump also accused the Central Bank of keeping interest rates too high. Triggered by these concerns, the bank dropped its interest rates twice this year after raising them four times in 2018.

A gloomy outlook as trade to grow by only 2.7 %

Few people believe President Trump has the power to restore economic vigor himself. Even the WTO forecasts trade will grow only 2.7 percent next year. When the organisation released its last forecast in April, its sentiments were buoyed by hopes that Washington and Beijing were nearing a deal to resolve their trade disputes.

However, in September, Trump increased

tariffs on \$112 billion worth of Chinese imports, threatening American consumers with higher costs for shoes, apparel and electronics. As China slapped retaliatory tariffs on \$75 billion of American imports,

Though the president last month delayed a planned increase in tariffs on \$250 billion worth of Chinese goods by two weeks, experts are skeptical that an agreement will be struck, amplifying concerns about a range of indicators that the global economy is weakening — including a slowdown in freight and quieter factories.

Diminished sales in other economies

The trade war is also threatening other economies like Singapore, Japan, South Korea and Taiwan who have suffered diminished sales due to a slowdown in China. Germany noted a slowdown in factory orders in September as Chinese companies reduced purchases of German-made machinery. German companies are threatened by tariffs on German cars sold in the United States. This is dampening consumer spending in the country, contributing to weakness in other European economies like Spain and Italy.

A potent risk that could threaten future trade in Europe is the exit of Britain from the EU without a proper deal. The situation could further compound the uncertainty that Europe faces over its future trade dealings. Prime Minister Boris Johnson, who has vowed to exit EU on Oct. 31, with or without a deal, has demanded a scrapping of a provision negotiated by his predecessor, Theresa May, to prevent the reimposition of a hard border separating Northern Ireland from the independent Republic of Ireland to the south.

The British Parliament also adopted emergency legislation last month that would force Johnson to seek an extension of the deadline if he failed to strike a deal. However, none of this is tempting companies to invest in Britain. The spectacle of Britain getting poorer and stuck in the Brexit quagmire is feeding into the weakness of trade growth for other European countries. ■





All eyes on India as it gears up to be next global fashion hub

- The Indian textile and apparel export market is expected to reach US\$ 226 billion by 2024.
- The RMG sector will be the largest contributor to India's total apparel exports, accounting for roughly 43 per cent of the total global exports.
- Indian manufacturers are humanising their supply chains by improving their manufacturing standards and codes of conduct
- Over 300 global apparel brands are planning to enter the Indian apparel market in the next two years.
- These brands will enter the Indian market either by partnering with existing e-commerce platforms or creating fully owned and operated stores



The “Made in India” label will take on a whole new meaning in 2020 as India will take the centre stage in the apparel sector. According to The State of Fashion, a survey issued by McKinsey & Company, a global

management consultancy firm, India will become a crucial point for the fashion industry as not only will its manufacturing strengthen but its expansion of middle class consumers will also create a whole new class of consumers.



At the forefront of this change are international players such as Dries Van Noten. This Belgian designer, who has been working with a family-owned business in Kolkata for the past 25 years, believes that India is capable of producing luxury pieces that can compete on a global scale. Similarly, the apparels made in India by Italian designer Miuccia Prada are being coveted by brands and consumers across the world.

Improvement in manufacturing and sourcing helps brands evolve

As a recent report reveals, around 41 percent of global chief procurement officers have increased their share of sourcing from India. Exports of Indian textiles and apparels are expected to reach US\$ 226 billion by 2024 with the country becoming the second largest producer and exporter of cotton in the world at \$6.3 billion.

This growth is being propelled by Indian manufacturing hotspots humanising their supply chains. New-age factories are improving not only their manufacturing standards but also their codes of conduct which is helping their businesses



to evolve. Their robust textile and apparel supply chains are also accelerating their apparel exports.

RMG to be the biggest contributor to apparel exports

One of the largest contributor to India's total apparel exports, the readymade garment sector accounts for roughly 43 per cent of the total global apparel exports. The sector employs 12.9 million





people with most of them being women.

Currently, India has around ten major manufacturing hubs for readymade garments. These include Tirupur which is known as India's official 'T-shirt Town.' The town operates around 1,500 units and produces the finest knitwear garments available in India. Noida, Gurgaon and Delhi have also evolved as some of the largest RMGs hubs in India along with Indore and Ludhiana.

The Indian readymade garment industry is recognised for its low labor cost, availability of skilled workers, and the ability to process orders in bulk;

this has created intrinsic value for the wholesale market of readymade garments. Therefore, an increasing number of famous international fashion brands, such as Zara, H&M, and Gap, are either manufacturing or importing readymade garments from India. As latest reports reveal, over 300 global apparel brands are planning to enter India within the next two years.

Exploring franchise and e-commerce models to enter India

These brands will enter the Indian market either by partnering with existing e-commerce platforms, adopting the franchise model or creating fully owned and operated stores. Their expansion plans will be further fuelled by the recent relaxation of the FDI regulations. Most of this activity will be focused on major urban centers, reflecting demographic trends, rising urban consumer spending power and improving infrastructure in those areas.

A strong economic growth, scale and rising tech-savviness will thus combine to make India the next big global opportunity in fashion and apparel. ■





Bangladesh yarn makers struggle with unsold stocks

Yarn manufacturers in Bangladesh are grappling with unsold stocks as the demand for locally manufactured yarn and fabrics have fallen amid decreased work orders. Illegally imported fabrics by apparel makers by misusing the bonded warehouse facilities are taking a toll on the sector. It was assumed the ongoing trade war between the US and China would result in increased work orders into the sector. However, this did not happen as China offered its manufacturers many incentives while fabrics and yarn entered Bangladesh through wrong declarations.

Apparel makers in Bangladesh prefer imported yarn and fabrics, which are cheaper than what's made within the country. Bangladesh's currency has gained against the dollar and eaten up the competitive edge. China and other countries offer better prices on yarn and fabrics as they have devalued the dollar while they have their own cotton against Bangladesh's zero production.



There are 430 yarn manufacturing mills, 802 fabric manufacturing mills, and 244 dyeing-printing finishing mills in Bangladesh. In August, the apparel sector, which accounts for 84 per cent of national exports, witnessed a 11.46 per cent decline. Global buyers are not placing orders as the production cost in Bangladesh has gone up due to the new wage structure. ■

Bangladesh economy to grow by 8% in 2019

Bangladesh economy is expected to grow at the rate of 8 per cent this year, the highest in Asia. The country continues to be among the fastest growing economies in Asia and the Pacific. Buoyant exports, robust private consumption, higher remittance, accommodative monetary policy and ongoing reforms to improve the business climate and high infrastructure spending are helping Bangladesh.

Favorable trade prospects are expected to continue. Exports and remittances are likely to be further strengthened. Strong public investment and expedited implementation of large infrastructure projects are also envisaged.

Public investment in the country expanded from 8 per cent to 8.2 per cent

and total investment contributed 2.8 percentage points to growth. But private investment edged up to 23.4 per cent in fiscal 2018-19 from 23.3 per cent a year earlier. Apart from that, private sector credit growth slowed to 11.3 per cent from 16.9 per cent, partly due to a decline in deposit growth. Inflation is expected to edge up to 5.8 per cent from 5.5 per cent on upward adjustments to domestic gas prices, higher price of goods and services due to expansion in value-added tax coverage, and the depreciation of the currency against the dollar. The revenue shortfall is expected to be offset by lower public spending, holding the budget deficit under the ceiling of five per cent of GDP. ■



Jiangsu Sunshine Group to expand Ethiopian production

Despite Africa facing a sharp fall in global investment, Jiangsu Sunshine Group has decided to expand its production in Ethiopia by about a third. The group recently held a recruitment drive in the country that



received an overwhelming response. Three batches of 145 Ethiopian undergraduates were recruited for one-year training in China and the first batch went back to Ethiopia in March.

Zhao Jiang, Director-Operations, Sunshine Ethiopia Wool Textile, Jiangsu Sunshine Group feels, the country is rich in human resources with a labor force of over 50 million. It also has abundant water and power resources, without any tariffs when exporting to Europe and America.

The company began considering establishing their first overseas factory in Ethiopia in 2015 to offset the increasing labor cost in the domestic and preferential policies under the BRI. ■



Technological advancements for a seamless shopping experience





The recession is leading to the rise of numerous direct-to-consumers brands that offer quality, value and luxury at affordable prices. Caught unawares by the rise of these new and modern consumers, these retailers are redesigning their brick and mortar stores as experiential centers where commerce is just one of the many activities that take place. However, tightening budgets are likely to thrust these upgradation plans into a limbo. Tech investments are likely to suffer due to the current hard times though they won't be drastically cut.

Cloud software for pending tech projects

One change that recession could bring along is brands' adoption of cloud software which offers greater flexibility and lower overhead to reduce the expense of their IT payroll. As Suketu Gandhi, partner in the digital transformation practice of AT Kearney, a global strategy and management consulting firm, notes cloud stands to be the big winner in contracting economic growth as it helps retailers rewrite many of their "paused" tech projects from scratch. These

retailers will continue to invest in competitive pricing tools, inventory visibility checkout technologies and other initiatives that enhance customer experience.

Retailers to focus on tech investments

Customer experience will be front and central though retailers will continue to serve their needs. Micheal Kim, Vice-President of data and analytics at AArete, advises companies to double their technology investments to ensure a seamless experience to their consumers. He also encourages them to leverage the e-commerce channels for retail as according to him, technological investments that enhance a customer's digital experience through e-commerce pushes loyalty in the hardest of times.

Forrester vice president and principal analyst SucharitaKodali also agrees that consumers' growing interest in digital shopping channels will drive more investments in online channels. These retailers have been steadily investing in BOPIS software. However, these investments are being curtailed due to recession and sadly companies rushing to cut them first are ones that are emerging as winners. ■



Fiber content awareness influences consumer's garment purchase decisions

Apparel industry professionals believe consumers and manufacturers should focus as much on the fiber content and care labels of garments they buy as they do on cost, whether these clothes are being sold online or in-store. Timo Rissanen, Associate Dean for the School of Constructed Environments at the

Parsons School of Design emphasises consumers should be made aware about the clothes they're buying, especially as the quality of the cloth matters. Low-grade fibers or apparel made without much fiber in the cloth leads to poor quality. This makes the garments lose their shape, fade quickly, given away as a donation or thrown into a landfill.



Comfort, sustainability and high quality drive Cotton's popularity

The US, federal law mandates most textile and wool products to have a label listing the fiber content, country of origin, and the identity of the manufacturer or another business responsible for marketing or handling the item. According to the Cotton Incorporated Lifestyle Monitor Survey, around 63 per cent consumers view fiber content as being important



in their apparel purchase decisions. They feel that a product made of cotton is the most comfortable, sustainable, softest, of highest quality and more versatile. Shoppers also make a point of looking for cotton fiber when shopping for apparel gifts during the holidays due to its comfort and easy care.

Requirement of lesser after-care boosts sales

As per Monitor Research, around 28 per cent consumers prefer their garments to be made of a particular fiber, 24 per cent are interested in their laundering instructions, 18 per cent wish to gauge their quality and durability, 11 per cent wish to ascertain their comfort level while 10 per cent were curious about their shrink ability.

A study by Kelton Global in partnership with LG Electronics reveals, Americans are not very interested in investing their time or energy in caring for their garments. As a study by Kelton Global in partnership with LG discovers, around 80 per cent of Americans overload their washers past capacity. The Kelton study also found that most people (53 per cent) risked ruining their clothes by mixing clothes they knew should be separated, just to avoid doing another load of laundry.

Laundry aversion is a might factor why over 42 percent of consumers usually check labels before purchasing the garments. Around, 52 per cent of them purchase only after knowing fiber content when shopping online.

Curiosity over fiber content increases

Even though 72 per cent of consumers still prefer to buy clothes in-store, 61 per cent of them prefer to research about them online. Out of these, 22 per cent cyber shoppers are more concerned about not being able to know the fiber content of their clothes.

