

# **Performance apparel markets: product developments and innovations, 4th quarter 2013**

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## **Abstracts**

This report provides information on the latest developments in: antimicrobial fabric finishes; environmentally friendly swimwear; flame resistant products for protective apparel; garment technologies; high visibility apparel; insulation for outdoor wear; protective apparel; and sportswear. The report also includes news from the following innovative companies and other organisations: Aquafil, Coats, Columbia Sportswear, DSM Dyneema, EMPA (Eidgenössische Materialprüfungs und Forschungsanstalt -- the Swiss Federal Laboratories for Materials Science and Technology), H&M (Hennes & Mauritz), Koru Swimwear, Levi Strauss & Co, Nonwovens Innovation & Research Institute (NIRI), Sanitized and TrailHeads.

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### SUMMARY

#### ANTIMICROBIAL FABRIC FINISHES

Sanitized has developed a new antimicrobial fabric finish called Pluma

#### ENVIRONMENTALLY FRIENDLY SWIMWEAR

Koru Swimwear has developed a new range of environmentally friendly sports swimwear which is made using Econyl

#### FLAME RESISTANT PRODUCTS FOR PROTECTIVE APPAREL

Coats has developed two new flame resistant products for use in the manufacture of protective apparel

#### GARMENT TECHNOLOGIES

The Nonwovens Innovation & Research Institute (NIRI) has developed a new technology which enables items of workwear to be disassembled at the end of their useful lives

#### HIGH VISIBILITY APPAREL

TrailHeads has developed a new range of hats and gloves for runners to improve their visibility in the dark

#### INSULATION FOR OUTDOOR WEAR

Columbia Sportswear has developed a new insulation system called Performance Enhanced Down (PED)

#### PROTECTIVE APPAREL

Levi Strauss & Co has developed two new types of durable denim jeans which incorporate

Dyneema fibre

## **SPORTSWEAR**

H&M has launched a new range of sportswear

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Figure 2: H&M Sport running gear for men

Figure 3: H&M Sport yoga wear for women

Figure 4: H&M Sport fitness gear for women

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