

# **Global apparel markets: product developments and innovations, December 2020**

<https://marketpublishers.com/r/G8542B56403EEN.html>

Date: December 2020

Pages: 16

Price: US\$ 350.00 (Single User License)

ID: G8542B56403EEN

## **Abstracts**

This report analyses some of the latest developments, innovations and new products in the global apparel industry, including: antiviral treatments, apparel collections, athleisure apparel, computer-aided design and computer-aided manufacturing (CAD/CAM), denim, dyeing processes, fibres and yarns, hemp fabric, and sanitisation technology. The report includes news from the following innovative companies, other organisations and brands: American Eagle Outfitters, Archroma, Asos, Bestseller, Diesel, Fraunhofer-Institut für Angewandte Polymerforschung (IAP—Fraunhofer Institute for Applied Polymer Research), Hemp Traders, Kemira, Lenzing Group (Lenzing), Levi Strauss & Co, Nylstar, Pantone, Polygiene, Pore, Renewcell, Soorty, Spinnova, and Teijin Frontier.

## Contents

### SUMMARY

### ANTIVIRAL TREATMENTS

Diesel has been granted exclusive rights to the combined use of Polygiene's ViralOff antiviral treatment and Odor Crunch anti-odour technology for its spring/summer 2021 season denim products

ViralOff

Odor Crunch

### ATHLEISURE APPAREL

American Eagle Outfitters has launched a new brand called OFFL/NE by Aerie which specialises in athleisure apparel

### COLLECTIONS

Asos has developed a collection which complies with the principles of a circular economy

### COMPUTER-AIDED DESIGN AND COMPUTER-AIDED

### MANUFACTURING (CAD/CAM)

Pantone has launched a digital platform which will support designers in transitioning to remote digital working

### DENIM

Archroma and Soorty have collaborated in the development of an advanced denim collection

Levi Strauss & Co claims to have developed its most environmentally sustainable jeans ever

### DYEING PROCESSES

Spinnova and Kemira are collaborating in the development of an environmentally

sustainable  
fibre dyeing process

## **FIBRES AND YARNS**

Lenzing has developed Tencel branded lyocell and modal fibres which are carbon neutral

Nylstar has launched an environmentally sustainable yarn which has been awarded Global

Recycled Standard (GRS) certification

Researchers at the Fraunhofer IAP and Renewcell have collaborated in the development of

the first ever viscose rayon filament fibre to be made using materials derived from recycled cotton

Spinnova and Bestseller are collaborating in the development of commercial applications for

Spinnova's environmentally sustainable wood-based fibre

Teijin Frontier has developed an environmentally sustainable conjugate filament yarn with

"extra stretchability" called Solotex Eco-Hybrid

## **HEMP FABRIC**

Hemp Traders has launched a range of hemp fabrics which are the first of their kind to be

produced in the USA since commodity hemp production was legalised

## **SANITISATION TECHNOLOGY**

P?re has developed a sanitisation technology called P?reCouture for apparel and textiles

## List Of Figures

### LIST OF FIGURES

Figure 1 : OFFL/NE by Aerie branded athleisure apparel

Figure 2: Items from the Asos Design Circular Collection

Figure 3: A SmartCare+ branded face mask

Figure 4: Levi Strauss & Co's most sustainable jeans ever

Figure 5: Cross-section of Solotex Eco-Hybrid

Figure 6: Structure of Solotex Eco-Hybrid crimp yarn

Figure 7: Garment made from Solotex Eco-Hybrid fabric

## I would like to order

Product name: Global apparel markets: product developments and innovations, December 2020

Product link: <https://marketpublishers.com/r/G8542B56403EEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8542B56403EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970