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• Editorial	10
• CMAI Signs Strategic MOUs with NAEC and GEAR to Empower Garment Manufacturers in UP and Rajasthan	11
• Dondup Partners with Bluesign to Set a New Standard in Sustainable Denim	12
• The Future of Cotton: Overcoming Challenges with Technology and Innovation	13
• Louis Philippe Launches 1st Store in Shirur, Maharashtra	14
• Forging a Sustainable Future: Key Insights from the Joint ITMF & IAF Conference 2024	15
• Aditya Birla Fashion and Retail Reports Strong Performance in Q1FY25 Despite Challenging Demand Environment	16
• Innovation, Cooperation & Regulation - Drivers of the Textile & Apparel Industry	17
• Archroma, Kipaş Denim And Jeanologia Collaborate To Launch Low-impact Contra Denim Collection	18
• Jaypore and Krishna Mehta Unveil a Stunning Fusion of Tradition and Modernity at Phoenix Palladium, Mumbai	19
• Prof. Jimmy Choo's JCA London Fashion Academy Partners with R Elan™ Circular Design Challenge and United Nations in India to Promote Global Sustainable Fashion Talent	20
• Siyaram's Announces Superstar Ranbir Kapoor as its New Brand Ambassador	21
• Brazil Strengthens Cotton Ties with India at the Cotton Brazil Outlook Seminar	22
• Egyptian Cotton: The Gold Standard in the Textile Industry	23
• CMAI Hosts Exclusive Pre-Show Summit for Middle East & Africa Agents Ahead of 2nd Edition of Brands of India Show in Dubai	25
• HeiQAeoniQ™: Pioneering Sustainable Cellulosic Yarn for a Circular Future	26
• Peter England Relaunches its Largest Flagship Store in Pune with a Modern Shopping Experience	27
• Overview of Better Cotton in Uzbekistan	28
• MMR 2024 Conclave Highlights Workforce Upskilling Amidst Technological Transformation	29
• Shaping a Sustainable Future: The Apparel Industry's Path to Decarbonization	30
• Van Heusen Announces Celebrated Actor Taapsee Pannu as its New Brand Ambassador for Women's Fashion	31
• Regel™ Fibre Sets a New Standard with FibreTrace®: Pioneering Transparency and Sustainability in Textiles	32
• Sunrise Group Elevates Men's Shirts with Pilbloc Fibre for Enhanced Durability and Style	32

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Retail Growth Stagnates at 2% in August 2024: RAI's Latest Business Survey Highlights Challenges

The Retailers Association of India (RAI) has released its 54th Retail Business Survey, revealing that the retail sector recorded a modest 2% growth in August 2024 compared to the same period last year. This tepid performance underscores the ongoing challenges within the sector, as retailers continue to grapple with sluggish demand across various segments and regions. Despite this, the sector remains cautiously optimistic about the upcoming festive season, which could potentially boost overall sales.

Kumar Rajagopalan, CEO of RAI, acknowledged the industry's struggles, stating, "Retail business for the month of August has not shown robust growth over last year. Many retailers have maintained that they have witnessed negative growth on a like-for-like basis. However, all expectations are that the festive season could bring positive growth, given the overall positive economic sentiment."

The survey offers insights into regional performances, revealing that North and South India each recorded a 3% growth in retail sales, while East and West India trailed slightly behind with a 1% increase. Among retail categories, food and grocery stood out with a growth rate of 7%, followed by jewellery, which grew by 5% year-on-year.

RAI remains committed to supporting the industry and encourages stakeholders to adopt innovative strategies that can stimulate consumer demand, reinvigorate the market, and ensure the long-term success of the retail sector. While double-digit growth remains elusive, there is hope that strategic planning and economic recovery will drive more substantial progress in the months ahead.

CMAI Signs Strategic MOUs with NAEC and GEAR to Empower Garment Manufacturers in UP and Rajasthan



L-R, Mr. Mohan Sadhwani, Mr. Rohit Munjal, Mr. Rajesh Masand, Mr. Zakir Hussain, Mr. Vimal Shah, Mr. Rahul Mehta

The Clothing Manufacturers Association of India (CMAI), the country's leading association representing the garment industry, has signed two strategic Memorandums of Understanding (MOUs) with the Noida Apparel Export Cluster (NAEC) and the Garment Exporters Association of Rajasthan (GEAR). The agreements, signed in Mumbai, aim to propel garment manufacturers from Uttar Pradesh and Rajasthan to new heights by leveraging mutual strengths and expanding opportunities in both domestic and international markets.

The primary objective of these MOUs is to mutually promote and support trade interests, facilitate joint programs, enhance knowledge sharing, and encourage participation in trade fairs. Additionally, the collaborations will focus on unified industry representation to both Central and State Governments, advocating for the interests of garment manufacturers in the regions.

Speaking on the MOU with NAEC, Rajesh Masand, President of CMAI, said, "This decisive cooperation will provide UP garment manufacturers, especially those from the Noida cluster, access to CMAI's extensive network of buyers and retailers across India. It will also bolster CMAI's efforts to engage with the garment industry in UP and extend our services to local manufacturers."

Echoing this sentiment, **Lalit Thukral, President of NAEC,** remarked, "Aligning with CMAI, India's largest association for the garment industry, is a significant step forward for the growth of UP's garment industry. This collaboration presents immense benefits to our exporter members."

Earlier in the day, GEAR renewed its MOU with CMAI, further solidifying a partnership that has already yielded significant advantages for garment exporters in Rajasthan. **Zakir Hussain, President of GEAR,** commented, "Our past association with CMAI has provided tremendous benefits to our members in

Rajasthan. We look forward to strengthening this bond by expanding our scope and access to more trade fairs, knowledge forums, and other industry-driven activities."

Also present on the occasion, **Rohit Munjal, Vice President of CMAI,** expressed optimism about the growing demand for Rajasthan-made ensembles, stating, "This renewed collaboration will provide more opportunities for manufacturers from Rajasthan to showcase their unique products and design sensibilities, boosting their presence in the domestic retail market."

These strategic alliances with NAEC and GEAR underscore CMAI's commitment to supporting garment manufacturers across India, helping them navigate new frontiers and achieve sustained growth in a competitive market landscape.



L-R, Mr. Lalit Thukral (President, NAEC), Mr. Rajesh Masand (President CMAI)

Dondup Partners with Bluesign to Set a New Standard in Sustainable Denim



Dondup, the renowned Italian designer denim brand, is excited to announce its official partnership with bluesign®. As the leading European denim company to join the bluesign® System Partner network, Dondup underscores its unwavering commitment to sustainability, responsible production, and environmental stewardship, setting a new benchmark in the fashion industry.

Bluesign® offers a comprehensive solutions system focused on sustainable chemistry, employing a holistic approach to drive environmental improvements, enhance worker safety, and increase resource efficiency. Through rigorous on-site assessments, management of input streams, and verification of chemical inventories, bluesign® collaborates closely with its system partners to develop tailored solutions that ensure stringent safety and sustainability standards are met at every step.

Dondup is now part of bluesign's Denim Initiative, launched in March 2023, which includes a global network of leading denim brands, manufacturers, mills, and materials suppliers such as Everlane, Reformation, PureDenim, Saitex, Advance Denim,

and ISKO. This initiative aims to revolutionize denim production by implementing clean chemistry and sustainable practices, ensuring the highest standards of safety and environmental responsibility.

