

Global apparel markets: product developments and innovations, December 2020

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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.

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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

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