

# Global Apparel Markets: Product Developments and Innovations, June 2018

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## Abstracts

This report analyses some of the latest developments and innovations in the global apparel industry, including: anti-counterfeit sewing threads; apparel collections; colour trends; denim; environmentally sustainable apparel collections; environmentally sustainable denim; environmentally sustainable dyeing processes; environmentally sustainable fibres; environmentally sustainable sewing thread; pre-treatments for textile dyeing and finishing; and recycling processes. The report includes news from the following innovative companies, other organisations and brands: abercrombie kids, American & Efird (A&E), Applied DNA Sciences (Applied DNA), Carbios, Cushnie et Ochs, DL1961, the Dow Chemical Company (Dow), DyStar, Fiberactive Organics, H&M, Invista, Jeanologia, Lee Jeans, Lenzing, Macy's, Marimekko, Nanollose, Pantone, RotaSpray, tomas maier and Uniqlo.

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### SUMMARY

#### ANTI-COUNTERFEIT TEXTILES AND APPAREL

American & Efird (A&E) and Applied DNA Sciences (Applied DNA) are collaborating in the development of anti-counterfeit sewing threads

#### APPAREL COLLECTIONS

abercrombie kids has launched a gender-neutral apparel collection

Macy's has launched a modest clothing brand called Verona Collection

Uniqlo has collaborated with Marimekko and tomas maier in the development of two new apparel collections

Collaboration with Marimekko

Collaboration with tomas maier

#### COLOUR TRENDS

Pantone has selected Ultra Violet as its Color of the Year for 2018

#### DENIM

Lee Jeans and Cushnie et Ochs have collaborated in the development of a women's jeans collection

#### ENVIRONMENTALLY SUSTAINABLE APPAREL COLLECTIONS

H&M has developed its 2018 H&M Conscious Exclusive collection

#### ENVIRONMENTALLY SUSTAINABLE DENIM

Lenzing and DL1961 will collaborate in the development of denim fabrics incorporating Refibra fibre

Lenzing and Jeanologia have collaborated in the development of a capsule collection of environmentally sustainable denim garments

#### ENVIRONMENTALLY SUSTAINABLE DYEING PROCESSES

DyStar and RotaSpray have successfully scaled up an environmentally sustainable spray dyeing procedure for the application of indigo dye to yarns

## **ENVIRONMENTALLY SUSTAINABLE FIBRES**

Invista has developed an environmentally sustainable version of its Lycra T400 fibre  
Nanollose has developed a plant-free viscose fibre

## **ENVIRONMENTALLY SUSTAINABLE SEWING THREAD**

Fiberactive Organics has developed an organic cotton sewing thread

## **PRE-TREATMENTS FOR TEXTILE DYEING AND FINISHING**

The Dow Chemical Company (Dow) has developed a new pre-treatment called Ecofast Pure for use in textile dyeing processes

## **RECYCLING PROCESSES**

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