Matteo Anchisi, CEO of Dondup, states, "At Dondup, our commitment to sustainability and responsible production is unwavering. By partnering with bluesign®, we are advancing our mission to minimize environmental impact and uphold the highest safety and responsibility standards in our supply chain. This collaboration allows us to produce stylish, environmentally conscious, and socially responsible premium denim."

The ripple effect of Dondup's partnership with bluesign® extends beyond the brand itself. As bluesign's clean chemistry practices are implemented throughout Dondup's supply chain, they inspire other stakeholders—suppliers, manufacturers, and even raw material providers—to adopt similar standards of environmental and social responsibility. This cascading effect ensures that every aspect of the production process, from chemical suppliers to material manufacturers, aligns with the stringent environmental and social criteria set by bluesign®.

"We chose bluesign® as a trusted partner to ensure our production processes meet stringent environmental and social criteria," Anchisi continues. "Together, we are setting a new standard for sustainability in the fashion industry, prioritizing transparency and accountability. We are proud to lead the way in sustainable denim and anticipate the positive impact this partnership will have on our products, industry, and the world."

Dondup's partnership with bluesign® is expected to create an echo effect throughout the fashion industry, encouraging numerous materials vendors, manufacturers, and other partners to join bluesign®. This collective movement towards cleaner and more sustainable production practices will further amplify the impact of this partnership, driving significant improvements in environmental and social responsibility across the supply chain.

The Future of Cotton: Overcoming Challenges with Technology and Innovation



Introduction

In his presentation at the ITMF Annual Conference 2024 in Samarkand, **Uzbekistan**, **Terry Townsend, a renowned cotton analyst from Cotton Analytics**, provided a comprehensive overview of the challenges facing the global cotton industry. He emphasized the urgent need for technological innovation to boost cotton yields, improve fiber quality, and ensure cotton remains a relevant and competitive fiber in the global textile market. This report outlines Townsend's insights into the current state of the cotton industry and the necessary steps for its future sustainability.

Current Challenges in the Cotton Industry

Despite being one of the most widely used natural fibers, the cotton industry is facing a myriad of challenges that threaten its long-term sustainability. These challenges include:

1. **Declining Real Prices:** Cotton prices have been trending downward, making it difficult for farmers to maintain profitability. Meanwhile, production costs continue to rise, putting additional pressure on margins.
2. **Weak Demand:** Global demand for cotton is weakening, particularly in the apparel sector, which has seen major retailers and textile mills shutting down. The market for cotton has been further eroded by the rise of synthetic fibers like polyester, which offer lower costs and greater production flexibility.
3. **Negative Perceptions of Agriculture:** There is a growing perception that conventional cotton farming practices, including the use of GMOs, fertilizers, and

pesticides, are harmful to the environment. Cotton is increasingly being targeted as a “bad” crop, while alternatives like organic cotton are promoted as more sustainable.

4. **Lagging Yields and Revenue:** Cotton yields per hectare have stagnated, and revenue per hectare is failing to keep up with the demands of modern farming. Without improvements in yield, cotton production areas are unlikely to expand, further limiting supply.

Technology as the Key to Cotton's Future

To address these challenges, Townsend emphasized the critical role that technology must play in the future of cotton production. Key technological advancements that can improve the industry include:

1. **Breeding and Genetics:** Advances in breeding techniques and genetic modification offer the potential to increase cotton yields and improve fiber quality. These innovations can also make cotton more resistant to pests and diseases, reducing the need for harmful pesticides.
2. **Mechanization:** Increased mechanization in cotton farming can help overcome labor shortages and improve efficiency. Mechanized harvesting and processing technologies can also reduce production costs and increase output.
3. **Precision Agriculture:** The use of GPS and other precision farming tools allows farmers to optimize water usage, fertilizer application, and pest control, improving overall crop health and reducing environmental impact.

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4. **Synthetic Fertilizers and Pesticides:** While controversial, the judicious use of synthetic fertilizers and pesticides can enhance crop yields. However, their use must be balanced with sustainable practices to minimize environmental damage.

The Role of Consumer Perception and Regulation

Cotton has several inherent advantages over synthetic fibers, including its biodegradability, lack of synthetic microfibers, and consumer preference for natural fibers. However, Townsend cautioned that relying solely on consumer preferences and regulatory support is insufficient to secure cotton's future. Instead, the cotton industry must:

- **Promote the benefits of agricultural technology:** The industry needs to actively address and correct misconceptions about conventional cotton farming and highlight the positive role technology plays in improving sustainability.
- **Improve Fiber Properties:** By investing in technology to improve cotton's fiber strength, length,

and quality, the industry can make cotton more competitive against synthetic alternatives.

- **Expand Supply:** Increasing cotton production is essential to meet global demand. However, this will only be possible if yields per hectare rise through technological advancements.

Conclusion: The Path Forward for Cotton

Terry Townsend's message at the ITMF Annual Conference 2024 was clear: technology is the only solution to the challenges facing the global cotton industry. Without significant investments in technological innovation, cotton risks becoming a niche product, much like wool, hemp, and linen. To remain relevant, the industry must embrace new technologies, from breeding to mechanization, and work to improve cotton's competitiveness in a rapidly evolving textile market.

Only through a concerted effort to innovate and modernize can cotton maintain its place as a leading fiber in the global textile industry.

Louis Philippe Launches 1st Store in Shirur, Maharashtra

The Shirur store houses an exclusive range of the brand's finest collections.



Louis Philippe, a premier menswear brand from the house of Aditya Birla Fashion and Retail, is proud to announce the opening of its first store in Shirur. This landmark store, covering an expansive area situated in the heart of Shirur, offering a premium shopping experience to the local clientele.

The grand launch celebrations were honoured by the presence of, Mr. Prakash R. Dhariwal, Owner of Dhariwal Industries Pvt. Ltd. and Manikchand Group, Mr. Ashok Kumar, MLA, Mr. Rajaram Gawate, Founder of Dnyanganga Group and Mr. Sanjay Shewale, Chairman of Sanmitra Sahkari Bank.

Shirur, with its vibrant economy and increasing affluence, is an important market for Louis Philippe. The city's discerning consumers have shown a growing demand for high-quality, premium fashion, making it a

strategic location for the brand's expansion. This new store is poised to meet the evolving fashion needs of Shirur's style-conscious men, offering them the finest in men's fashion.

The Shirur store features a curated selection of Louis Philippe's most sought-after collections, reflecting the brand's commitment to offering the finest in men's fashion. The store will showcase the Arty Jeans Fashion T-Shirts, perfect for the modern man's casual wardrobe, and the Golf Leisure Polo T-Shirts, which bring a touch of luxury to leisurewear. Customers can also explore the Smart Fit Jeans, offering both style and comfort, and the timeless Washed Indigo Shirts. The store also introduces the Permapress Formal Shirts, known for their wrinkle-resistant quality, along with the Jetsetter Range of Smart Formals, tailored for the man on the move. Additionally, the store will feature the Suits from the Royal Wedding Collection, which epitomize elegance and sophistication, perfect for special occasions.

Farida Kaliyadan, COO, Louis Philippe said "We are delighted to open our first store in Shirur, a city with a rich cultural heritage and a growing appetite for premium fashion. This store represents our commitment to bringing the Louis Philippe experience to new markets, offering our customers in Shirur access to the finest in men's fashion. We are confident that our curated collections will resonate with the discerning tastes of the city's fashion-forward men."

