

Global apparel markets: product developments and innovations, 3rd quarter 2013

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Abstracts

This report analyses some of the latest developments and innovations in the global apparel industry, including: e-commerce technology; jeanswear; mood enhancing apparel; new materials for apparel; smart clothing; workwear; and yarns for apparel. The report includes news from the following innovative companies and other organisations: Fits.me, Iris van Herpen, J?lan van der Wiel, Jorge & Esther, Levi Strauss & Co, Teijin Frontier, Virgin Atlantic, Vivienne Westwood and Yarnlight Collective.

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SUMMARY

E-COMMERCE TECHNOLOGY

Fits.me has improved its Virtual Fitting Room software program with the addition of two new developments

JEANSWEAR

Levi Strauss & Co has developed a new range of women's jeans which incorporate the company's new Shaping Technology

MOOD ENHANCING APPAREL

Yarnlight Collective has developed a new range of knitted sweaters which are said to enhance the mood of the wearer

NEW MATERIALS FOR APPAREL

J?lan van der Wiel and Iris van Herpen have jointly created a range of dresses using a material which incorporates iron filings

SMART CLOTHING

Jorge & Esther has created a new collection controlled by a smartphone

WORKWEAR

Vivienne Westwood has designed new uniforms for Virgin Atlantic cabin crew

YARNS FOR APPAREL

Teijin Frontier has developed a high performance stretch yarn called Solotex OO

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