

# Global apparel markets: product developments and innovations, 3rd quarter 2014

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## Abstracts

This report analyses some of the latest developments and innovations in the global apparel industry, including: dyes and inkjet printing inks; environmentally friendly apparel; fabric treatments; new collections; new fabrics; and three-dimensional (3D) body scanning. The report includes news from the following innovative companies and brands: Cone Denim, Esprit, H&M, Huntsman Textile Effects, Kate Spade New York, Patagonia, Spanx, Styku and Xenxia Technology.

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### SUMMARY

### DYES AND INKJET PRINTING INKS

Xennia Technology: Xennia Corundum inkjet inks for textile sublimation printing

### ENVIRONMENTALLY FRIENDLY APPAREL

Esprit: recycled collection by Esprit 2014, made using recycled materials

H&M: new denim collection called Conscious Denim

Patagonia: apparel collection made using recycled and undyed fabrics

### FABRIC TREATMENTS

Huntsman Textile Effects: new fluorescent whitening agent for cellulosic fabrics called Uvitex BHA liquid

### NEW COLLECTIONS

Kate Spade New York: new swimwear collection in partnership with Swimwear Anywhere

Spanx: first collection of body shaping jeans

### NEW FABRICS

Cone Denim: new denim fabric called Level II SGene

### THREE-DIMENSIONAL (3D) BODY SCANNING

Styku: new body scanner called MyBodee

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Figure 4: Slim-X and Signature jeans

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