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Forging a Sustainable Future: Key Insights from the Joint ITMF & IAF Conference 2024



Cem Altan

Designation: **President, International Apparel Federation (IAF)**

Event: **ITMF & IAF Joint Conference 2024, Samarkand, Uzbekistan**

Introduction

The ITMF & IAF Joint Conference 2024, hosted in the historic city of Samarkand, marks a landmark moment for the textile and apparel industries. For the first time, the International Apparel Federation (IAF) and the International Textile Manufacturers Federation (ITMF) have joined forces to address the pressing issues of sustainability, collaboration, and digitalization in the global supply chain. In his keynote address, Cem Altan, President of IAF, emphasized the importance of cooperation and the responsibility of manufacturers in driving meaningful, positive changes across the industry.

The Need for Collaboration and Innovation

As the global textile and apparel industries face mounting challenges, collaboration has become more critical than ever. Cem Altan highlighted how supply chain partners must work together to tackle the urgent issues of decarbonization, overproduction, and

digitalization. The joint efforts of the IAF and ITMF, combined with local partnerships like Uztextileprom, provide a model for how the industry can leverage global alliances to enhance competitiveness and sustainability.

- Uzbekistan was chosen as the host for this historic conference because of its blend of tradition and innovation. The country has rapidly emerged as a key player in the global textile supply chain, making it an ideal backdrop for discussions on sustainability and growth.

Decarbonization and Sustainability:

The Path Forward Cem Altan stressed the pivotal role that manufacturers play in the transition to a sustainable and decarbonized textile industry. The industry's most effective initiatives, such as decarbonization and transparency in operations, are largely dependent on manufacturers' investments and actions. Legislative pressures and evolving consumer preferences have accelerated the need for brands and retailers to adopt sustainable practices, with manufacturers at the forefront of this transformation.

- Decarbonization requires coordinated efforts across the supply chain. Manufacturers, supported by

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brands and governments, must collaborate to develop comprehensive sustainability plans that attract external investments and deliver real impact.

Breaking Free from the Low-Price Trap

One of the key challenges outlined in Altan's speech was the low-price trap that continues to plague large parts of the apparel industry. Manufacturers are often caught in a cycle of low margins and high volumes, which drives inefficiencies and limits the ability to invest in innovation. By collaborating more closely with fabric suppliers and clients, manufacturers can break free from this cycle, offering higher-value products that command better prices and profitability.

- Digitalization offers a way out of this trap by improving flexibility, speeding up time to market, and enabling the creation of better products at lower costs. However, some brands have been slow to fully embrace digitalization, which calls for manufacturers to take the lead in driving these changes.

Investing in Industry Transformation

The transformation of the global textile and apparel industries will require significant financial investment. While many companies are investing in inventory management and markdowns, there is still a pressing need for additional capital to drive the required sustainability and technological changes. Altan urged industry leaders to attract external funding from

investors, donors, and consumers by presenting a united front and showcasing the industry's commitment to sustainability.

- The financial burden of compliance with new regulations, such as sustainability and due diligence standards, must be shared across the value chain, including by end consumers. A fair distribution of costs will help ensure that sustainability efforts are successful and do not disproportionately impact any one segment of the industry.

Conclusion

The joint conference between ITMF and IAF highlights the importance of collaboration, innovation, and sustainability in tackling the global challenges facing the textile and apparel industries. As one of the world's largest industries, textile and apparel manufacturers have a unique opportunity—and responsibility—to lead the transition toward a more sustainable future. By working together, sharing the financial burden, and embracing digitalization, the industry can secure a more resilient and profitable future.

Cem Altan concluded by expressing his gratitude to the leadership of ITMF, IAF, and the Uzbek hosts for organizing this crucial event. The textile industry stands at a pivotal moment, and through collective action, it can create lasting positive change for both businesses and the planet.

Aditya Birla Fashion and Retail Reports Strong Performance in Q1FY25 Despite Challenging Demand Environment

Aditya Birla Fashion and Retail Ltd. (ABFRL) posted a 7% year-on-year (YoY) revenue growth for Q1FY25, achieving ₹3,428 crore despite a tough demand environment. The company's key performance drivers include a 26% YoY growth in its demerged ABFRL businesses, with ethnic brands growing 2.6 times and TMRW's portfolio doubling.

Consolidated EBITDA for the quarter increased by 15% YoY to ₹406 crore, with an 80 basis point expansion in EBITDA margin to 11.8%. Established lifestyle brands saw a 50 bps margin improvement, while Pantaloons' EBITDA rose 43% YoY, reflecting operational excellence and better markdown management.

ABFRL continued to invest in its growth platforms, including TMRW and ethnic brands, while expanding its store network to 4,607 outlets across 11.9 million sq. ft. The company also reported over 13% growth in e-commerce, with TMRW's sales up 30% YoY.

Despite subdued consumer demand and a weak wedding season, ABFRL remains focused on navigating current headwinds by expanding its portfolio and driving long-term value creation in high-growth segments.

Innovation, Cooperation & Regulation – Drivers of the Textile & Apparel Industry



People on attached photo (from left to right): 1. Chairman of Chamber of Commerce and Industry of Uzbekistan Davron Vakhobov, 2. Governor of Samarkand Region Erkinjon Turdimov, 3. Cem Altan, IAF President, 4. Deputy Prime Minister Jamshid Khodjaev, 5. K.V. Srinivasan, ITMF President, 6. Chairman UZTS, Mirmuhsin Sultanov.

The joint ITMF Annual Conference and IAF World Fashion Convention was held on September 8-10 in the historic city of Samarkand, Uzbekistan. This year's convention was hosted by Uztextileprom, the Uzbekistan Textile and Garment Industry Association and the Chamber of Commerce & Industry, Uzbekistan.

Uzbekistan was chosen as the host of this year's convention due to its rapidly growing role in the global textile and apparel industries. With a strong tradition in cotton production, recent strong export growth of textiles and garments and ambitious plans for sustainable growth, Uzbekistan is evolving into a key player in the textile value chain.

The event attracted over 350 leaders from more than 30

countries from the entire fibre, textile and apparel value chain, highlighting also the broad awareness that, in the words of IAF President Cem Altan: "Apparel and textile manufacturers hold the keys to meaningful, positive change. Initiatives such as decarbonization, reducing overproduction, enhancing transparency, and driving digitalization are critical—and they rely heavily on the efforts and investments of manufacturers."

Mr. K.V. Srinivasan, ITMF President, pointed out: "The textile and apparel industry is going through a perfect storm of high input costs and low demand squeezing profit margins and leaving more and more capacities idle. Nevertheless, the winners of the ITMF Awards 2024 in the categories 'Start-up', 'Sustainability & Innovation' and 'International Cooperation' highlighted the capability of the industry to innovate and work together."

Furthermore, the increasing regulatory pressures on the industry around the world were highlighted, with a call for shared responsibility. Cem Altan, IAF President: "We are all aware that the apparel and textile industries are increasingly subject to regulation. As meeting these sustainability standards can be costly, it is crucial that the financial burden is shared equitably

among all supply chain partners, from raw material to end consumer."

"It is important that industry leaders and experts from the entire value chain meet in-person to discuss and analyse the short- and long-term challenges and opportunities of the industry going forward like sustainability, compliance, digitalization, or AI", Mr. Srinivasan added.

ITMF and IAF are confident that the partnerships and insights emerging from this historic event will drive lasting, positive change across the apparel and textile industries.