Consumers are also becoming aware of microplastics from synthetic clothes polluting water, from oceans and rivers to the tap water. These particles come from polyester, nylon, acrylic, and other synthetic fibers. Researchers at Plymouth University in the UK (2016 study) found that more than 700,000 of these plastic microfibers leach out with every load of laundry. Researchers are now concerned about microplastic particles being consumed by marine life and thus enter the food chain. ■



Arville installs new machine at Wetherby site

Arville recently installed a new wide-width bias cutting machine at its Wetherby site. This machine will allow the company to convert its technical fabrics that are woven in tubular form more quickly and efficiently. It will also consolidate Arville's competitive edge with extra capacity to produce bias-cut textiles for customers, who are manufacturing products and components for demanding and varied end applications in the aerospace and automotive industries.

The Svega Bias Cutter/Winder opens and cuts fabric at a pre-determined bias angle, eliminating the need for end users to carry out the process themselves – minimising wastage, while saving them money and time. It features a pneumatic-controlled fabric pressure bar, electronic fabric bias bars, an

easy loading and unloading mechanism, as well as a bow bar for wrinkle elimination.

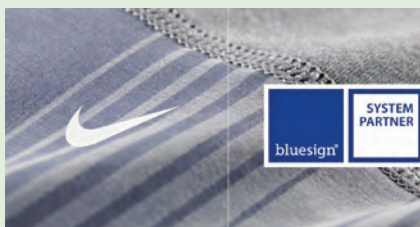
The new machine follows on from the recent installation of extra rapier looms, with additional looms set to arrive later in the year, totalling an investment circa £1.2 million that will enable Arville to benefit from significant expansion of production capacity.

This machine has a wide-range of reinforcement applications. Bias cutting allows the slit fabrics to drape and form much more easily to the complex shapes of components such as circular hoses and special diaphragms and seals which are employed in the aerospace and automotive industries, and for which they act as critical reinforcements. ■



Bluesign to align system criteria with textile industry

Bluesign plans to update its system criteria to make it better aligned with the textile industry and related areas. The revision includes language refinements for better understanding, specific changes in content, and the development of new criteria.



For this, the brand recently held consultations with external and internal stakeholders, system partners, NGOs, trade associations, and various textile industry authorities.

Bluesign regularly revises limits and usage bans for chemical substances that are published in the Bluesign system substances list (BSSL) for consumer safety limits to produce a comprehensive restricted substance list (RSL) for download that brands can use to improve chemical management in their supply chains. ■

Brodelec installs new digital textile printing system

France-based Brodelec has installed the country's first-ever Kornit Digital Presto S system for roll-to-roll, pigment-based digital textile printing. This installation will enable the multiservice marking brand to expand its business further into customised décor and on-demand fashion.

Brodelec has partnered with Kornit for over a decade and owns several direct-to-garment print systems. Based on the demand for natural fabrics and blends in the home décor and fashion markets, the brand is now expanding its offerings to include bespoke direct-to-fabric services. Brodelec chose the Kornit Presto S as it is the only single-step solution and the fastest route from design to finished product which makes it the most efficient and eco-friendly fabric printing solution in France today.



The Kornit Presto solution provides high-quality printing for a multitude of fabric types and applications, using a single ink set. The system does not consume water in the printing process which minimises its carbon footprint.

The new Kornit Presto uses the versatile NeoPigment™ Robusto ink set, which provides superior wash and rub results, and exceptional color fastness with significantly shorter curing time and wider color gamut relative to previous and competitive digital pigment inks. Reflecting Kornit's vigorous commitment to sustainability, Robusto inks are OEKO-TEX® Eco Passport and GOTS certified.

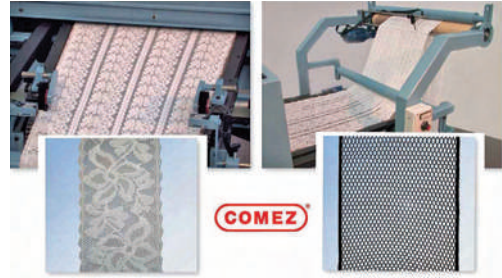
Kornit partners closely with Must Technologies to provide the French textile and garment industries with the latest innovations in digital printing. ■



Comez launches new finishing machine for narrow fabrics

Comez has launched a new finishing machine for narrow fabrics. The Comez M-REI/600 is a laboratory and sampling machine that guarantees the same capabilities of a production machine. Its reduced dimensions from the feeding group to the collecting area give it a very compact design compared to competitors. This is a compact machinery for thermally varying and fixing the width of knitted fabrics, suitable for the narrow fabric sector, as well as for creating samples.

This finishing device has an on-board unwinder that allows the fabric, previously collected in rolls, to be unwound inside the oven automatically. The fabric is held from the selvedge by means of a succession of points that are fixed to two endless chains of adjustable distance. The fabric is hooked automatically with an electrically operated device while a manual control defines the degree of fabric enlargement before reaching the heat setting phase. The two chains feed



the stretched fabric into a heated chamber, where the combined action of heat and ventilation quickly fixes its dimension. The fabric speed can be varied according to the type of fabrics.

Comez is a member of the Jakob Muller Group and a specialist in machinery for the production of narrow fabrics. ■

Matesa Textile uses Uster's new software at its shopfloor

Turkish Company Matesa Textile is using the new software launched by Uster Technologies known as Uster® Quality Expert both at its shop floor and top floor.

Going beyond mere data collection, the software supports the company to achieve its targets for yarn production and provides process security by empowering quality managers to intervene quickly to remedy any starting issue at source.

The system delivers real-time notifications to smartphones and tablets. Uster® Mobile Alerts app connects users to

quality and allows a fast information flow. From one single application, mobile devices receive early warnings about potential quality problems – as well as indications of the source of the issue and advice

on saving raw material. Combined data from in-line and laboratory instruments, continuously analyzed by Assistant Q, keeps managers informed about quality issues in production and helps initiate immediate counter-measures.

Uster® Quality Expert opens up new horizons for process optimisation in the entire mill. Value modules in software combine to automate costly tasks, prevent faults and elevate process performance to the required quality level, constantly and reliably. ■



Twine Solutions launches new technology for digital dyeing of threads

Driven by issues of environmental sustainability and material waste, Israeli digital dyeing start-up Twine Solutions has developed a technology for digitally dyeing threads. The technology penetrates into the fiber to give clothing manufacturers the quality they need.

The Petah Tikva-based company, co-founded by twin brothers Alon and Erez Moshe, offers the clothing industry two digital solutions to increase efficiency, boost sustainability and even enable improved personalisation of garments.

The digital thread dyeing machine itself only requires a normal electricity source and ink bought from the company. Unlike existing polluting methods of fabric dyeing, Twine's machine does not use water at all, and can produce threads for knitting, embroidery and sewing.

With the ability to digitally dye according to exact customer needs, the system also cuts down the huge quantities of textile waste produced throughout the traditional supply chain. In the US alone, an estimated 12.7 million tonne of textile waste is sent to landfills annually. ■





A mix of hardware and software to fuel knitwear growth



The sale of knitwear products is rising due to increasing penetration of online knitwear sale in emerging economies such as Brazil, Russia, India, China, and South Africa. The major driving factor of the knitwear market is awareness about fashion, media, and health and rise in the number of women spenders with high disposable income are boosting the knitwear market. Additionally, increased participation in activities such as yoga, running, swimming, aerobics, etc. is

propelling demand for knitwear market. Moreover, increasing participation of women in sports activities is driving the global knitwear market. There is a rising demand for natural fabric for manufacturing knitwear due to their anti-wrinkle, high absorption capacity; besides they are biodegradable and eco-friendly in nature.

However, Tailored Industry, Co-founded by Alex Tschopp, believes that it now time to set a new paradigm in knitwear production by mixing hardware



and software for an efficient and flexible output. The company has already raised \$650,000, and plans to further raise another \$1or \$2 million through seed funding. This will help it to triple its five-person team over the next year by onboarding additional engineers, programmers and operators to keep its 10 Shima Seiki 3D knitting machines running smoothly.

According to the company, many knitwear brands today are forced to plan lengthy production cycles and undertake astronomically high order quantities which prevents them from launching new collections. Their chronic overproduction results in vast quantities of unwanted apparel ending up in landfills which further compresses the company's profit margins.

A wide range of styles

The Brooklyn facility of the company manufactures around 1,000 to 2,000 units of knitwear apparels every month. It produces a range of styles including

sweaters, dresses, beanies, cardigans, blazers, tops, scarves and knit ties. It is building a cloud-based manufacturing platform to rapidly restock products “with very low risk in their inventory.

The company's software facilities include a Shopify store that helps it to review order data for a new products, execute production and ship

finished goods to customers in as little as five days. Its high-tech 3D-knitting machines reduce production waste, generating roughly 1 percent of the excess relative to other manufacturing techniques. The company offers a full-service solution for everything from yarn sourcing and knitting to finishing, packing and shipping. Its design template gives its clients new ideas while launching their designs if they don't already have a style in mind.

Its on-demand model enables fashions brands to launch new products both quickly and affordably, while providing production solutions that aim to precisely match supply with demand. This is all made possible through the tremendous work of our employees, including software engineering, advanced manufacturing, and marketing. As a company, we strive to conduct business in a way that not only benefits our customers and employees, but the planet and economy as well.

Future plans

Tailored has executed a pilot order for Gap Inc.'s new Hill City men's active band—which could serve as a guinea pig for the Gap umbrella. As the company is being flooded with orders, it now plans to add 12 more knitting machines to its Brooklyn facility. However, its immediate plan includes opening a 100-machine factory in Brooklyn and expanding the lean production model to other close-to-customer regions surrounding the US coastline as it aims to make this location a model factory for other brands to emulate. ■





Trendspotting 2019: Retailers embrace advanced analytics for better price control

Apparel retailers are embracing advanced analytics and blending intuition with science to regain control and price smarter. This has brought about a margin and sales lift of three to six percentage points for some companies. Pricing smarter requires understanding where customers perceive value and having the agility to respond to competitors' moves with full insight into the impact on financial performance.

Industry leaders are investing carefully in price and promotion, as well as leveraging insights from advanced analytics to make smart decisions. This approach gives merchants clear, analytics-informed price for a style before they plan sales

volumes and make inventory commitments. Such foresight can spell the difference between strong sell-through and piles of excess inventory later in the season.

Artificial intelligence to address style matching challenges

New styles appear every season, often with little connection to products sold previously. As a result, products do not have a long sales history to analyse. Artificial intelligence can address these style-matching challenges more accurately and efficiently than merchants ever could. Integrating techniques such as computer vision, text mining, and machine learning can identify groups of styles



that are likely to respond similarly to changes in price and promotions.

In many other industries, and even in some retail sectors, off-the-shelf models of price elasticity and responses to promotions describe consumer behavior accurately. But the nuances of apparel—not least of which are seasonality and trends—require a more tailored approach.

A scientific approach to help retailers restore full-price selling.

To isolate the impact of each promotion, leading retailers have integrated cutting-edge approaches to elasticity modeling, controlling for factors that might dampen or amplify sales results. This enables planners and merchants to assess the impact of their promotional plan and in-season tactics on both the top and bottom lines of the business.

In the era of real-time, dynamic, and individualised pricing, it's even more challenging to make investment, costing, and pricing decisions months before a product hits the floor and consumers react to it.

Many retailers address this challenge with concept testing, online or in stores. However,

retailers can apply analytical approaches to better inform preseason buying and pricing decisions. Instead of relying solely on trends or intuition to plan each style, they can use analysis to deconstruct style-level performance into discrete drivers, such as underlying category trends, changes in prices, and inventory levels by store.

Retailers must now take into account the logistics costs of shipping inventory between stores and between channels. This requires understanding consumer demand at much more granular levels to determine not only appropriate markdown timing and depth but also optimal channel and location.

