

# Global apparel markets: business update, April 2020

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## Abstracts

This report provides information, analysis and valuable insight into developments relating to the global apparel industry in the following categories: augmented reality (AR); corporate social responsibility (CSR); corporate strategy; environmental sustainability; joint ventures, cooperation, licensing and distribution; markets; and new facilities. Brands, companies, initiatives and organisations featured in this report include: Archroma, Burberry, Exotec Solutions, Fashion for Good, Fast Retailing, Gap, Google, H&M Group, HanesBrands, Hola Moda, Karl Mayer Rotal, Lee, Lenzing Group (Lenzing), Levi Strauss & Co, LF Corporation (LF), Mujin, and Worn Again Technologies.

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### **SUMMARY**

#### **AUGMENTED REALITY (AR)**

Burberry has launched an augmented reality (AR) shopping tool in collaboration with Google

#### **CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Lenzing has launched a reforestation project in Shkodër, Albania

#### **CORPORATE STRATEGY**

Gap has reversed its plans to separate into two independent publicly traded companies

#### **ENVIRONMENTAL SUSTAINABILITY**

Archroma has announced that its production facility in Tianjin, China, has been awarded Green Factory status

Fashion for Good has launched a pilot project which will work to improve the environmental sustainability of polybags and reduce the widespread use of virgin polybags in the fashion industry

H&M Group is working to improve the environmental sustainability of its transport operations

Lee has announced a number of corporate guidelines which are designed to improve the environmental sustainability of its operations

Levi Strauss & Co will employ the Eco Passport by Oeko-Tex certification scheme in its supply chain

#### **JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION**

Fast Retailing has entered into a partnership agreement with Mujin and Exotec Solutions as part of a strategy of transforming its global supply chain

H&M Group has entered into a franchise agreement with Hola Moda

HanesBrands has entered into a partnership agreement with LF Corporation (LF) relating to the distribution of Champion branded products in South Korea

## **MARKETS**

EU clothing imports were up in value but down in volume in 2019

US clothing imports were up in value but down in volume in 2019

## **NEW FACILITIES**

Burberry has opened the Burberry Centre for Manufacturing Excellence in the UK

Karl Mayer Rotal has expanded its Denim Excellence Center in Mezzolombardo, Italy

Lenzing has completed the construction of a second pilot facility for manufacturing

Tencel

Luxe filament yarn

Worn Again Technologies has opened a new pilot research and development (R&D) facility in Redcar, UK

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