Archroma, Kipaş Denim And Jeanologia Collaborate To Launch Low-impact Contra Denim Collection

Environmental Impact Measurement (EIM)



Archroma, a global leader in specialty chemicals towards sustainable solutions, Kipaş Denim, a leader in integrated textile production based in Türkiye, and Jeanologia, a sustainable textile solutions company, are collaborating to pioneer a new denim finishing process for enhanced aesthetic appeal and greater sustainability.

Combining their advanced technologies, the three textile innovators are behind the launch of Kipaş Denim's new Contra Denim concept—a breakthrough in denim dyeing and finishing that enables brands to create stunning and long-lasting distressed looks and designs effects, including intricate patterns, whiskering and fades, through cleaner processes that save water and energy and reduce greenhouse gas emissions.

Denim has traditionally been challenging to produce, especially for black and indigo fabric with a worn or distressed look, requiring significant water usage, harmful chemicals and intensive manual labor. The Contra Denim collection is laser- and laundry-friendly, with colors that are deep and durable. Stunning wash-down vintage effects and high contrasts are achieved via washing or laser techniques.

Contra Denim is based on Archroma's DENIM HALO, a new approach to denim production that incorporates resource-saving pretreatment that includes DIRSOL® RD and dyeing processes to produce easy-wash laser-

friendly denim. It delivers a substantially reduced environmental footprint compared to the industry-standard denim finishing process while reducing yarn shrinkage and improving garment tensile strength.

The Contra Denim's vintage looks are achieved with advanced laser marking technology from Jeanologia. Thanks to the combination of Archroma and Jeanologia technologies, manual hand scraping or potassium permanganate spraying harmful for workers and the environment are completely eliminated.

"Part of Archroma's SUPER SYSTEMS+ portfolio of end-to-end solutions, DENIM HALO is empowering our partners Kipaş Denim and Jeanologia to deliver denim with measurable environmental impact through the EIM software, as well as the colors and effects that consumers crave," Umberto De Vita, Market Segment Director – Denim, Archroma Textile Effects said. "This collaboration is a notable example of our planet conscious roadmap at work, combining innovation and partnership with a focus on consumers and the environment."

Mustafa Guleken, Kipaş Denim, said: "As Kipaş Holding, our vision is to lead the change towards circular and renewable industries while being a fair and reliable company. We strive to help lead the way to a more sustainable and circular future through research

BUSINESS NEWSLINE



and development in collaboration with fellow industry leaders, like Archroma and Jeanologia. With Contra Denim, we are making it possible for the world's denim brands to unleash their design creativity without compromising their environmental ambitions or production efficiency."

Fernando Cardona, Brain Box Team Manager, Jeanologia, said: "As a purpose-driven textile technology company, we take pride in working with partners to accompany them through their transformational processes. We are delighted to work with industry leaders such as Archroma and Kipaş Denim, who are at the forefront of responsible denim production."

Initially producing a ContraBlack Denim collection, Kipaş Denim has now extended the Contra line to classic indigo and other colors from the DIRESUL® RDT range.

The ContraBlack collection earned a Jeanologia Environmental Impact Measurement (EIM) score of 11 on stone wash versus the ring dyeing market standard score of 67. This confirms the low impact of the ContraBlack range in both water and energy

consumption, chemical impact and workers' health.



Archroma, Kipas Denim and Jeanologia collaborate to launch low-impact contra denim collection. (Photographs: Archroma)

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Jaypore and Krishna Mehta Unveil a Stunning Fusion of Tradition and Modernity at Phoenix Palladium, Mumbai

JAYPORE



Jaypore, renowned for curating handmade and artisanal products, has teamed up with acclaimed designer Krishna Mehta to launch an exclusive collection at

Phoenix Palladium. This collaboration celebrates India's rich textile heritage, blending traditional craftsmanship with contemporary designs.

The event was graced by guest of honour, the iconic folk-pop singer Ila Arun, and hosted by actress and model Suchitra Pillai. Guests were treated to an immersive experience, including a live hand block printing demonstration by master artisan Kundan Singh Bisht.

Radhika Chhabra, Creative Head at Jaypore, shared, "This collection with Krishna Mehta reflects our commitment to showcasing India's artisanal legacy." Krishna Mehta added, "It's a tribute to India's textile heritage, blending tradition with modernity." The women's collection features kurtas, pants, and dupattas, crafted from luxurious fabrics like Chanderi silk, adorned with intricate block prints and embroidery. This collaboration beautifully intertwines Jaypore's dedication to craftsmanship with Mehta's vision, offering modern silhouettes rooted in tradition.

BUSINESS NEWSLINE

Prof. Jimmy Choo's JCA | London Fashion Academy Partners with R|Elan™ Circular Design Challenge and United Nations in India to Promote Global Sustainable Fashion Talent

JCA | London Fashion Academy proudly announces the second edition of its scholarship-supported MA Fashion Entrepreneurship in Design and Brand Innovation (Sustainability Capsule Programme). Continuing their collaboration with Lone Design Club for the second consecutive year, JCA also introduces R|Elan™ Circular Design Challenge (CDC), in partnership with the United Nations in India, as its new thought leadership partner.

Located in Mayfair, Prof. Jimmy Choo's JCA | London Fashion Academy distinguishes itself from other institutions through its emphasis on practice-based learning, participation in London Fashion Week shows, and retail opportunities. The Academy is committed to nurturing the next wave of fashion designers, offering support from the moment they join.

Building on the achievements of last year's MA Sustainability Capsule Programme, which successfully launched several new sustainable designers, JCA is renewing the scholarship programme for a second year. This iteration is supported by India's premier sustainability award for circular fashion, the CDC, and Lone Design Club, the UK's fastest-growing retail pop-up specialist for sustainable and independent brands.

The CDC is an initiative presented by R|Elan™, a next-generation fabric brand from Reliance Industries Limited (RIL), in partnership with the United Nations in India. The United Nations in India, comprising 26 Agencies, Funds, and Programmes under the leadership of the UN Resident Coordinator, collaborates with the Government of India and other partners to achieve national development goals and Sustainable Development Goals. For over six years, the CDC has been dedicated to promoting sustainability and circular practices in the fashion industry, becoming India's most significant award in this field. The CDC finalists have the opportunity to present at the Lakmé Fashion Week x FDCI in late October, with winners receiving monetary prizes and mentorship.

This year, the CDC's international jury sessions began in Milan and concluded in Mumbai, India. Each session featured remarkable pitches from talented designers, who presented their work before a distinguished panel. The finalists presenting at the upcoming edition of Lakmé Fashion Week X FDCI in October include Wenyan Xu of Saltless for Europe, Tsang Fan Yu for the Asia-Pacific region, Silvia Acién of ACIEN for the UK, and Gautam Malik of Jaggerly, Ritwik Khanna of RKive

City, and Chandini Batra of A Blunt Story from India.

Rakesh Bali, Senior Vice-President of Reliance Industries Pvt. Ltd., expressed his enthusiasm for this new partnership, stating: "It is my pleasure to announce a landmark collaboration that will propel the future of sustainable fashion. The R|Elan™ Circular Design Challenge has long been a leader in promoting sustainability and circularity in the fashion industry. Today, we are excited to partner with JCA | London Fashion Academy to support their MA Sustainability Capsule Programme. This collaboration aims to inspire and empower young designers to pioneer green fashion, creating innovative and sustainable designs. We look forward to witnessing the groundbreaking work that will emerge from this partnership and its positive impact on the global fashion landscape."