Of course, leading retailers use a combination of algorithms helpful for optimising markdown options, including a number of trade-offs inherent in the omnichannel model. The best rank and prioritise scenarios to make it easy for planners to manage by exception rather than by reviewing every potential consideration.

Accessing key facts needed to make smart pricing decisions: price elasticity, competitors' prices, and the role of a category in creating value perceptions etc, requires a year-round commitment to pricing analytics. Apparel retailers who apply science to their historically art-based pricing decisions will develop a powerful capability that can restore full-price selling. ■





American Eagle Outfitters aims for carbon neutrality by 2030

Accelerate its sustainability initiatives; American Eagle Outfitters aims to achieve carbon neutrality by 2030. The company is committed to carbon reduction, water reduction and the use of more sustainable raw materials. AEO focuses on youth and its optimism toward the future, so building a better world for generations to come is fundamental to its values and purpose. It pledges to accelerate sustainability improvements across its entire organisation, and throughout the supply chain, holding itself accountable through the adoption of science-based targets. As a leading retailer, it is dedicated to working across the industry to create systemic changes in garment

manufacturing.

American Eagle's sustainability goals include achieving carbon neutrality in all of its owned and operated facilities (offices, stores, distribution centers) and employee business travel by 2030, reducing carbon emissions by 40 per cent by 2030 and 60 per cent by 2040, ensuring that by 2023 50 per cent of water used in laundries is recycled, reducing water use in jeans production by 30 per cent and ensuring wastewater from water-intensive facilities is free from hazardous chemicals. In addition, all cotton used in products will be sustainably sourced and sourcing of sustainably produced viscose fibers will be increased. Customers will be encouraged to reduce apparel waste through jeans recycling in American Eagle stores. ■



Denim brands innovative with new styles

The rise of athletic wear has fueled the competitive spirit of denim makers who are innovating on their styles. The men's spring 2020 shows that highlighted colored denim, bleach effects and classic trucker jackets. This not only bodes well for the durability of denim but it also proves the consumer is still responding to the fabrication. While athleisure themes continue to rise and technical materials are soaring in popularity, there is still a customer that exists for both groups.

Madewell is currently among the top US denim brands. But only 19 per cent of Madewell's revenue last year came from denim, with the rest coming from its combined other categories of apparel and accessories.

Simultaneously, the last few years have seen consumers moving away from denim. Instead, customers, fueled by the rise of street wear, have embraced sweatpants, joggers and athletic leggings instead of jeans.

Some denim brands have adjusted to this shift by expanding their product range. One such brand True Religion known primarily for denim has pivoted to a more street wear inspired mix including other types of bottoms like sweatpants and joggers. ■



Burberry to sell secondhand clothes on US marketplace

Luxury brand Burberry has signed a partnership to sell its second-hand products through consignment marketplace The RealReal in the US. As per the partnership, customers will be able to sell their used garments and accessories back at selected Burberry stores in the US. Once these items are received, any necessary repairs or restorative work will be completed before they are put up for resale.

Customers will be able to buy the "pre-loved" items through The RealReal's online platform or through Burberry's personal shopping service at stores taking part in the pilot. The partnership comes after The RealReal's annual report found that resale demand for Burberry brand items through its platform has increased 64 per cent year-on-year in 2019. Most searches through its site and app are made by Millennial and Gen Z shoppers.

If the pilot project, which is due to end on 31 January 2020, is successful, Burberry will explore the possibility of expanding the offering. For the trial, the British brand and The RealReal will make a joint donation to NGO Materials for the Arts, which educates students and the general public around "creative" reuse.

The British brand has offered after-care and repair services to consumers since it was founded in 1856, and last year handled 20,000 requests under these schemes. More recently, it has forged partnerships with handbag brand Elvis and Kresse and recycled materials specialist Aquafil to repurpose its leather offcuts etc. ■





Stella McCartney appoints Gabriele Maggio as its new CEO

The British luxury group Stella McCartney has appointed Gabriele Maggio, former general manager at Moschino and with a professional career in Gucci and Bottega Veneta as its new CEO. Maggio has a long career in the fashion industry. Besides working in Moschino, he has held roles in Gucci and Bottega Veneta, both owned by Kering. He will join his position on October 21 replacing Frederick Lukoff leaving the company in June to join Scotch&Soda as CEO.

Maggio joins a couple of months after the company signed a deal with LVMH. The luxury holding bought a stake of the designer's company last June after Stella McCartney ended its 15-year-old relationship with Kering. The goal of this partnership is to accelerate Stella McCartney's worldwide development in terms of business and strategy, while of course remaining faithful to its long-lasting commitment to sustainable and ethical luxury fashion.

As part of the deal, Stella McCartney joined the managing

team at LVMH as consultant for Bernard Arnault in terms of sustainability. Arnault appointed that this was a decisive factor for the acquisition.

Stella McCartney held a 50-50 joint venture with Kering until last year, when the designer bought back 100 per cent of the company. The move was also part of Kering divestment in non-strategic businesses to focus on Gucci and fast-growing brands like Saint Laurent and Bottega Veneta. ■



Nike emerges as the top clothing brand amongst US teens

For Generation Z, -- those born between 1997 and 2012 -- Nike is the favorite clothing brand, followed by American Eagle and Adidas, in that order. Nike also leads among US teens in the footwear segment. Nike is followed by Vans and Adidas in the footwear segment.

Gen Z is highly social, online and offline, with greater conversational engagement than adults in most consumer categories. Athletic shoe brands such as Reebok, Converse, Vans and Puma have also lost out among Gen Z over the last



five years. Teens are moving away from traditional youth brands such as Abercrombie & Fitch. In the apparel sector, youth brands such as Hollister and Aeropostale have also lost ground with Gen-Z consumers in the last five years. Reduced interest in these heavily mall-reliant retailers could well reflect a wider trend, as young consumers move away from destination retail, increasingly preferring convenience store-style spaces. Discussions about brands are behind on an average 19 per cent of consumer purchases, accounting for somewhere between seven and ten trillion dollars in annual sales.

However, important as trends may be, there are plenty of brands that are succeeding despite them. ■

Profits of Fast Retailing's brand GU soar by 75 %

GU's profits have soared by 75 per cent compared to last year. Fast Retailing, based in Japan, runs the better known Uniqlo. GU, an experimental and stylish brand, is Fast Retailing's second clothing line. This brand sells at lower prices and is aimed at younger customers. GU's projected growth offers a diversified stream of revenue for the Japanese retail giant at a time when the fast fashion industry is struggling. Many teen brands have gone bust after failing to keep up with the shopping habits of younger consumers. Fashion franchises are struggling globally amid changing shopping habits and competition from e-commerce. In this past fiscal year, GU whittled down the number of items and started focusing on mass trends. Items such as oversized tees and marshmallow pumps have done particularly well in the past year.

GU's success is built on Fast Retailing's existing strengths, like its expansive supply network and scale. While GU has mostly focused on domestic growth, it's opened a handful of stores around Asia in cities like Taiwan and Hong Kong. Fast Retailing has managed to turn around a second clothing line into a profit driver. GU accounts for about a tenth of the group's operating profit. ■





New technologies make performance fabric more popular

With its inherent properties of breathability, insulation, anti-allergenic and odor control complementing new technologies, Cotton is setting its sights on the performance sector. In the sports and outdoor market, conventional cotton can't compete with synthetic garments as it cannot manage moisture across its surface on being wet. This is now being addressed,

with R&D focused on spinning technology and innovative finishes.

Another allegation made by the advocates of synthetics is that cotton isn't as environmentally friendly as it appears and requires massive amount of water, chemicals and arable land to grow. The cotton industry is responding to this with responsible and sustainable measures, with Cotton USA and BCI (Better Cotton Initiative)



making the biggest moves, especially with traceability.

Brands adopt new techniques to develop man-made cellulosic

There is continuing development for man-made cellulosic, derived from tree branches. Lenzing has embraced the circular economy with the pioneering REFIBRA technology. This involves up cycling a substantial proportion of cotton scraps e.g. from garment production, in addition to wood pulp, where the raw material is transformed to produce new virgin Tencel Lyocell fibers to make fabrics and garments.

Zero-D Reactive Pigment, developed by Intech Digital is a reactive pigment digital printing process which requires only one per cent of the water. The printing process helps companies' stock base fabric and print when necessary in order to deliver on demand. Sustainable and dye-free, these pigments are high wash resistant, similar to textile dyeing. This digital printing isn't just confined to cotton but can be applied to other natural fibers.

A cost-effective modern for a smooth to touch feel

Portuguese textile mill Tintex, a regular participant and winner at ISPO Textrends, has incorporated a smart alternative and responsible finishing process into its collection. Naturally Clean takes a cost-effective modern approach that eliminates aggressive treatments and optimises clean surfaces, vivid colours and smooth to the touch feel. The company maintains the original characteristics for an extended period of time by using Oeko-Tex and Bluesign certified materials, thus eliminating harmful substances.

Nanotex, a Crypton Company & Cotton announced Nanotex Dry Inside technology for cotton apparel. The patented technology enables effective moisture transfer away from the skin, eliminating dampness and chaffing, in 100 per cent



cotton apparel, while maintaining the additional comfort aspects of garments made from the natural fiber, especially the soft touch. The processing technology enables cotton to effectively compete with synthetic fiber fabrications in the active and athleisure markets.

With circular economy featuring at the yarn form, a similar process is being achieved at the earlier stage of the textile chain, the cotton seed. Asahi Kasei has relaunched Bemberg, its Cupro band ingredient. Cupro is developed by stripping the cotton seeds of fibers, with each cotton ball carrying up to 45 seeds, with approximately 10,000 and 20,000 fibers. Asahi Kasei has revised its process of retrieving the fibers through a new mechanical process rather than the previous chemical one.

With these new developments ensuring a higher level of performance cotton is soon set to become the latest performance player in the market. ■



Hemp to help revive global interest in fashion



Though a Bureau of Economic Analysis NIPATable notes Americans spent \$391.5 billion on their clothing and footwear in 2018, their share of disposable income on these items declined from 3.8 per cent in 2007 to 3.0 per cent in 2019. Even more alarming is the fact that their global share of expenditure on fashion was only 4.9

per cent. To revive their flagging interest in fashion, the industry needs to come up with some radical new ideas.

A sustainable alternative to cotton

One of such radical ideas could be to make more clothes out of hemp. Hemp fabrication can open the



door to more of American's closets as it is a more sustainable, organic and regenerative agricultural crop and can be used to make clothes similar to the ones made with cotton but with less environmental impact. Also, unlike cotton which requires more water, chemical fertilisers and insecticides, hemp grows faster, cultivation is cleaner and naturally resists insects. It also enriches the soil in which it grows by removing pollutants like cadmium through a process called phytoremediation. Little wonder, then it is known as a super plant.

Another advantage of hemp is that it is a more sustainable and environmentally sound alternative to cotton and synthetics. Though oil-based synthetics



such as acrylic, polyester, nylon, spandex make up for 62 per cent of worldwide fiber consumption and cotton accounts for 26 per cent of the market, these could be easily replaced with Hemp at a reduced environmental cost. The hemp fiber can be mixed with other fibers to make it more softer and flexible.

Leading brands opening up to hemp

Though hemp's popularity is marred by its incorrect classification as an illegal drug, hemp fashion has gotten a foothold in niche markets with some of the leading fashion brands like Recreator, Hoodlamb Hemp Tailors, Hempys, Jungmaven, Wama underwear, and Tact & Stone flirting with hemp fabrication.

Last September during New York Fashion Week, former Project Runway designer Korto Momolu introduced a



26-piece collection in sustainable hemp, jute, linen and cork. Momolu developed the collection in partnership with Women Grow, a network which aims to cultivate women leadership within the cannabis industry.

