

# Performance apparel markets: business update, January 2020

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## Abstracts

This report provides information, analysis and valuable insight into developments relating to the performance apparel industry in the following categories: acquisitions, divestments and mergers; capacity expansions; corporate social responsibility (CSR); corporate strategy; investments; and joint ventures, cooperation, licensing and distribution. Brands, companies and other organisations featured in this report include: Acushnet Holdings, the American Association of Textile Chemists and Colorists (AATCC), Asics Ventures Corporation (Asics Ventures), Columbia Sportswear, Cone Denim, Elevate Textiles, Evrnu, Global Brands Group, Indorama Ventures PCL (IVL), KJUS, Kraig Biocraft Laboratories, Milliken & Company (Milliken), Mount Vernon FR, Polartec, Puma, Pyrates, RISE (Research Institutes of Sweden), Sinterama, Textile Exchange, The Microfibre Consortium (TMC), Toray and Westex by Milliken.

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### SUMMARY

### ACQUISITIONS, DIVESTMENTS AND MERGERS

Acushnet Holdings has acquired the golf and ski apparel specialist KJUS  
Asics Ventures Corporation (Asics Ventures) has acquired an equity stake in the start-up company Pyrates  
Indorama Ventures PCL (IVL) has acquired the Italy-based yarn manufacturer Sinterama  
Milliken & Company (Milliken) has acquired the performance fabric specialist Polartec

### CAPACITY EXPANSIONS

Mount Vernon FR has expanded its capacity for treating flame resistant fabrics at its facility in Trion, Georgia, USA

### CORPORATE SOCIAL RESPONSIBILITY (CSR)

Elevate Textiles has announced new sustainability targets which have been adopted by its portfolio brands  
Elevate Textiles has expanded its participation in the activities of the ZDHC Roadmap to Zero Programme  
Three organisations have joined the Microfibre Consortium (TMC) to boost its research efforts and international reach

### CORPORATE STRATEGY

Columbia Sportswear is expanding its global headquarters in Washington County, Oregon, USA  
Kraig Biocraft Laboratories has completed the construction of a biotechnology research facility in Vietnam  
Puma is reintroducing swimwear as part of its product portfolio  
Toray has developed a new commercial brand called &+ which it will apply to polyester fibres derived from post-consumer waste plastic bottles

### INVESTMENTS

Textile recycling specialist Evrnu has secured Series A funding worth US\$9.1 mn

## **JOINT VENTURES, COOPERATION, LICENSING AND DISTRIBUTION**

Cone Denim and Westex by Milliken have extended their exclusive partnership relating to the manufacture of flame resistant denim fabrics

Global Brands Group will design, develop and distribute Dakine branded performance apparel

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