The MA Fashion Entrepreneurship in Design and Brand Innovation (Sustainability Capsule Programme) is designed to identify, nurture, and launch the best sustainable designer entrepreneurs, with a strong emphasis on sustainable materials, business models, and creative practices. Throughout this year-long programme, learners—referred to as designer-entrepreneurs—will develop their brand, design, and produce their inaugural collection, ready for a professional launch at the Academy's London Fashion Week show in September 2025. The programme is inclusive of diverse design pathways, including menswear, womenswear, unisex fashion, fine tailoring, red carpet couture, bridal, lingerie, accessories, and footwear.

This hands-on, design-focused course combines business acumen with vocational skills, providing learners with a well-rounded education. During the programme, the CDC will offer workshops to help learners develop their concepts, sharing expertise and knowledge in circularity and sustainability with the emerging designers at JCA.

With government funding available for UK applicants, global scholarships, and additional resources provided through this partnership, the programme aims to attract top sustainable design talent. These talented individuals will be supported in developing a commercially viable brand, creating their first collection, and launching it at London Fashion Week, where it will be immediately available for purchase at Lone Design Club.

Siyaram's Announces Superstar Ranbir Kapoor as its New Brand Ambassador



Siyaram's, one of India's leading manufacturers of premium suiting and shirting fabrics and fashion apparels, has signed Bollywood superstar Ranbir Kapoor as their esteemed brand ambassador. This strategic partnership is set to elevate the brand's popularity amongst the youth, resonating with a new generation of discerning consumers who seek style, sophistication, and an unparalleled sartorial experience.

With an iconic heritage spanning about five decades, Siyaram's has become synonymous with high quality products, continuous innovation, and international futuristic designs that are local at heart yet international in appeal. Recognized for its exceptional craftsmanship and commitment to excellence, Siyaram's has consistently pushed boundaries, making global fashion accessible to Indian consumers. Their fabrics, garments, and textile products embody a culture of legacy and values, offering a perfect blend of tradition and modernity that resonates with millions of Siyaram's customers.

"We are very excited to welcome Ranbir Kapoor to Siyaram's family," says Mr. Ramesh Poddar, Siyaram's Chairman and Managing Director. "Signing Ranbir goes beyond a mere celebrity endorsement. While his star power is undeniable, what truly drew us to Ranbir was his genuine persona and the effortless style he embodies. Ranbir's personality impressively reflects the values of timeless elegance, unwavering confidence, and a commitment to staying ahead of the times. This

collaboration will create a powerful connection with our target audience and propel the brand towards new horizons. Together, we look forward to crafting a powerful narrative that will inspire today's youth and propel Siyaram's to even greater heights."

Expressing his delight, Ranbir Kapoor shared, "I am extremely happy to be a part of the Siyaram's family, and in a way, it feels like coming home. Siyaram's commitment to innovation, reliability, and superior quality are values I truly admire as well, and it is an iconic brand and a family favorite, like most Indian households. Their collection resonates with my style, offering designs that exude sophistication. Growing up, I vividly remember watching their larger-than-life advertisements on TV, which left a lasting impression. To be a part of this legendary legacy feels like a childhood dream coming true. It's truly a nostalgic homecoming and an honor for me to be the new face of Siyaram's, a brand renowned over decades for its unwavering dedication to values of excellence, trust, and Indianness, and that has earned the respect and admiration across generations."

As Siyaram's embarks on this exciting next chapter, it plans to blend its storied heritage with one of the most celebrated actors of our time - Ranbir Kapoor, whose contemporary appeal is setting new benchmarks in men's fashion and aims to further build Siyaram's position as one of India's most loved fashion brands across generations.

COTTON

Brazil Strengthens Cotton Ties with India at the Cotton Brazil Outlook Seminar



On September 13, 2024, Brazil officially launched its 2024/25 cotton season with the Cotton Brazil Outlook Seminar, held at The LaLit New Delhi Hotel. This event marked a significant milestone in Brazil's international cotton engagement, as it was the first time the Cotton Brazil seminar was hosted in India. The seminar attracted prominent business leaders, investors, and government officials from the Indian textile industry, highlighting the growing importance of Brazil-India collaboration in the cotton sector.

Key Highlights of the Event

The seminar, organized by Cotton Brazil, an initiative of the Brazilian Cotton Growers Association (Abrapa), was supported by the Brazilian Trade and Investment Promotion Agency (ApexBrasil) and the National Cotton Exporters Association (Anea). The event's primary focus was to strengthen ties with India, the world's second-largest cotton consumer, and to present Brazilian cotton as a premium and sustainable choice for the Indian textile industry.

Promoting Sustainability and Quality

Alexandre Schenkel, president of Abrapa, emphasized Brazil's commitment to providing high-quality, sustainable cotton. Schenkel noted that over 80% of Brazil's cotton crop is socio-environmentally certified,

contamination-free, and fully traceable. These qualities were showcased as competitive advantages that could significantly benefit India's textile industry, especially as global demand for sustainable products grows.

Brazil's positioning as a leader in sustainable cotton production was further underscored during the seminar, with discussions focusing on how Better Cotton certification has elevated Brazil's standing in global markets. The fact that Brazil now accounts for 37% of the global supply of Better Cotton-certified cotton reinforced the nation's role as a key player in the sustainability-driven textile market.

Brazil's Market Leadership and Future Projections

A key highlight of the event was Brazil's announcement of its status as the world's largest cotton exporter, having overtaken the United States in the 2023/24 commercial year. Attendees were briefed on the current status of the 2024/25 cotton crop, with detailed export projections and key trends shared by Abrapa and Anea leaders.

Miguel Fauss, president of Anea, provided insights into the future of Brazil's cotton exports and highlighted the importance of the Indian market in the global cotton trade. He spoke about the potential for increased cotton exports to India, despite the recent drop in trade volumes.

COTTON

Egyptian Cotton: The Gold Standard in the Textile Industry



Egyptian cotton, known for its exceptional quality and luxurious feel, is one of the most coveted types of cotton in the global textile market. Grown primarily in the fertile Nile River Valley, Egyptian cotton is renowned for its long-staple fibers, which contribute to its superior softness, strength, and durability. This report provides a detailed overview of the characteristics, cultivation practices, quality attributes, and economic impact of Egyptian cotton, as well as its comparison to other cotton types.

Cultivation Practices

Egyptian cotton is cultivated using traditional and

highly controlled agricultural practices that prioritize the quality of the cotton fibers. The unique growing conditions in the Nile Delta, characterized by rich soil and a stable climate, allow Egyptian cotton to thrive and produce longer fibers. Key aspects of its cultivation include:

1. Hand-Picking Process:

- o Egyptian cotton is primarily hand-picked, which minimizes damage to the fibers. This method ensures that the fibers remain intact, leading to higher-quality yarns and fabrics.
- o The careful hand-picking process reduces

contamination, resulting in cleaner cotton that requires less processing.

2. Optimal Growing Conditions:

- o The Nile River Valley provides ideal conditions for growing cotton, with its fertile soil and consistent climate.
- o The region's weather patterns, including warm days and cool nights, contribute to the development of long, strong fibers.

3. Sustainable Farming Techniques:

- o Many farmers in Egypt employ sustainable practices, such as crop rotation and natural pest control, to maintain soil health and reduce the environmental impact of cotton cultivation.
- o These practices help ensure the long-term viability of Egyptian cotton farming.