Other early users of hemp are Patagonia which offers an extensive collection of hemp clothing for men, women, and children. Levi's introduced its first "cottonized hemp" denim jean in collaboration with Outerknown under its Wellthread x Outerknown line earlier this year. In future, more hemp fashion is likely to enter the mainstream and help the industry save itself and world from environmental pollution. ■



New York Apparel Shows focus on tariff increases on imports



“Though buyers at the recently held New York City trade shows - -Coterie, Moda, Fame for Apparel and The Accessories Show-pondered over new collections for the Spring/Summer 2020 and Fall/Winter 2019 seasons; increasing tariffs on US imports fueling a trade war between the US and China, dominated most of their discussions.”

Though buyers at the recently held New York City trade shows - -Coterie, Moda, Fame for Apparel and The Accessories Show-pondered over new collections for the Spring/Summer 2020 and Fall/Winter 2019 seasons; increasing tariffs on US imports fueling a trade war between the US and China, dominated most of their discussions.

Coterie attracts the best visitor flow

Among all four, booths at Coterie, representing higher-end contemporary brands, attracted the best and most consistent traffic flow. The Spring/



Summer ready-to-wear Black Label collection by the Khardashian siblings received a positive response from both buyers and media while at the same time the beach apparel collection For Love & Lemons generated fantastic traffic. Similarly, Gretchen Neal, who combines casual styling with fine Italian cashmere and linens, had a number of repeat orders. Her collection retailed from \$400-\$500 per item.

A steady flow of buyers at Moda

At the moderately priced contemporary show Moda, apparel brand Berek witnessed a consistent flow of buyers for its tops and jackets that were priced in the range of \$24-\$124. The interest of the buyers was divided between the brands spring collection and those available for immediate deliveries.

Ryan Knopp, owner of the Esquale apparel brand, who showcased his Spring/Summer 2020 collections noted that many buyers focused on immediate shipment for fall/winter 2019. Some of the, even requested the brand to deliver items in the Spring/Summer collections immediately even though their deliveries were set between January and March 2020. Blouses in this collection retailed at \$32, while tees were sold for around \$20, dresses for around mid-\$30s and skirts were priced below \$30. Knopp plans to raise the prices of his clothing items by one dollar for sales in both US and Canada to offset increased costs due the increased tariffs.

Chinese brands score over quality

Tony Drockton, Chief People Officer at Hammit, a handbag and accessories brand doesn't anticipate a slowdown in sales due to the fear of a recession. Emphasis on quality enables the brand to deal with ongoing difficult times. Though Hammit has been raising prices every year for the past three years, there is no rolling back of prices so far. In fact, the brand's pricing strategy has helped it to deal with increasing production costs due to an increase in tariffs. In future though Drockton would like to see solution to the ongoing trade, on his part, he plans to stick with his production plans.



Drockton says, China offers highest quality in supply chain and timely delivery. He reveals that several firms that moved their production from China to new factories outside have been dealing with late deliveries or have suffered quality issues.

Increasing vendor options leads to fewer visitors at Fame

Contemporary show Fame, which targeted younger consumers in the juniors or teen markets has seen a dip in visitor attendance at the show is with the current traffic being a repeat of earlier editions. As Mathew Choi, Sales Manager for Sneak Peak noted, many buyers have been pulling back on their orders at the show as the increasing number of vendors provides them more options to choose from. Digital platforms are also establishing their presence at Fame. One such platform, Fashion Go launched six vendors at the show out of the 1,000 on its site. These included brands such as Listicle, Sophie Maries and denim brand Just USA.

Cash-and-carry enables purchases

Few years ago, UBM, which operates these shows, introduced a "cash-and-carry" component to them. The idea behind this was to provide buyers with an opportunity to make purchases on the spot which they can take with them.

The Trinkets section garnered significant attention from buyers with vendors purchasing around sold \$7 bracelets and \$8 to \$13 necklaces. ■



Bangladesh to seek upgraded GSP facility from EU

Bangladesh is planning to seek the GSP-plus facility from the EU as it is set to graduate into a developing nation that would shore the country of its existing GSP facility. The country also plans to seek higher prices for its local ready-made garment (RMG) products in the EU markets, as it has made its factories labour-compliant as per the EU guideline. It has also introduced labor laws into the country and oversees the progress of labor rights scenario in line with the International Labour Organisation (ILO) conventions.

A co-chair of the sub-groups of the EU-Bangladesh JCM will reportedly try to formulise next course of actions, and clear up the barriers on the

way to augmenting bilateral trade, economic cooperation and development. At JCM, Bangladesh would reportedly seek continuation of some existing benefits along with some fresh facilities for exporting its goods to the European market, after Bangladesh's graduation from LDC status. ■



US levies 25% tariffs on UK textile imports

The US has imposed a 25 per cent tariff on fashion and textile imports from the UK. These tariffs are part of the ongoing dispute between the US and the EU over subsidies granted to Boeing and Airbus. They will apply even if the UK leaves the European Union with or without a deal. However, the UK feels the US has imposed significant tariffs on products that have nothing to do with the aircraft dispute.

The UK clothing and textiles to be affected by this decision include wool, cotton and cashmere sweaters, windbreakers and jackets, men's and boys' suits, women's and girls' pajamas, women's and girls' swimwear, blankets and bed line

The US is a key non-EU market for the UK. The US is the third largest export market for the UK behind Europe and Japan. This will have a major impact on the UK knitwear industry. Leading manufacturers will be hit by these punitive tariffs and that will affect

jobs and investment. The US consumer happens to have a great affinity with high quality British knitwear.

The US believes that the subsidies paid by certain EU member states to French aircraft maker Airbus harmed the US industry. In the dispute, which began in 2004, the United States argued that the EU gave Airbus billions of dollars of launch aid that resulted in an unfair advantage for Airbus. ■





Public disinterested in US-China trade war: JDA Survey

A new survey of 1,057 U.S. consumers by supply chain software provider JDA reflects a relative public disinterest in the tariff-centric China trade conflict—that is, until people realise how their bank accounts stand to lose in the Sino-American saga.

While most 85 percent expressed some familiarity with the protracted war, nearly 65 percent claimed they haven't amended their spending behaviors in any way as a result, but the vast majority 83 percent are at least a little bit worried the dispute will send retail prices soaring.

Despite that evident concern, when asked how the trade war could affect their holiday shopping budgets versus last year, most (46 percent) said the specter of tariffs would not change their planned spending, though an equal percentage claimed they'll be tightening the purse strings somewhat—or significantly.

The next round of tariffs is poised to take effect on Oct. 15,

when the 25 percent duty on \$250 billion worth of China imports is set to rise to 30 percent unless President Trump and the Chinese delegation hammer out a new deal at their meeting Friday.

But it's the planned Dec. 15 tariffs on \$300 billion worth of goods that lands at a most inopportune time in the holiday shopping season.

However, the JDA's survey reveals that nearly one-third (31 percent) of consumers didn't intend to shop earlier to avoid the potential tariffs while another 20 percent had no idea of what they planned to do. ■



Lower carbon emissions makes UK apparel manufacturing cleaner and more efficient

Emissions created by manufacturing clothes in the UK are lower than those created by a similar operation in an overseas textile production base.

So, UK companies can make production processes gentler on the environment by manufacturing closer to home. The trend to manufacture overseas has not only decimated jobs in British fashion but is having a disastrous effect on the planet.

The biggest contributing factor to cleaner and more efficient manufacturing in the UK is due to the lower carbon intensity of the electricity supply network. The UK has significantly lower carbon emissions per unit of electricity compared to overseas production hubs such as China, Bangladesh and Turkey. A manufacturer in China would typically release around

90 per cent more greenhouse gas emissions while using the same energy as in the UK. Turkey would release around 70 per cent more emissions while using the same energy as in the UK and Bangladesh uses 24 per cent more. So production in the UK has lower direct carbon emissions – making it a more sustainable manufacturing base.

Renewable energy plays a key part in keeping energy consumption to a minimum. Within the garment production process, the sewing phase typically requires the most energy consumption. With solar panels, energy efficient machinery and LED lighting the average power required to make each garment has been reduced by 37.5 per cent. ■



Philippines apparel exports decline by 4 per cent

Apparel exports in Philippines' declined by 4 per cent from January to July in 2019 compared to the same period a year ago. Last year, apparel exports had dropped to 16 per cent after flat growth the year before.

The expected transfer of manufacturing sites to the Philippines as a result of the trade war has not happened. Companies looking for alternative manufacturing sites tend to choose Myanmar over the Philippines. Companies are setting up shop in parts of Southeast Asia instead of China to avoid being a casualty of the growing tensions.

A bill is seeking to lower the corporate income tax, which is currently one of the highest in Southeast Asia. But it has drawn a lot of criticism because it will also mean the rationalization of tax incentives, which is expected to lead to job losses after companies fail to cope with the rising cost of doing business. Over 110,000 workers — in apparel, textile, travel goods, and footwear industries — will be displaced in 12 to 18 months once the bill is passed. However, these workers are paid more than their counterparts in southeast Asia.

Cushioning the impact of the high cost of doing business in the country are the current tax incentives. ■



Focus on investments and education to fuel future growth of textile and apparel industry



Once a booming market for jobseekers, employment in the US textile and apparel industry is currently on a rapid decline. In 1950, the industry employed an estimated 2.5 million people which were reduced to only 341,000 by 2017. According to the Bureau of Labor Statistics, the US apparel industry has witnessed the largest decline in laborers over the last 25 years. Two of the major contributors to this decline included increasing automation and foreign outsourcing.

Production processes enabled by technological advances have made the apparel industry more automated, eliminating the need of human

intervention in it. Tasks, traditionally performed by people – knitting, weaving, and cutting – are now being performed by machinery and systems, replacing skilled workers.

Increasing Asia outsourcing impacts US manufacturing

Just as automation impacted the apparel industry's workforce, it also eliminated the "Made in the USA" label from the market as manufacturing began to be outsourced to foreign factories that offered lower production and labor costs and free trade agreements. This made the prospect of overseas manufacturing



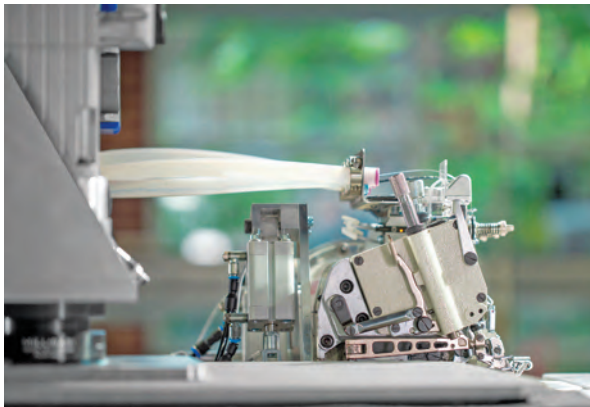
too attractive for many US companies to resist.

The initial outsourcing of apparel and textiles resulted in brands shifting their manufacturing bases to Asian countries such as China, Korea and Taiwan. Companies manufacturing in the US initially shifted their operations to Central America for a brief period in the 1990s. However, these operations ultimately turned to Asia with today China holding a major share of these outsourced apparel and textile manufacturing from US companies.

American fashion resurges on quality, automation

However, a recent poll by Ford Motor Company indicates, the popularity of clothes manufactured in America is currently on the rise. According to this poll, around 91 per cent of the millennials believe that clothes made by American manufacturers are of 'equal or better quality as foreign competitors' and 74 per cent believe purchasing products made in the US is important.

As the demand for products made in America is increasing, apparel companies are proposing new



ways to capitalise on this homegrown momentum. They are employing systems such as automation and AI, workforce training and micro-factories, and addressing the perceptions currently associated with a career in textile and apparel manufacturing, to deal with these issues.

Popularity of micro-factories grows

Another of the strategies that these manufacturers are adopting is setting up micro-factories. These micro factories are essentially very small factories that require a fraction of the square footage of traditional factories. They utilise a significant amount



of automation in their processes and provide an ideal solution for the on-demand marketplace as they are nimble and capable of filling small, customised orders. Also, their small sizes enable them to be far less expensive than other factories and easier to establish their units than their conventional counterparts.

