

# Global Apparel Markets: Product Developments and Innovations, 1st Quarter 2012

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## Abstracts

This report analyses some of the latest apparel industry developments and innovations, including design tools, dyeing technology, e-commerce technology, environmentally friendly fibres, other fibres and yarns for apparel, and three-dimensional (3D) body scanning technology. The report includes news from the following innovative companies and organisations: Alvanon, Asia Textile Mills, Bodymetrics, DyStar, the Hohenstein Institute, Human Solutions, Invista, Lenzing, Metail, my-wardrobe.com, PrimeSense, RedElec Technologie, Sizemic, [TC]2, Tesco, The New Zealand Merino Company (NZM) and The Wool Research Organisation of New Zealand (WRONZ).

## Contents

### **SUMMARY**

### **DESIGN TOOLS**

Alvanon has developed a new range of mannequins and avatars based on size data from women in the USA

Human Solutions has developed a new range of mannequins and three-dimensional (3D) avatars based on its SizeGERMANY project

### **DYEING TECHNOLOGY**

DyStar and RedElec Technologie have jointly developed an electrochemical method for dyeing indigo denim

### **E-COMMERCE TECHNOLOGY**

Tesco has launched a trial version of an online three-dimensional (3D) fitting room application on its Facebook page

### **ENVIRONMENTALLY FRIENDLY FIBRES**

Research conducted by the New Zealand Merino Company (NZM) has found that merino wool fabrics biodegrade rapidly

### **FIBRES AND YARNS FOR APPAREL**

A textile mill in the Philippines is using abaca fibre to weave denim fabric

Invista has launched a new brand of Lycra Fibre called Lycra Fibre with W Technology

Lenzing has launched a new microfibre called MicroModal Edelweiss

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

Bodymetrics has launched 3D body-mapping technology which can be used on a smart television

[TC]2 has launched a new low cost three-dimensional (3D) body scanner

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