Quality Attributes of Egyptian Cotton

Egyptian cotton is distinguished by several key attributes that make it highly desirable for premium textiles:

1. Long-Staple Fibers:

- o The fibers of Egyptian cotton are longer than those of most other cotton varieties, which allows for finer, stronger yarns.
- o Longer fibers contribute to the softness and durability of the fabric, making Egyptian cotton a preferred choice for high-end bedding, towels, and garments.

2. Superior Softness and Feel:

- o The long fibers of Egyptian cotton produce smooth and soft fabrics that offer a luxurious feel against the skin.
- o This exceptional softness is one of the primary reasons why Egyptian cotton is often used in luxury bedding and clothing.

3. Enhanced Durability:

- o The strength of Egyptian cotton fibers results in fabrics that are more durable and resistant to fraying, tearing, and pilling.
- o Products made from Egyptian cotton typically have a longer lifespan, providing better value for consumers.

4. High Absorbency:

- o Egyptian cotton fibers are highly absorbent, making them ideal for dyeing. This characteristic allows for vibrant, long-lasting colors in textiles.

- o The absorbency also enhances the comfort of Egyptian cotton garments, as the fabric can wick away moisture, keeping the wearer cool and dry.

5. Breathability:

- o The breathability of Egyptian cotton makes it suitable for use in a variety of climates. It allows air to circulate through the fabric, helping regulate body temperature.

Impact on the Textile Industry

Egyptian cotton has a significant impact on the textile industry, particularly in the production of luxury textiles. The high quality and superior characteristics of Egyptian cotton make it a preferred material for manufacturers and consumers seeking premium products.

1. Market Demand and Consumer Preference:

- o Egyptian cotton is highly sought after in the global market for its quality and luxury appeal. Products labeled as "100% Egyptian cotton" often command higher prices and are associated with superior comfort and durability.
- o Consumers who prioritize quality, comfort, and longevity are willing to pay a premium for products made from Egyptian cotton.

2. Economic Value:

- o The premium price of Egyptian cotton provides economic benefits to farmers and producers in Egypt. It supports the local economy by creating jobs and promoting sustainable agricultural practices.
- o The high demand for Egyptian cotton also encourages investment in the textile sector, fostering innovation and development.

3. Comparison with Other Cotton Types:

- o Compared to U.S. cotton, which is known for its contamination-free properties and consistent moisture content, Egyptian cotton stands out for its long-staple fibers and exceptional softness.
- o Indian cotton, often hand-harvested and prone to contamination, does not match the purity and quality of Egyptian cotton, which undergoes careful hand-picking to ensure minimal contamination.
- o Brazilian and West African cottons, while competitive in the global market, generally do not achieve the same level of softness and durability as Egyptian cotton.

TECHNOLOGY

Challenges in the Egyptian Cotton Industry

Despite its many advantages, the Egyptian cotton industry faces several challenges that could impact its future growth and sustainability:

1. Competition and Market Pressure:

- o The global cotton market is highly competitive, with numerous cotton-producing countries vying for market share. Egyptian cotton must continually maintain its high quality to justify its premium pricing.
- o Market fluctuations, such as changes in demand and international trade policies, can affect the profitability of Egyptian cotton.

2. Climate Change:

- o Changes in climate patterns could impact the cultivation of Egyptian cotton, potentially affecting both the yield and quality of the cotton fibers.

- o Adapting to these changes may require investment in new agricultural technologies and practices.

3. Sustainability Concerns:

- o While many Egyptian cotton farmers use sustainable practices, there is a need for greater awareness and adoption of environmentally friendly techniques to reduce the carbon footprint of cotton production.

Egyptian cotton remains a symbol of luxury and quality in the global textile industry. Its long-staple fibers, superior softness, and exceptional durability make it a highly desirable material for premium textiles. However, to maintain its status and continue thriving in a competitive market, the Egyptian cotton industry must address challenges such as competition, climate change, and sustainability. By doing so, it can ensure a sustainable future and continue to meet the high expectations of consumers worldwide.

CMAI Hosts Exclusive Pre-Show Summit for Middle East & Africa Agents Ahead of 2nd Edition of Brands of India Show in Dubai



The Clothing Manufacturers Association of India (CMAI) successfully organized an exclusive Pre-Show Summit with six prominent agents and distributors from the Middle East and Africa (MENA) region, ahead of the 2nd edition of CMAI's Brands of India Show. The summit was held in Mumbai to gear up for the upcoming global mega event, scheduled to take place from 12th to 14th November 2024 at the Dubai World Trade Centre.

Rajesh Masand, President of CMAI, emphasized the importance of such focused events, stating, "This initiative allows us to better understand the MENA region's market needs and helps our members prepare for new business opportunities, facilitating growth in

exports."

The invited delegates included industry leaders such as Mr. Peter Raichandani (Dubai), Mr. Saifuddin Amjawala (Kuwait), and Mr. Rajeev Arora (Kenya), among others. Over 125 participants from across India attended, utilizing the opportunity to network and gain insights into the local sourcing needs and market dynamics.

The Brands of India Show, supported by the Ministry of Textiles and other key industry bodies, will feature over 150 Indian apparel brands, offering unparalleled sourcing opportunities for international buyers.

BUSINESS NEWSLINE

HeiQAeoniQ™: Pioneering Sustainable Cellulosic Yarn for a Circular Future



Carlo Centonze

Designation: Co-founder, HeiQ Plc

Event: ITMF Annual Conference 2024, Samarkand, Uzbekistan

Introduction

At the ITMF Annual Conference 2024, Carlo Centonze, co-founder of HeiQ Plc, introduced the world to the groundbreaking HeiQAeoniQ™ yarn—an innovative, high-strength, circular cellulosic filament yarn designed to replace polyester and nylon in the textile industry. This new fiber is set to revolutionize the industry by offering a sustainable, biodegradable alternative to petroleum-based fibers, aligning with global goals to reduce plastic pollution and transition to a circular economy.

The Environmental Impact of Synthetic Fibers

Over 70% of textiles are currently made from polyester and nylon, both of which are derived from fossil fuels. These synthetic fibers contribute significantly to environmental degradation, taking up to 1,000 years to decompose and being a major source of plastic microfibers in the world's oceans. With the textile

industry valued at \$1.7 trillion annually, the demand for fibers has largely been met by unsustainable polyester, contributing to the growing environmental crisis.

- By 2050, it is predicted that there will be more plastic in the ocean than fish, largely driven by synthetic textile fibers.

HeiQAeoniQ™: A Circular Solution

HeiQAeoniQ™ is a novel man-made cellulosic fiber produced from sustainable cellulose feedstock. This breakthrough material offers the performance of synthetic fibers, such as high tenacity, elongation, and non-fibrillation, without the negative environmental impact. Key attributes of HeiQAeoniQ™ include:

- 100% Biodegradability: The fiber is fully biodegradable in just 12 weeks, compared to the 1,000 years required for polyester.
- Eternally Recyclable: HeiQAeoniQ™ can be recycled indefinitely, creating a closed-loop system that reduces waste and conserves resources.
- Waste-Based Feedstock: The fiber is produced from waste-based cellulose feedstock, including textile waste and agricultural/food waste.