One of the most important benefits that these micro-factories offer is their ability to tackle the industry's most significant challenge of inventory management. This is achieved through a more on-demand process that is not bound by a traditional structure. Also, by fully automating their manufacturing processes, these companies can avoid their labor cost concerns that often drive them to outsource. Automation also addresses their issue of labor shortages.

Need to focus on workforce management

Automation in the apparel industry can complement manual, human-performed processes and tasks. Some companies are even incorporating collaborative robots that work together with humans, or cameras that allow the operator to determine placement and other critical components of the process.

With many experienced workers retiring, and younger workers seeking employment in other high-tech less manual fields, skilled labor in textile and apparel industry is becoming a rarity. To solve this issue, the industry needs to invest more capital besides organising more textile and apparel design courses and other relevant programs to attract more youngsters to this field. ■



It's time for denim makers to upgrade their styles

New advertising techniques and collaborations

One of the primary reasons for the recent decline in demand for denim is that even in this age of avant garde styles in the widening fashion market, denim brands are making the same product for ages. Brands and retailers are hiring the same people to create products making it difficult for consumers to differentiate between the products in the market.

To attract millennial and Gen Z consumers, denim brands need to not only adopt new advertising techniques but also form new collaborations which give their brands a more human feel. A case in point is Wrangler's partnership with the provocative "Old Time Road" rapper Lil Nas X which helped the brand to align itself with cultural relevancy. The timely collaboration also led to a surge in Wrangler's stock prices by around 17 per cent. Similarly, Levi's collaboration with Heron Preston has allowed the company to communicate with a niche market outside its usual customer base.

Though collaborations like these are subject to greater scrutiny than ever before, they provide consumers with wider options to satisfy their need for utility and authenticity.

Since it was invented a few decades, there have been hardly any innovations in classic blue jeans. However now, the decline of department stores, rapid influx of fast fashion and the rise of athleisure is threatening the stronghold of denim makers with consumers opting for more casual and comfortable clothes like stretch and elastic pants.



Challenging athleisure growth with innovations

Another way the denim industry can challenge the growing craze for athleisure is through constant innovation. As G-Star RAW's Denim & Sustainability Expert Adriana Galijasevic notes, Gen Z shoppers are drawn to fashion brands that demonstrate innovation.

Most brands today are finding new ways to incorporate elasticity in their sturdy denims. Premium denim brand G-Star combines the denim aesthetic with sports functionality via its Ultimate Stretch range which was introduced in 2013.

Another innovation that the denim industry is banking on is creation of Smart Clothing. Levi's recently collaborated with Google's Advanced Technology and Projects Lab to introduce a new form of wearable technology through Project Jacquard®. The creation of such an article blends the everyday tech used with clothing to create a responsive article that changes how we interact with the world.

The denim brand also championed a new way to make clothes which is undefined by size. It utilises 3D capturing technology in its manufacturing process to engineer a bespoke pair of jeans based on a consumer's measurements. Though the mainstream adoption of this technology is still a

miles away, its a foot in the right direction.

Need to be responsible towards environment

Sustainability is gaining ground with consumers openly voicing their concerns about fashion's impact on the environment. They are shunning brands that fail to meet their demands for transparency and sustainability. This is forcing both small and large brands to assume greater responsibility. Coalitions such as the Better Cotton Initiative, which Levi's is a founder of, are establishing standards for cotton cultivation, fair labor practices and resource conservation, effectively diminishing water usage by 20 per cent.

Brands are also making their supply chains accountable for protecting both their workers and the planet. They are adopting the transparency route to increase brand loyalty. Both Nudie and G-Star provide internal and external transparency reports. This engenders customer loyalty for both these brands.

As the apparel culture continues to evolve with changing generations, the appetite for denim will also shifts in culture continue to fluctuate, alongside the circuit of fads, the appetite for denim will persist. However, in order to maintain their relevance, denim brands need to evolve with advancing technologies besides being environmentally aware. ■



F&F to incorporate Lycra T400 fiber into new jeans range

F&F will incorporate Lycra T400 fiber with EcoMade technology into its F&F Contour Jeans Range with Lycra Beauty fabric. This will make the range not only F&F's most popular but also one of the brand's most sustainable jeans offerings.

The F&F Contour Jean with Lycra Beauty fabric was launched three years ago and became F&F's best-selling jeans range. The high-performance fabric ensured that the product delivered on its promise to comfortably shape the wearer's curves with no sagging or bagging. Now, with the upgrade to Lycra T400 fiber with EcoMade technology, the jeans will maintain all its previous features and good value-for-money offering while providing

customers with a more sustainable option.

Lycra T400 fiber with EcoMade technology is made from a combination of recycled materials, such as PET bottles and renewable plant-based materials. The original Lycra T400 fiber is the building block for the brand's popular Lycra dualFX technology – a small percentage of this fiber gives the performance-enhancing results. Lycra T400 fiber with EcoMade technology offers the same benefits of lasting comfort, fit and performance as the original, but with the value-added offer of sustainability.

Since introducing Lycra Beauty technology into its jeans, F&F's denim business has grown by 40 per cent. ■



Spanx launches fall denim range with pull-on design

Spanx has launched a new range of fall denims with a pull-on design for achieving less bulk and a flat front. Each pair of these jeans is designed with the same 'Gut Check' slimming technology used in the brand's signature leggings that smoothes the tummy and firms the rear.

While vintage fits and mom jeans are trending in the women's denim category, the Spanx line underscores the fact that there is still a consumer who wants skinny fits and slimming effects.

And Spanx denim mimics traditional denim, with bottoms that feature belt loops and real pockets. The denim also maintains its shape without bagging out.

The collection offers high waisted skinny and cropped flare styles in a variety of washes, including Spanx's bestselling distressed skinny in a medium wash, as well as a vintage variation available in white or black. The brand also offers novelties, including a light wash jean with a bold denim side stripe and a white jean with a vintage gray stripe. The collection retails for \$89.99 to \$128. ■



Lenzing to use blockchain technology to support Tencel biz

Lenzing will use blockchain technology to support its Tencel branded fiber business. This will ensure complete transparency and traceability for brands and consumers of its fibers in the finished garment. The supply chain transparency from wood to garment and home textiles will enable all customers and partners to identify Tencel fibers and the respective wood source in each production and distribution step. Thanks to a QR code on the final garment, consumers will be able to detect the origin of the clothes they intend to buy.

Lenzing, the world market leader in specialty fibers made from renewable material wood, is strengthening its leading position in sustainability in the textile industry. With Ecovero branded fibers Lenzing was the frontrunner in

physical traceability and is now entering the age of digital traceability. Lenzing has issued blockchain based Tencel fiber coins to its supply chain partners in direct relation to physical shipments. These digital tokens serve as an authentication mechanism against any adulteration and provide secure digital chain-of-custody across the entire textile value chain. Lenzing is carrying out further pilot tests over the next few months involving partners along the entire value chain.

Consumers increasingly want to understand the ingredients and suppliers of the products they buy, requesting a new level of transparency and traceability. ■





US University opens center for functional fabrics

Drexel University in the US has opened a center for functional fabrics. This is a modern mini-factory with a warp knitting machine, flatbed knitting machines, circular knitting machines, a textile welding machine, a 3-D scanner loom, 3-D printers and laser printers. Its aim is to create textiles of the future with tools of the future. The staff includes fashion designers, material scientists, and mechanical and civil engineers. Drexel is also working on a smart fabric belly band, with a configurable antenna and RFID system (like the anti-theft tags in stores) that can detect breathing and contractions in patients not under the direct supervision of nursing staff. A handful of doctoral students are based at the center, along with master's candidates and undergraduate interns. The hope is to join electrical and materials engineering students, fashion designers, and biomedical specialists to learn trans-disciplinary teamwork as well as textile and computing design.

Fabric studded with sensors and entire computing systems



is a staple of science fiction and tech promotion. But after years of experiments and lab use, there are few such functional fabric products in commercial production. ■

Lycra launches first branded elastane from pre-consumer content

Lycra has launched EcoMade, its first branded elastane made with pre-consumer content. The EcoMade family of products now spans the majority of Lycra's apparel brands, including Lycra, Lycra T400, Coolmax, and Thermolite.

Lycra's platform focuses on providing insights, technologies, products, and processes that can contribute to a more sustainable industry. Through the pillars of product sustainability, manufacturing excellence, and corporate responsibility, Lycra offers a variety of sustainable solutions focused on waste reduction, safe and transparent chemical use, garment wear life, and sustainable resources.

The company plans to convert the majority of Coolmax and Thermolite fiber products to recycled content by the end of 2021. Lycra's latest spandex/elastane innovation for the global personal care industry called HyFit T859 offers manufacturers of diapers, adult incontinence and feminine hygiene products significant cost savings. The fiber cuts overall elastic consumption by 20 per cent. The fiber was developed to help manufacturers reduce their operating costs and carbon footprint without sacrificing a garment's quality or performance, or the consumer's wearing experience.

Lycra is an innovator and producer of fiber and technology solutions for apparel and hygiene industries and specialty chemicals. Based in the US, the company owns brands like Lycra, Coolmax, Thermolite, Elasthan, Supplex, Tactel, and Terathane. Lycra invented the original spandex yarn, Lycra fiber. ■



Cotton evolves with innovations in colors, patterns and cuts

Innovation in design is transforming cotton in inspiring ways. The casual classic material has evolved from the tried and true classic staples like t-shirts and denim jeans to silky-smooth coral crochet dresses, ethereal peach gowns studded with futuristic 3D flowers and black-and-white poplin turned into avant-garde jumpsuits.

At a recent show, designers used US cotton in such unexpected ways that the garments displayed were actually mistaken for silk, suede and synthetic fibers.

Designers dyed cotton in the sun, scalloped it, shredded it and turned it into velvet, while one particular designer even interlocked cotton fabric without traditional sewing so that the garment could be taken apart and the pieces could be reconstructed into a whole new style.

Cotton is an effortless fabric made from a natural fiber that was grown from a plant, that's able to morph into a garment that has the performance capabilities of synthetic fibers, or the artistic elements of haute couture. ■





Fashion becomes all inclusive as brands explore categories and products

It is no longer acceptable for brands to cater only to a specific size or body type. They are now reaching beyond the norm into new categories and products in terms of size, culture, gender and sustainability. This is offering them new opportunities of revenue generation as Millennials and Generation Z are increasingly investing in these categories.

A prime example is H&M who was earlier criticised for stocking smaller sizes than even most American brands. The brand has now adjusted its sizes to be more in line with American shapes, and launched a plus size line. Similarly, J.Crew, which received widespread backlash for the launch of its infamous size 000 in 2014, has expanded to size 24 across all merchandise. This extension in



sizes is not limited to women's clothing alone. Even menswear brands are tapping into this growing trend. Bonobos, which earlier offered diverse sizes for only women, has now created more inclusive men sizes.

Modest fashion gains popularity

Modest fashion is becoming a huge rage these days. A 2018 study estimates 40 per cent of current women's luxury ready-to-wear can be categorised as modest or modest-accepted fashion. This is evident from the fact that the designs of Safiya Abdallah, Founder of fashion label Dulce, featured in this summer's edition of the Cosmopolitan. The magazine described the designer as a 'proud hijabi-wearing woman opening up a whole world of chic options for Muslim women.' It also describes the designs of hijab as fresh, fierce and super stylish while still maintaining a modest look.

Inclusive fashion also dominates the marketing campaigns and designs of many fashion brands. H&M has developed an entire collection designed on modest clothing. Just like H&M, six other designers engaged in modest fashion were recently profiled by Good Morning America.

Emergence of gender fluid fashion

Just like inclusive fashion, another concept becoming increasingly popular is gender-fluid fashion. Recent data shows, around 38 per cent Gen



Z-ers 'strongly agree' that gender no longer defines a person as much as it used to, and 27 per cent millennials felt the same. To cater to the growing demand for off gender fashion, brands like H&M, Gucci, Aeropostale, Zara and Prada are launching gender fluid lines. Independent designers too are launching own unisex lines.

