

# Performance Apparel Markets: Business Update, June 2019

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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; corporate social responsibility (CSR); corporate strategy; events; joint ventures, cooperation, licensing and distribution; and new facilities. Brands, companies and other organisations featured in this report include: Adidas, Baffin, BasicItalia, Callaway Golf Company, Canada Goose, Chemours, Columbia Sportswear, Columbia Sportswear Commercial (Shanghai) Company, Eigenmann & Veronelli, Elitac, Farfetch, Gore Wear, Huntsman Textile Effects, Injinji, Invista, Jack Wolfskin, Kraig Biocraft Laboratories, Madshus, Microban, Polygiene, Puma North America, Shandong Ruyi, Sport Finance, Stadium Goods, Teijin Group and VOLT Smart Yarns.

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### SUMMARY

#### ACQUISITIONS, DIVESTMENTS AND MERGERS

Basicitalia has acquired a 61% stake in Sport Finance

Callaway Golf Company has acquired the premium outdoor brand Jack Wolfskin

Canada Goose has acquired the outdoor apparel and footwear brand Baffin as part of its strategy of expanding into the footwear market

Columbia Sportswear has completed its acquisition of Columbia Sportswear

Commercial (Shanghai) Company

Invista's Apparel & Advanced Textiles business has been acquired by Shandong Ruyi

Teijin Group has acquired a 20% stake in Elitac, a developer of textiles and clothing with integrated wearable devices

The online luxury fashion retailer Farfetch has acquired the footwear and streetwear retailer Stadium Goods

#### CORPORATE SOCIAL RESPONSIBILITY (CSR)

Adidas has made a commitment to increase its production volumes of shoes incorporating fibres derived from recycled plastic waste materials

#### CORPORATE STRATEGY

The performance socks retailer Injinji has expanded the geographical delivery options available via its e-commerce site

Kraig Biocraft Laboratories has entered into an agreement to import and rear its transgenic silkworms in Vietnam

The odour control technology specialist Polygiene will establish a subsidiary in Hong Kong

The performance apparel brand Gore Wear and ski manufacturer Madshus have entered into a brand cooperation partnership

Puma North America has announced plans to set up new headquarters in Somerville, Massachusetts, USA

VOLT Smart Yarns has established a new division which will work with apparel manufacturers to produce smart clothing products

#### EVENTS

The 2019 edition of Techtexil was held in Frankfurt, Germany, during May 14-17, 2019

New application

New material

New technology

Sustainability

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

The antimicrobial and anti-odour technology maker Microban has established a new distribution partnership with chemicals and performance materials company

Eigenmann & Veronelli

Huntsman Textile Effects and Chemours have entered into an agreement to expand their range of durable water repellent (DWR) treatments

## **NEW FACILITIES**

Canada Goose has opened a new manufacturing facility in Montreal, Quebec, Canada

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