BUSINESS NEWSLINE

Sustainability and Low Carbon Footprint

HeiQAeoniQ™ offers a superior sustainability profile, boasting over 50% lower lifecycle CO2 emissions compared to polyester and viscose. This reduction in emissions positions the fiber as a key contributor to the textile industry's efforts to achieve Scope 3 carbon reductions.

The technology used to produce HeiQAeoniQ™ relies on a benign solvent system, which is significantly safer and more sustainable than conventional viscose and lyocell production methods.

Market Validation and Commercial Success

The market validation of HeiQAeoniQ™ is well underway. In July 2024, the fiber made its commercial debut through a partnership with Hugo Boss, marking the launch of a sustainable sneaker line featuring the innovative yarn. This collaboration signals the start of HeiQAeoniQ™'s entry into the broader textile market, with plans for further industrial scale-up in the coming years.

Future Plans: Scaling for Global Impact

HeiQ's vision for the future is to rapidly scale HeiQAeoniQ™ production to meet global demand for

sustainable textiles. The next steps include:

1. **Blueprint Plant in Portugal:** The first commercial blueprint factory is set to launch by 2026, with a capacity of 2,000 tons per year. This facility will serve as the foundation for further global expansion.
2. **Global Expansion:** HeiQ aims to build additional megafactories and gigafactories, increasing production capacity and enabling the fiber to break into major commodity markets by 2030.
3. **Capital Expansion:** HeiQ is actively seeking investment to support the scale-up, with plans to raise high double-digit millions in Series A+ financing by 2025.

Conclusion

HeiQAeoniQ™ represents a critical step toward a circular economy in the textile industry. By replacing polyester and nylon with a fully biodegradable, recyclable alternative, HeiQ is helping to address the global plastic crisis while providing high-performance fibers that meet the demands of the modern textile market. As the world moves towards more sustainable solutions, innovations like HeiQAeoniQ™ will play a pivotal role in shaping the future of the textile industry.

Peter England Relaunches its Largest Flagship Store in Pune with a Modern Shopping Experience



Peter England, a leading menswear brand under Aditya Birla Fashion and Retail, proudly announces the grand

relaunch of its largest store in Pune. Spanning over 4,000 sq. ft., the flagship store has been revamped to offer a modern and immersive shopping experience. The grand reopening was honored by Mr. Ravindra Dhangekar, MLA of Kasba.

The redesigned store features an extensive collection of wedding attire and the largest range of casual wear in the region. Customers can explore a wide variety of men's fashion, from sophisticated wedding ensembles and smart formal wear to trendy casual wear, innerwear, and accessories. The store also showcases Peter England's latest collections, including the "Gentlemen's League Collection," inspired by cricket, the Yacht collection, and the unique Zodiac styles collection.

Mr. Anil S Kumar, Brand COO, expressed, "We are excited to relaunch our flagship store in Pune. Our goal is to offer a diverse range of fashion needs with an enhanced shopping experience." The revamped store promises to be Pune's premier destination for men's fashion, combining style, comfort, and convenience.

BUSINESS NEWSLINE

Overview of Better Cotton in Uzbekistan (2022-2023 Season)

Progress & Insights from Uzbekistan: 2022-23 Season Growing Data
Author: Corin Wood-Jones, Director of Special Projects, Better Cotton



The Better Cotton Initiative (BCI) continues to make significant strides in Uzbekistan, aligning with global standards for sustainable cotton production. In the 2022-23 season, BCI saw a formal launch of its Better Cotton Programme in Uzbekistan, driven by key partners such as GIZ, the World Bank, and the Uzbekistan government.

Key Highlights

1. Volume of Better Cotton Grown: Uzbekistan produced a substantial amount of Better Cotton in the 2022-23 season, contributing to the global total of 5.47 million metric tonnes of cotton lint, a key milestone for sustainable cotton practices worldwide.

2. Formal Programme Launch: The 2022/23 season marked the approval of a formal Better Cotton programme in Uzbekistan. The programme focuses on capacity building, decent work practices, and sustainable farming techniques. Systems were put in place to ensure the programme's credibility, including:

- o Identification and training of independent verifiers for licensing assessments.

- o Monitoring decent work conditions and auditing segregation practices at participating clusters.

3. Collaborations and Partnerships: Better Cotton's progress in Uzbekistan was supported by multiple partnerships, including GIZ's engagement since 2020 and the World Bank's Multi-Donor Trust Fund. A consultative council established in 2018 played a pivotal role in multi-stakeholder dialogue, preparing Uzbekistan's cotton industry for sustainable production.

4. Sustainability Roadmap: A joint sustainability roadmap, initiated in May 2023, was developed between Better Cotton and Uzbekistan's National Commission on Combatting Human Trafficking and Forced Labour. The roadmap focused on four key objectives:

- o Building effective management systems for the Better Cotton programme.
- o Promoting labour rights and ensuring safe working conditions for cotton workers.
- o Raising awareness on best environmental practices in cotton production.

BUSINESS NEWSLINE

- o Creating a three-year strategic roadmap for scaling the Better Cotton programme.

5. Decent Work Monitoring: Decent work monitoring was carried out during the 2023 harvest, where interviews were conducted with over 1,000 workers across 12 farms in seven regions. This ongoing effort highlights the importance of ensuring fair and safe working conditions.

Uzbekistan's Progress Shared Globally

Better Cotton actively shared Uzbekistan's progress at international platforms, including at the ITMF -

International Textile Manufacturers Federation Annual Conference, ensuring visibility of the strides made in sustainable cotton production within the region.

This report summarizes the key achievements and insights from the 2022-23 season of Better Cotton's efforts in Uzbekistan, reflecting the impact of collaboration, sustainability, and improved working conditions in the country's cotton sector.

MMR 2024 Conclave Highlights Workforce Upskilling Amidst Technological Transformation



L-R, Kumar Rajagopalan (CEO, Retailers Association of India), C K Venkataraman (MD, Titan Company Ltd), G.R. Venkatesh (CHRO, Reliance Retail Ltd), Bijou Kurien (Chairman, Retailers Association of India), Dr. Lawrence Fernandes (Director - Retail Learning & Member Relationship, RAI)

The 18th edition of Manning Modern Retail (MMR) 2024, hosted by the Retailers Association of India (RAI), took place on September 19, 2024, bringing together HR leaders and industry experts. The conclave focused on the theme “Evolve, Engage, and Elevate – Shaping the Future of Talent,” emphasizing the critical role of workforce upskilling in the face of rapid technological disruption.

Kumar Rajagopalan, CEO of RAI, highlighted the importance of talent development, stating, "In this era of technological advancements, our most valuable asset remains our people. Organizations must prioritize upskilling to stay competitive."

The event featured notable speakers, including C K Venkataraman, MD of Titan Company Ltd., who stressed HR's role in fostering a culture of continuous learning. The conclave concluded with the Retail HR Awards, recognizing excellence in HR innovation and employee retention across various categories. MMR 2024 reinforced its position as a leading platform for shaping the future of retail talent in an ever-evolving business landscape.

BUSINESS NEWSLINE

Shaping a Sustainable Future: The Apparel Industry's Path to Decarbonization"

Akila Fernando Epic Group, Hong Kong, China



Introduction

The global apparel industry stands at a critical juncture, where the need for sustainability has never been more urgent. With climate change wreaking havoc around the world—from devastating wildfires in Australia to record-breaking heat waves in India—the apparel sector must confront its role in these environmental challenges. Responsible for an estimated 3-8% of global carbon emissions, the fashion industry has a unique opportunity to lead the way toward decarbonization and sustainability.