Besides brands and designers, the concept of genderless fashion is also extending to new store formats. Department stores are experimenting with gender-blending styles. Galeries Lafayette, as an example, opened its flagship on the Avenue des Champs-Élysées last spring, and mixed men's, women's and unisex sections throughout the floors.

Sustainability and transparency

Just being size inclusive is not enough for brands these days. They also need to be sustainable. Many large brands and retailers like TomboyX, Girlfried Collective, Sotela and Reformation are working to adapt their practices to becoming more sustainable.

Along with sustainability, brands also need to advocate transparency. Their initiatives towards inclusivity need to be legitimate and authentic. They should also embrace different views, races, gender identifications, styles [and] social connections along with sizes. ■

Inclusive fashion also dominates the marketing campaigns and designs of many fashion brands. H&M has developed an entire collection designed on modest clothing. Just like H&M, six other designers engaged in modest fashion were recently profiled by Good Morning America.



H&M and Pringle launch new knitwear collection

H&M has launched a knitwear collection with Pringle. The collection includes a cosy hoodie in wool with a Pringle font emblazoned down each sleeve. Its knitted midi-length dresses boast of a directional turtleneck zip and a slashed thigh that is ideal for throwing on top of gym leggings. The collection also includes knitted trousers and sweater combos. H&M has reworked different scales and colour ways of the argyle. Inspired by streetwear styling and sport influences, the Swedish fast fashion brand developed new designs around the classic pattern, and introduced an acid yellow color as a highlight accent



which brought the whole collection together. The collection uses raw materials such as organic cotton, recycled polyester, viscose and wool. The collection features Pringle's heritage highland argyles and jacquards reimagined with a sporty twist.

Scotland's brand Pringle was founded almost two centuries back and is known as the oldest British fashion brand. H&M has also launched a collection from recycled materials like recycled polyester, recycled brass, recycled zinc and a blend of Tencel and Refibra. Inspired by masquerade balls, the collection includes eveningwear such as softly tailored check separates, figure-fitting dresses and oversized hoodies, in an earthy color palette of light neutrals, black, with pops of orange and red. ■

The North Face launches new material with nanospinning technology

The North Face has launched new material - Futurelight using a technology known as nanospinning. Nanospinning allows for adjustments in weight, stretch, breathability, durability, texture and constructions for both knit or woven fabrics during the manufacturing process—something the brand said gives it the ability to match products to a variety of activities and consumers.

The material aims to create a new paradigm in clothing and protection. The first Futurelight collections—the Summit Series, the Steep Series and the Flight series—include jackets, pants and bibs common to outdoor sports. In order to ensure the technology would hold up in extreme conditions, the brand enlisted the help of outdoor athletes to field test the apparel in locations around the world.

The facing and backing layers in the collection's three-layer garments feature 90 percent recycled materials. ■



Benetton Group, King Features unveil New Popeye collection at the Milano Fashion Week

Benetton Group and King Features unveiled the new Popeye x Benetton collection at the Milano Fashion week.

The collection is set to launch February 2020. It will be launched as a part of the spring/summer 2020 apparel collaboration featuring the cartoon sailorman.

In addition to Popeye being featured in United Colors of Benetton's spring/summer 2020 collection, the eco-friendly brand has also enlisted Popeye to serve as its environmental 'green' ambassador. His image will be put on various apparel pieces aimed at helping support work to protect the oceans. It will appear on t-shirts, dresses and sweatshirts in a variety of digital prints.

This is Popeye's 90th anniversary. To honor the milestone, it has also been included in various licensing deals including a shaving line partnership. ■





Puma launches new swimwear collection

Sportswear Company Puma has launched its new swimwear collection, the first since the brand discontinued this line in 2016. The collection includes swimsuits, bikinis, shorts and even vests. Puma will distribute this new collection starting from February 2020 in Europe, Middle East and Africa.

The company wants to launch these products with a very diverse size range and using sustainable materials. In fact, all the bathing shorts in the collection are created with Repreve polyester made from recycled materials, such as plastic bottles. Sustainable materials and innovation will continue to play an important role in the collection for the future.

The first collection of Puma swimsuits since 2016 will be available in Europe, the Middle East and Africa in selected stores and in its online platform on a global scale starting February 2020. ■



Finisterre pioneers use of garment bags made from Aquapak polymer

Finisterre has become the first fashion brand to use garment bags made from Aquapak polymer. The brand has already introduced the new packaging in a few select knitwear lines, while a full roll out is expected in February, when the packaging will be included with all garments in the spring 2020 collection.

Garment bags made from Aquapak polymer do not break down into microplastics.

The collaboration is a result of Finisterre's commitment to eradicate single-use, non-degradable plastic in 2018. Believing that 'single use is no use',

Finisterre's discovered that garment bags made from Aquapak's hot water soluble Hydropol are inherently anti-static, are marine safe and non-toxic. They do not break-down into harmful microplastics in the ocean or on land hence 'leave no trace'.

The Finisterre bag is made from the hot water soluble version of Aquapak's Hydropol material. This enables it to be recycled or be dissolved and disposed of safely and benignly in waste water systems. ■



Pure London to launch new section at February 2020 show

In a move designed to create a wider offering across the active and loungewear sectors, leading festival of fashion Pure London will launch Pure Body at the February 2020 show.

The new section will incorporate athleisure, nightwear, swimwear, lingerie, hosiery and will debut at the next show from February 09 -11, 2020 at Olympia London.



Alongside over 700 brands offering womenswear, menswear, footwear and accessories, young fashion, kidswear in Bubble at Pure London, ethical fashion in Pure Conscious and businesses from across the supply chain in Pure Origin, the February edition will present inspiring and educational content, keynote speakers and trend-led catwalk shows. ■



Fashion industry sets sustainability ball rolling with new initiatives





With prices of clothing falling and disposable incomes rising, fast fashion has become one of the major trends of the 21st century. However, this has also contributed to major environmental crises and the textile industry is now regarded as the second most polluting industry. People are now questioning the moral and ethical compromises they have to make to keep up with the latest fashion trends. The case in point is about the fast fashion brands, which prided themselves on providing 'fashion at low prices' but since 2013, these brands are known more for their associations with the Rana Plaza type of incidents: where a factory collapsed due to the hazardous state of the building, claiming the lives of over 1,100 workers and permanently injuring over 2000 more. The disaster revealed the horrendous working conditions faced by those who work in the overseas factories producing clothes for our high street; including low wages, no health care benefits, unsanitary and mentally damaging working environments and excessively long working days.

A wake up call for brands

The incident compelled both consumers and brands to change their attitude towards environment protection. As 2018 Weber and Shandwick public opinion poll revealed, around 83 per cent millennials plan to boycott a brand for ethical, moral, or environmental reasons. This would serve as a huge wake-up call for offender brands who are now being pressured by both the government and the consumers to take responsibility for their extremely influential actions. Recent reports reveal, around 200 high street brands have signed up to the Sustainable Apparel Coalition so far.

On its part, one of the brands teamed up with Cotton Connect and the Self Employed Women's Association (SEWA) in 2013 to create the Sustainable Cotton Programme. This scheme trains farmers in sustainable cotton farming techniques to produce organic cotton. The brand now plans to train 160,000 farmers across India and Bangladesh in efforts to exclusively use 100 per cent organic cotton in their products within the next few years. Though these



efforts on part of the brands are admirable, still a lot needs to be done.

Role of social media

Social media too has contributed to the rapid rise in popularity of second-hand resale websites and apps such as Depop, eBay and Gumtree. Schemes like TK Maxx's "Give up clothes for Good" in association with Cancer Research allow customers to donate their unwanted clothes to charity, preventing perfectly wearable clothes from ending up in a landfill.

Social media also exposes environmental offenders through its ever-present advertising and the 'swipe effect' which that thoughtless buying. For instance, earlier this year, The Guardian triggered a nationwide boycott of the #IWannabespicegirl, which was being produced in a factory where wages averaged at 35p an hour and shifts were mandatory for 16 hours per day. Retailers like Marks and Spencer temporarily ceased trading of the brand's products and launched an investigation into the production of its t-shirts. This campaign is yet another example of how the public are waking up to the dark consequences of fast fashion and demanding change.

Need for a more focused approach

Though a step in the right directions, these initiatives need a more critical eye that will push these companies to become more sustainable. Though the industry has set the ball rolling for becoming more sustainable however, it needs to reduce its consumption of fast fashion products to be truly sustainable. ■



PhytoGen to hold denim collection drives to promote sustainability

PhytoGen plans to hold denim collection drives at industry events across the cotton belt to help promote sustainability and reduce textile waste. For this, the U.S. cottonseed brand of Corteva Agriscience, will renew its partnership with Cotton Incorporated's Blue Jeans Go Green denim recycling program for 2020.

In early 2019, PhytoGen became the first cottonseed company to collaborate with the Blue Jeans Go Green program, an initiative that upcycles denim garments into premium housing insulation and keeps denim out of landfills. PhytoGen collected 7,412 items through donation drives at cotton industry events and company locations in 2019.

Local FFA and 4-H chapters participated by collecting denim in their communities.

PhytoGen presented \$1,500 to the chapters donating the most denim items at each PhytoGen Blue Jeans Go Green program drive. The winning chapters were Star City FFA (Arkansas), Olton FFA (Texas), Thomas County Middle FFA (Georgia) and La Paz 4-H (Arizona).

In 2020, PhytoGen will hold denim collection drives at the Mid-South Farm & Gin Show, the Texas Cotton Ginners' Show and the Desert Ag Conference. Prizes will be awarded to the winning FFA or 4-H chapter at each location. ■



Primark to use 100% sustainable cotton in all products

Primark aims to use 100 per cent sustainable cotton in all its product categories. The brand currently uses sustainable cotton in women's pajamas, denim, towels and bedding. Men's wear and T-shirts are next in line.

As a part of this program, the fast fashion retailer has set a new target of training 160,000 farmers in India, Pakistan and China in eco-friendly farming methods by 2022. Different farming methods being taught include efficient irrigation, planting in rows with trenches to maximise drainage and introducing pesticides and fertilizers such as cow

dung to reduce the use of chemical options. Some farmers in India have increased their incomes by 200 per cent since enrolling on the program. Primark is minimising the use of fertilizers and pesticides on crops but not doing away with them altogether. Completely organic farming means a much lower yield which would affect the livelihoods of farmers.

UK-based Primark is one of the biggest names in value-focused fashion. Its fourth quarter sales growth has been faster than in the previous nine months of the financial year due to an improving like-for-like performance. Primark has performed well in the UK even though the country's fashion market has been weak. Its new store in Birmingham High Street showcases its full product range and new food and beverage and beauty services. ■





Artistic Denim Mills aims for 100% sustainable supply chain

Artistic Denim Mills (ADM) aims to achieve 100 per cent sustainability through its entire supply chain by partnering with globally recognised brands and manufacturers. An early pioneer of liquid dye technology featuring less sulfide contents than traditional dyes, the company is selective about the chemicals it uses, choosing only those deemed that have a minimal impact on the environment, its employees and consumers.

For example, ADM exclusively uses pre-reduced indigo, decreasing its chemical use by 70 per cent when stacked against conventional denim factories. Rather than distressing denim with harmful chemicals and labor-intensive hand sanders, the company employs computerised laser technology to provide those unique fading patterns the fabric is known for. These lasers also have the added benefit of reducing the use of stones and chlorine during wet processing.

ADM makes denim that's aniline-free—a non-toxic way of producing the traditional, iconic indigo blue that consumer's associate with denim and jeans. Aniline appears on the restricted substance lists of some major clothing brands and retailers. To lessen denim's impact on the planet and to help create a circular economy in textiles, ADM also uses pre-consumer recycled cotton fibers. ■



H&M launches new collection made from sustainable materials

H&M recently launched its Fall/Winter collection made from sustainable materials like recycled polyester, recycled brass, recycled zinc and a blend of Tencel and Refibra. Inspired by masquerade balls, the collection includes eveningwear such as softly tailored check separates, figure-fitting dresses and oversized hoodies, in an earthy color palette of light neutrals, black, with pops of orange and red.

