

# Global Apparel Markets: Business Update, July 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: business news; certification; COVID-19; environmental sustainability; investments; and standards. Brands, companies, initiatives and organisations featured in this report include: Ananas Anam, Fashion for Good, H&M Foundation, Marquee Brands, Sateri, Sorona, and Textile Exchange.

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### SUMMARY

### BUSINESS NEWS

Ananas Anam has achieved B Corp Certification

Marquee Brands has reacquired two brand licences as part of a strategy of focusing on direct-to-consumer operations

Sateri has started to manufacture lyocell fibre using a new production line in Shandong, China

### CERTIFICATION

DuPont's Sorona brand has launched a certification programme to verify the authenticity and performance properties of Sorona fabrics and insulation materials

### COVID-19

A number of leading associations and organisations have made a joint appeal to mitigate the impact of COVID-19 on the textile and apparel industry

### ENVIRONMENTAL SUSTAINABILITY

Fashion for Good has selected 13 innovative companies to take part in its Accelerator Programme

### INVESTMENTS

H&M Foundation has awarded Euro1 mn worth of grants through the Global Change Award

### STANDARDS

Textile Exchange has launched the Responsible Mohair Standard (RMS)

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