The Climate Challenge: The Apparel Industry's Contribution

The impacts of climate change are already evident. From glaciers melting in Greenland to extreme temperatures worldwide, our planet is rapidly warming. The apparel industry is one of the significant contributors, with 20% of industrial wastewater pollution coming from textile dyeing and finishing processes. Even more alarming, 85% of textiles are discarded annually, leading to the landfill or incineration of massive amounts of waste - about one garbage truck's worth every second.

Decarbonization: A Global Imperative for Fashion

Leading fashion brands and manufacturers have started to set ambitious science-based targets to reduce their greenhouse gas (GHG) emissions. The Science-Based Targets Initiative (SBTi) and the Fashion Industry Charter for Climate Action (FICCA) outline the pathway for the sector to achieve net-zero emissions by 2050. These global commitments push for a 50% reduction in GHG emissions by 2030, but the responsibility lies heavily on manufacturers who account for nearly 60% of the sector's emissions.

Challenges for Manufacturers in Decarbonization

Decarbonizing the apparel sector comes with numerous challenges. While switching to renewable electricity could abate 27% of total emissions, many factories are dependent on thermal energy, which poses a greater challenge. Collective efforts from brands, manufacturers, and governments are necessary to push for more flexible renewable energy policies, ensure funding availability, and develop factories that are resilient to extreme weather conditions. Furthermore, sustainable alternatives, such as biomass for thermal loads, continue to be economically challenging due to

BUSINESS NEWSLINE

increased operational expenses (OPEX).

The Path Forward: GHG and Water Reduction Strategies

To combat the looming climate crisis, several strategies have been adopted by forward-thinking manufacturers. These include a push for renewable energy, such as onsite rooftop solar power and off-site solar purchases in key production regions like India and Jordan. In addition, energy efficiency improvements—such as the use of low-liquor ratio machines and advanced chemistry in laundries—are expected to reduce GHG emissions and water usage significantly.

Recycling is also playing a crucial role. The integration of recycled treated effluent and sewage water back into production processes is helping reduce freshwater consumption. Sustainable factory designs that aim to achieve net-zero carbon and water use are leading the way for future manufacturing facilities.

EPIC India: A Blueprint for Sustainable Manufacturing

One inspiring example of sustainable manufacturing comes from EPIC India, which has become a leader in environmental innovation. With four manufacturing units and laundries designed to face extreme weather conditions, EPIC India has integrated solar power, highly efficient machinery, and rainwater harvesting systems to minimize their environmental impact. By recycling 100% of both effluent and sewage water, they have created a factory model that is not only energy-efficient but also future-ready.

Conclusion: The Time for Change is Now

The apparel industry has both the responsibility and the opportunity to shape a sustainable future. Through decarbonization, innovative technologies, and collective global action, the fashion sector can transition from being part of the climate problem to becoming a crucial player in the solution. What we do today will determine the future we create tomorrow.

This transformation begins now—together, we can build a better, greener future for generations to come.

Van Heusen Announces Celebrated Actor Taapsee Pannu as its New Brand Ambassador for Women's Fashion



Van Heusen, India's leading power dressing brand from Aditya Birla Fashion and Retail Ltd., proudly announces its association with the exceptionally talented and versatile actress, Taapsee Pannu, as its new brand ambassador.

The "Lead Every Role" campaign by Van Heusen is a perfect showcase of Van Heusen's versatile modern fashion and Taapsee's impactful personality. The campaign will be featured prominently across leading digital platforms.

Commenting on this association, Mr. Abhay Bahugune, Chief Operating Officer, Van Heusen, stated, "We are committed to being the force multiplier for modern,

discerning women. We are excited to have Taapsee on board as she truly represents the ambitious and relentless woman of today. Taapsee is a seamless fit for Van Heusen as she has a confident personality and a strong personal mission, much like many of Van Heusen's women customers. This is a great leap for the brand to be able to live up to the mantle of being India's leading western wear brand for women."

Commenting on her association with Van Heusen, Taapsee Pannu said, "I'm extremely happy and thrilled to be the new face of Van Heusen because I feel this brand truly represents today's modern Indian woman who is ambitious and self-made. Van Heusen has versatile and fashionable offerings, and I am super glad to be part of the Lead Every Role campaign, as this concept is extremely close to my heart."

Van Heusen's focus on womenswear is only getting bigger, with a presence in over 150+ Van Heusen stores across the country, availability in leading departmental stores like Lifestyle, Shoppers Stop, Pantaloons, and Centro, across leading online marketplaces like Amazon, Myntra, and more, as well as Van Heusen's exclusive website and app.

BUSINESS NEWSLINE

Regel™ Fibre Sets a New Standard with FibreTrace®: Pioneering Transparency and Sustainability in Textiles



Thai Acrylic Fibre Co., Ltd. (TAF) is proud to announce its strategic partnership with FibreTrace®, to offer complete verification and transparency of Regel™ fibre. This collaboration marks a significant step forward in TAF's commitment to sustainability and accountability within the textile industry.

TAF has implemented FibreTrace® technology to enable comprehensive traceability in Regel™ fibre across the value chain. This innovative solution embeds a luminescent pigment ID at raw fibre, allowing you to

trace from fibre, through to yarn, fabric, garment and beyond. The unique pigment underpins the digital passport by physically tracking the raw fibre, documenting the product's journey, authenticity and supply chain.

By integrating FibreTrace® technology, TAF ensures that every stage of the production process is transparent and verifiable. This capability not only supports the growing demand for sustainable and ethically sourced materials but also builds consumer trust by guaranteeing the authenticity of TAF's products.

"We are excited to incorporate FibreTrace® into our production process, allowing us to provide our customers with unparalleled visibility into our supply chain. By adopting FibreTrace® technology, we are not only enhancing the traceability of Regel™ but also setting a new standard for the industry. This initiative is part of our broader strategy to lead the market in sustainability, quality, and consumer trust," says Tuhin Kulshreshtha, Vice President – Business Development, TAF.

FibreTrace® technology is the original and most reliable solution for fibre traceability, embedding a traceable pigment into any fibre. This innovation allows us to track and share the story of each product, offering valuable insights into its origins and journey through the supply chain. In today's market, where consumers increasingly prioritize environmental responsibility and ethical production, this transparency is essential.

Sunrise Group Elevates Men's Shirts with Pilbloc Fibre for Enhanced Durability and Style

Sunrise Group Co., Ltd., a leading multinational textile and garment enterprise, proudly announces the incorporation of Pilbloc fibre into its men's shirt production line. This innovative anti-pilling fibre, sourced from Thai Acrylic Fibre Co., Ltd., enhances the quality and durability of Sunrise's apparel offerings. Renowned for its comprehensive manufacturing capabilities, Sunrise Group oversees every stage of production—from planting and spinning to dyeing, printing, and garment assembly. With facilities across China, Vietnam, Cambodia, and Australia, the company ensures premium quality for diverse markets.

Pilbloc fibre is engineered to resist friction and abrasion, maintaining a smooth surface even after multiple washes. Ms. Gao Min, General Manager of Sunrise Group, stated, "Our partnership with Thai Acrylic Fibre

Co., Ltd. and the adoption of Pilbloc mark a significant step forward in our commitment to delivering high quality, long-lasting products."

Tuhin Kulshreshtha, Vice President of Business Development & Marketing, added, "This collaboration reflects our shared dedication to innovation and superior quality."



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