

Talking Strategy: Denim Brands Innovate to Differentiate Themselves from Their Competitors

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Abstracts

Faced with a number of challenges—including slow economic growth in key consumer markets for jeans—denim manufacturers are embracing a wide range of creative and even ingenious innovations in order to add value to their product offerings and differentiate themselves from their competitors. A number of such innovations were presented at the latest edition of Denim Premiere Vision—a key trade fair for the denim industry—which was held in London, UK, during December 5-6, 2018. At the fair, the use of decorative techniques was widespread, and included direct-to-garment (DTG) digital printing, embellishments and embroidery. Innovative finishes and treatments were important, as was the incorporation of performance properties such as moisture management, stretch and temperature regulation. There was also a focus on environmental sustainability, and several companies focused on the use of environmentally sustainable materials. This report discusses the latest trends in denim, and includes case studies of products developed by a number of the industry's key players including Archroma, Jeanologia, Lenzing, Levi Strauss & Co, Off-White, and Tonello.

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