On the lookout for new innovations, new fabrics and new processes, H&M wants to show sustainable fashion doesn't have to look boring or beige or like a burlap sack. The vision is to lead the change towards a circular and renewable fashion industry while being a fair and equal company. Using its size and scale, it is working to catalyze systemic changes across

its operations, its entire value chain and the wider industry. The aim is to engage customers and provide great fashion and design choices. About 57 per cent of all materials for H&M's products are recycled or other sustainably sourced materials. Ninety-five per cent of cotton

used by H&M is recycled or otherwise sustainably sourced.

Today, fashion and sustainability is no longer a contradiction in terms. Reusing and recycling is an important initiative across fashion. Fashion-forward designs are being made from recycled materials. ■



A&E launches new range of industrial sewing threads

American & Efid (A&E) recently launched a new range of 100 per cent recycled, industrial sewing threads. The launch of this product range was driven by the company's commitment to sustainability and a surge of sustainable product pledges and commitments by prominent brands and retailers around the world.

Known for its leadership role in innovation, product quality, and sustainability, A&E supports many of the world's top industrial and consumer brands with thread products that require strict quality and performance. Through its global network, the brand manufactures its products in 22 countries, distributed in 50 countries and sold in over 100 countries.

American & Efid has also launched a new recycled polyester sewing thread. This thread is designed especially for athletic wear and high-performance apparel. The new thread is derived from recycled post-consumer plastic bottles and aims to provide textile manufacturers within the performance apparel, active wear, athleisure, and intimate apparel markets a recycled alternative to existing sewing threads. The air-entangled sewing thread is made with Repreve recycled polyester, a brand of US yarn supplier Unifi. ■





Digital supply chains to transform fashion industry in future



Digitisation is taking the fashion industry by storm with many fashion e-commerce companies achieving the unicorn status in the industry. A prominent example of this is the Singapore-based privately held e-commerce start-up Zilingo which is digitising the entire fashion supply chain by unifying the HR systems, logistics APIs and operating systems of over of its 4,000 sourcing partners across the world. This has helped the company to reach \$1 billion revenues in a short period of time.

In future, the company also plans to incorporate transparency programs that will give it a direct oversight of quality-control issues at the factory level

through the provision of real-time data. By using proprietary quality-control modules, the company's line managers will use connected tablets and a heat map to detect problem areas in their products.

Technology drives growth in apparel companies

Zilingo is thus symptomatic of the rapid advances reshaping the sourcing and apparel industries with tech companies driving the change. Signs of this shift was evident at this year's 'Sourcing at One Magic' event, hosted in Las Vegas recently. Many companies attending the event were looking for new ways to navigate the volatility caused by the recent



tariff hikes, improve their delivery times and be more sustainable by harnessing the value of big data.

Like Zilingo, the growth of New York-based The Ohzone, has also been driven by the rise of e-commerce platforms and the race to deliver ever more effective online visual search technology in the clothing sector. The fashion technology company specialises in the creation of precise 3-D, zoomable models of real garments. These can be used to market the garment on the Shopify e-commerce platform, as well as to test outfits and change out elements without the need for any inevitably wasteful sampling. The company plans to push the digital apparel envelope further by creating digital-only clothing.

Digital closets gain popularity

The idea of creating a digital closet is rapidly gaining ground with many designers producing photo-realistic, digital-only collections. A prime example of this is the Scandinavian retailer Carlings, with its digital tailors manipulating its client's photos so it appeared that they were wearing the company's limited-run finery – and all at a very real world \$30

per piece. Similarly, Moscow-based fashion influencer Daria Simonova modeled her Carlings' 3-D collection to her 56,000 followers on Instagram, with her photo of a puffer jacket paired with lightning bolt-embellished jeans notching up more than 4,700 likes.

The power of mobile games

One way brands can leverage the potential of digital closets is through mobile gaming. For instance, Glu Mobile's Covet Fashion game enables players to style their models in digitally rendered clothing and accessories – brought in \$53.4 million in sales last year. Similarly, San Francisco-based company's Kim Kardashian: Hollywood game, allows users to dress an avatar – presumably an amply derrièred one – in designer garments, has generated more than \$240 million in sales since it was launched in 2014. Meanwhile, the first digital couture dress – created by The Fabricant, an Amsterdam-based fashion label – fetched \$9,500 at auction in May.

Digital designerwear is thus on its way to become the next fast fashion with the apparel industry dramatically upping its uptake of IT engineers. ■



Digital Textile Printing grows to accommodate short runs, fast turnarounds and new products



Conventional textile printing is giving way to digital printing in order to accommodate short runs, fast turnarounds, or new products. The market is supported by a complex and well-established textile supply chain, of which printers are only a very small component. Commercial printers therefore, need to focus on more accessible textile segments similar to applications they

already produce, such as textile-based sign and display graphics and direct-to-garment (DTG).

Textile signage market to grow

Keypoint Intelligence – InfoTrends’ wide-format consulting service reports the market for soft signage is expected to see a compound annual growth rate (CAGR) of 6 per cent between 2017 and 2022, reaching 91.3 million square meters of



output by the end of the forecast period. While more than 70 per cent of the market's output is produced using sublimation, latex and UV printing technologies are increasingly being used to create sign and display applications on textiles. To take advantage of this market opportunity, print service providers must match their offerings to the demand within their existing customer base or their target markets.

Higher profit margins for soft signage applications

The first step is evaluating the vertical markets served to determine which applications are most appropriate and which ones establish the production requirements. For example, universities need banners and backlit signs that do not require complex contour cutting. However, trade events require a mix of small and large format signs that have a range of finishing including silicon edging to contour cutting, along with a wide range of mounting options.

Soft signage applications have higher profit margins in relation to most other commercial printing applications. Based on the 2017 estimated street price of \$60.2/m from InfoTrends' Wide Format Application Forecast, PSPs can expect a profit margin in the range of 40 per cent to 60 per cent. These margins are difficult to find in commercial applications.

DTG printing witnesses new developments

InfoTrends says the DTG market will experience a strong CAGR of 13 per cent between 2016 and 2021, reaching a global value of nearly \$10 billion. This segment is also witnessing new developments. The use of synthetic fibers (eg, polyester) is growing leading suppliers to seek ways to print directly into these materials. The market recently introduced a new pigment-based technology that



enables the printing of white ink, followed by CMYK. Although it will take some time for this new technology to mature, it opens the door for DTG production in cotton, cotton blends, as well as synthetic materials.

Market awareness important for success

Though a promising area of development, digital printing has its share of challenges. There is a bit of a learning curve associated with understanding the different substrates, inks, software, equipment, and finishing requirements. Knowing which markets are addressable based on business current expertise and resources can increase the chances of success. For commercial printers that are hoping to expand into the tempting world of textiles, it is best to start by focusing on applications with similar printing processes that can be sold to existing or adjacent customers. ■



International Sourcing Expo to showcase jute benefits, to see India's participation

This year, the International Sourcing Expo Australia will welcome around 10 member organisations from India who will showcase the benefits of jute to the Australian market. The expo, co-located with Footwear and Leather Show Australia and China Clothing Accessories Textiles Expo, is Australia's premier international sourcing show for apparel, textiles, fashion accessories, footwear and leather products. Into its tenth year, the three-day trade only event will open at the Melbourne Convention & Exhibition Centre on November 12, 2019 and will be restricted to bonafide trade professionals.

Event to feature 700 exhibitors and 4k visitors

Over 4,000 trade visitors will visit International Sourcing Expo and its combined events which will bring together 700 textile, apparel and footwear manufacturers and agents from 16 countries at the Melbourne Convention & Exhibition Centre from November 12-14 2019.

The trade-only event will showcase the product and service offerings of exhibitors drawn from China, India, Bangladesh, Pakistan, Hong Kong, Fiji, Indonesia, Vietnam, South Africa, Taiwan, Turkey, Australia, South Korea, Malaysia, Singapore, USA, Serbia and Nepal.

Organiser IEC Group believes this show will



benefit from JPDEPC's participation. Created in 2010 with the principal purpose of driving forward initiatives for the sustainable growth of jute exports from India, the council is managed by a 14-member committee of administration. Currently, the council has about 225 registered members covering various segments of manufacturing and trading of jute products.

Renowned jute exporters to explore the Australian market

The Jute Pavilion will feature renowned exporters attending the International Sourcing Expo Australia in Melbourne aiming to test the Australian market. Australian buyers will get an opportunity to meet manufacturers and exporters of jute lifestyle products and plan future imports and marketing strategies. The Jute Pavilion boasts of latest trends and styles, and buyers can expect to see colourful shopping bags, beach bags, fashion carriers, footwear and promotional totes. ■





Textile fair Weaves to be held in November

Textile fair Weaves will be held from November 27 to 30, 2019 in Tamil Nadu. The event will focus on promoting powerloom and handlooms. Over 250 exhibitors will showcase their distinct products from different parts of Tamil Nadu. Weaves will highlight processed and finished fabrics, home textiles, textile machinery as well as ethnic, handloom

and khadi material, would be of great use to the 90 weaving clusters in the state.

Weaves, South India's first mega textile fair, aims to create a positive and constructive environment for manufacturers and traders, where they can showcase their products and meet with buyers from India and other countries. Weaves acts as a gateway to the textile industry for weavers and an opportunity to showcase, connect, and collaborate, where innumerable textile talents can showcase their expertise and market their products to customers from all over the globe. Weaves is an attempt to have a global connect for weavers and all kinds of textiles manufacturers and create opportunities through networking, technology, smart marketing and business empowerment. ■



Manteco's innovative range of textiles on display at Premiere Vision

Italian textile company Manteco will showcase its innovative range of textiles in the Première Vision's Smart Creations zone. Manteco's latest responsible fashion innovations will be displayed in the smart library, Hall 3 of the Première Vision.

The Prato-based company will showcase a unique range including:

- BiBye®, a heritage superfine wool coming from the best farmers in Australia and NewZealand that give life to a double splittable traceable fabric, with the best performance thanks to its unique construction and processing techniques.
- Woolten®, a Manteco development with proven sustainability credentials, and a fabulous unique touch, made with a patented special carded yarn that blends the Next Generation recycled wool by Manteco and Tencel® by Lenzing.
- Project43® by Manteco, a "zero waste" oriented circular economy system, fully integrated that allows customers to confer their production fabric scraps made with Manteco fabrics, and get back a totally engineered P43 new smart fabric. ■



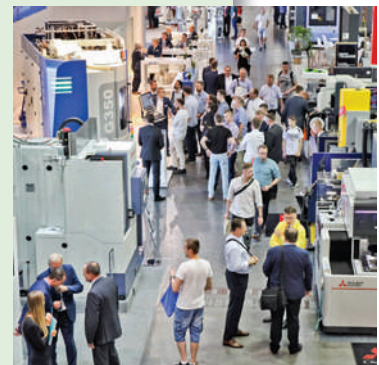
ITM 2020 to set new records

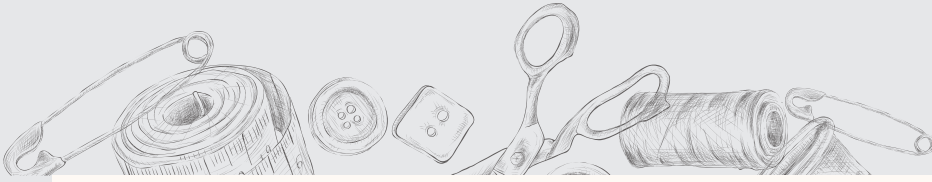
ITM 2020 expects to set new records in terms of the number of exhibitors and visitors. The trade fair for textile machinery will be held in Turkey, June 2 to 6, 2020.

Held every two years, the trade fair enables participants from all over the world to collaborate and helps bring European and Asian suppliers and buyers together. It offers companies an opportunity to introduce their latest developments to a global audience.

In 2018, the show hosted 1,150 exhibitors from 64 countries, registering a 20 per cent increase in country diversity compared to the previous fair in 2016. Delegations from Iran, Uzbekistan, Pakistan, Egypt, Morocco, Algeria, Panama, Czech Republic and Russia visited the show.

ITM has become a brand in Turkey, both by bringing together all the players in the industry and allowing the country to keep up with the new technologies in machinery. ■





Sub: Issue of Late Cut being imposed by the system while applying MEIS on reactivated shipping bills

D GFT vide its Trade Notice No.36/2015-2020 dated 09.10.2019 has stated that exporters are facing difficulties in making claims for shipping bills that are re-activated in the E com module under the current online MEIS application mechanism as the system is applying late fee based on the second submission date and not counting the date of first online submission of the applied shipping bills (from the relevant first/ earlier application). In order to address this issue, a step-by-step procedure has been mentioned in the trade notice.

For detailed information, please refer to the Trade Notice.

Sub: Incorporation of new provision in the Handbook of Procedure 2015-20 about cases referred to National Company Law Tribunal (NCLT).

D GFT vide its Public Notice No. 39/2015-20 dated 18.10.2019 has notified the addition of a new para no. 2.29A in chapter 2 of Handbook of Procedures 2015-20 which states that :

Any firm / company coming under the NCLT proceedings shall make a summary of statement of outstanding export obligations/liabilities under the FTP schemes, indicating duty saved amounts and applicable interest till the date of start of proceedings before the National Company Law Tribunal (NCLT), any penalty imposed under FTD&R Act, any other dues such as fee etc., and submit the same to the RA concerned and to NCLT, before the start of NCLT proceedings as part of the statutory filings. The statement of consumption of inputs/procurement of capital goods, attested by chartered engineer/chartered accountant, shall also be submitted along with other documentary details of any partial fulfillment of Export Obligation claimed towards offsetting the duty saved amount.





An insight into the recent GST amendments

Chartered Accountant, Balkrishna Chhabra elucidates on the major amendments made by the GST Council to boost economy and facilitate taxpayers at its recent meeting

ITC on mismatched invoices restricted to 20% of matched invoices

(New sub rule inserted under rule 36 of CGST Rules, 2017 w.e.f. 09/10/2019)

Input tax credit to be availed by a registered person in respect of invoices or debit notes, the details of which have not been uploaded by the suppliers under sub-section (1) of section 37, has been restricted to 20 percent of the eligible credit available in respect of invoices or debit notes the details of which have been uploaded by the suppliers under sub-section (1) of section 37.”

ITC can be claimed by a registered person in respect of invoices not appearing in GSTR-2A, shall not exceed 20 per cent of the ITC appearing in 2A.

For example:-

Amount in Rs.

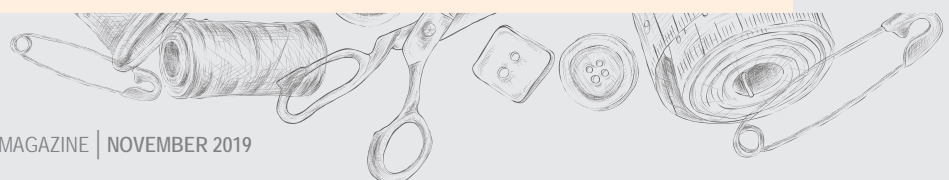
	CGST	SGST	IGST
A Total eligible Input tax credit (ITC) available during the period as per purchase register	500,000	500,000	500,000
B Total ITC appearing in GSTR-2A	400,000	400,000	600,000
C Ineligible ITC appearing in GSTR-2A	25,000	25,000	0
D Net eligible ITC in GSTR-2A (B-C)	375,000	375,000	600,000
E 20% of eligible ITC (20% of D)	75,000	75,000	120,000
F Maximum ITC which can be availed (D+E)	450,000	450,000	720,000
G Total Eligible ITC which can be availed (Minimum of A & F)	450,000	450,000	500,000

Incase of suspension of registration

The registered taxpayer shall not make any taxable supply during the period of suspension. This denotes that the registered person shall not issue a tax invoice and, accordingly, not charge tax on supplies made by him during the period of suspension.”

GSTR 9 Annual Return

According to the notification no. 47/2019 – Central Tax dt. 09.10.2019, registered persons whose aggregate turnover in a financial year does not exceed Rs. 2 crores can either furnish or not furnish annual returns for FY 2017-18 & FY 2018-19. Only if he furnishes the annual return by the due date (i.e. option is exercised to not furnish the annual return),





it shall be deemed to have been furnished. Said deeming fiction has been created so as to apply the time limits, given under law from the due date of furnishing the annual return, for issuance of show cause notices as well as adjudication orders.

Hence, the Government indirectly doesn't give any options for not filing the Annual Return GSTR 9. In my opinion Annual Return GSTR 9 should be filed with due reconciliation.

Grant of provisional refund for exporters {Incorporating amendments as per notification no. 49/2019- Central Taxdt. 09.10.2019}

The process of consolidated payment advice from a single authority for disbursement of refund has already been made operational. Consequent changes have been made in Rule 91. {With effect from the 24th September, 2019, after the words "application for refund", the words "on the basis of a consolidated payment advice:" shall be inserted in sub rule (3) of rule said rule}

The Central Government shall disburse the refund based on the consolidated payment advice issued under sub-rule (3).

Other important notifications

Renting of motor vehicle: Services provided through the renting of motor vehicle by any individual/firm/LLP to any corporate body, covered under reverse charge mechanism, is taxable at 5 per cent GST [2.5% + 2.5%]. However if the service provider charges GST @12% then he can continue with the forward charge. In this case no reverse charge is applicable.

As per section 9(5) of CGST Act, 2017, the services of aggregators such as OLA or UBER are deemed as passenger transportation on distance basis, and are not chargeable under the category "Renting of Motor Vehicle".

Transportation of goods by Air/Vessel(Notification No 21/2019)

The services by way of transportation of goods by an aircraft or vessel from customs station of clearance in India to a place outside India shall be exempted till September 30, 2020. Though this exemption was supposed to end on March 31, 2019, it has been extended for further 1 year.

Notice and order for demand of amounts payable under the act

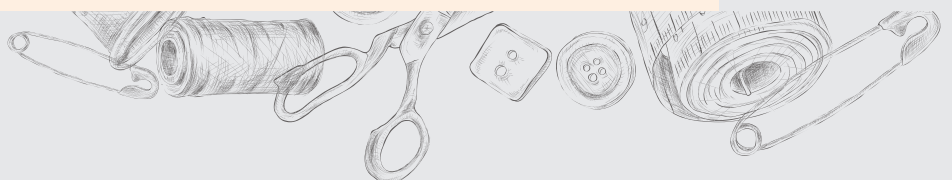
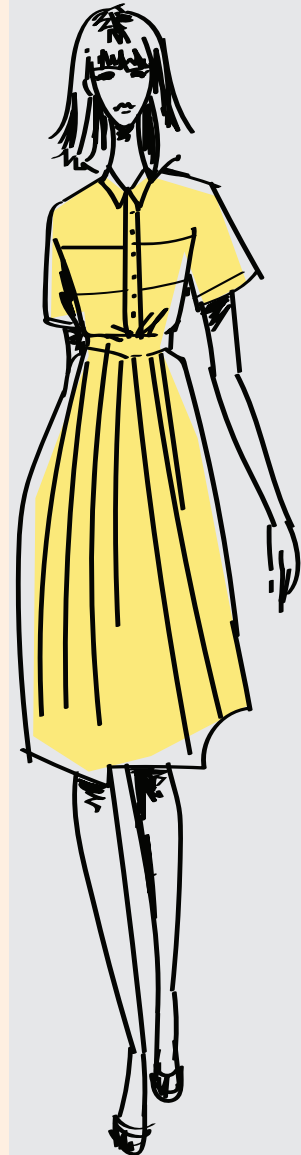
In the said rules, in rule 142, of CGST Rules, 2017 -

(a) After sub-rule (1) the following sub-rule shall be inserted, namely:-

"(1A)The proper officer shall, before service of notice to the person chargeable with tax, interest and penalty, under sub-section (1) of Section 73 or sub-section (1) of Section 74, as the case may be, shall communicate the details of any tax, interest and penalty as ascertained by the said officer, in **Part A of FORM GST DRC-01A.**";

"(2A) Where the person referred to in sub-rule (1A) has made partial payment of the amount communicated to him or desires to file any submissions against the proposed liability, he may make such submission in **Part B of FORM GST DRC-01A.**"

[The author is Senior Partner in M/s. CHHABRA B K & ASSOCAITES (Delhi / NCR). He can be reached at bkchhabra1@gmail.com and # 9810380489 / 9871630858]





Dear Member,

Subject: AEPC- Goonj Association for Recycling industrial waste and used clothing

Greetings from AEPC.

Apparel Export Promotion Council is committed to contributing to social causes that synergize sustainability and social welfare. In this regard, we are happy to share that we have partnered with Goonj, an award winning NGO working on recycling/ up cycling used clothes and rags.

Under the partnership, AEPC requests our member exporters to contribute surplus Cotton Clothes and recyclable industrial wastes for effective reuse by Goonj.

AEPC will be having collection centers in its offices in Bangalore, Chennai, Delhi(NCR) and Mumbai. Collection boxes separately for Clothes and other waste materials shall be kept in the regional offices of AEPC at these regions, where members may drop the Surplus Clothes (cotton) and other materials separately in the boxes during working office hours/days of the Council. The materials shall be handed over to the representative of the Goonj by the regional offices of the Council on regular basis.

The partnership is aimed at providing an effective solution to the cloth waste that the members may be having and ensuring a circular economy for the industrial wastes. The contributing companies can join us in demonstrating their commitment to reducing landfill, effective recycling and contributing to the social cause of women and children.

About Goonj

Goonj dignifies the act of giving by using this urban surplus material as a resource to initiate large scale development activities on local Infrastructure, education, sanitation, menstrual health, water, Livelihood etc. Every year village communities take up 3000+ development activities and are rewarded for their efforts in the form of family kits carefully designed by Goonj. The work is now spread across 23 states of India with 12+ offices involving thousands of people in cities and villages. Goonj's founder Mr. Anshu Gupta was conferred with the prestigious Ramon Magsaysay Award in 2015 for his enterprising leadership and for changing the culture of Giving in India.

Looking forward for a favourable response and contribution in this regard.

With good wishes,

Yours sincerely,

H K L Magu
Chairman, AEPC



CALENDAR OF EVENTS - 2019

1 5-6 November, 2019, **BANGLADESH**



Bangladesh Denim Expo will cover all aspects of the denim supply chain

2 12-14 November, 2019, **AUSTRALIA**



International Sourcing Expo Australia

3 13-15 NOVEMBER, 2019, **SRI LANKA**



Intex South Asia, Sri Lanka

4 25-27 November, 2019, **China**



Artificial Intelligence on Fashion and Textile, China

5 13-16 January, 2020, **HONG KONG**



Hong Kong Fashion Week, Hong Kong

6 15-16 January, 2020, **London**



The London Textile Fair, London

A Dedicated B2B Platform

for Indian Apparel Exporters



SALIENT FEATURES

- AEPC offers free listing of online business profile and products during pilot phase (for first 1000 entries)
- User friendly dashboard for updation of profile, addition of new products & Certificates
- Only verified Buyers and Suppliers to be listed
- Supplier profile to be visible to listed buyers only
- AEPC has ensured data security of all information provided
- Proposed value added services for members in next phase include professional photography of products, payment gateways, order execution, sample sharing ,etc.
- Linkage to other e- marketplaces – for supplying as also procuring inputs (fabrics, accessories)

For more information log on to www.aepcindia.com

For any Query the exporter may contact : Mr. Abhinandan Rajpal, General Manager-IT,
Apparel Export Promotion Council, Ph. No. -01242708110, E-Mail – gmit@aepcindia.com