

IBTEX No. 165 of 2016

Aug 11, 2016

USD 66.89 | EUR 74.72 | GBP 87.02 | JPY 0.66

Cotton Market Update		
Spot Price (Ex. Gin), 28.50-29 mm		
Rs./Bale	Rs./Candy	USD Cent/lb
22397	46850	89.59
Domestic Futures Price (Ex. Gin), October		
Rs./Bale	Rs./Candy	USD Cent/lb
21590	45161	86.36
International Futures Price		
NY ICE USD Cents/lb (March 2017)		71.99
ZCE Yuan/MT (January 2017)		14,640
ZCE Cotton: USD Cents/lb		85.38
Cotlook A Index - Physical		85.2
Cotton guide:		
<ul style="list-style-type: none"> • Cotton price at the domestic market ended the session lower at Rs. 46850 per candy around Rs. 200 from the previous close. • The most active October future trades at MCX ended the session at Rs. 21590 down by Rs. 100 from the previous close. • The fall was mostly attributed to fall in the global cotton price. • Improved weather in the US and Chinese government planning to extend state reserve sales pulling price down 		
Compiled By Kotak Commodities Research Desk , contact us : research@kotakcommodities.com, Source: Reuters, MCX, Market source		

Exhibit your company at www.texprocil.org at **INR 990** per annum
[Please click here to register your Company's name](#)

DISCLAIMER: The information in this message July be privileged. If you have received it by mistake please notify "the sender" by return e-mail and delete the message from "your system". Any unauthorized use or dissemination of this message in whole or in part is strictly prohibited. Any "information" in this message that does not relate to "official business" shall be understood to be neither given nor endorsed by TEXPROCIL - The Cotton Textiles Export Promotion Council.

NEWS CLIPPINGS

INTERNATIONAL NEWS	
No	Topics
1	UK: Texprocess 2017 still to open doors records great number of registrations
2	ITMA Asia 2016 — Experience Textile Production With Groz-Beckert
3	Pakistan: Cotton market: prices slide in line with global trend
4	USA: Pressure mounts on retailers to reform throwaway clothing culture
5	Rise in cotton price in International market as supplies by China and India fall
6	Peruvian textiles highlight Colombiamoda 2016
NATIONAL NEWS	
1	Cleared by Lok Sabha: Wider tax exemptions in textiles, more overtime in factories
2	Textile exhibition begins at Texvalley
3	LFW unveils #Made inAssam initiative
4	Welspun aims 25% home textiles business from domestic market by 2020
5	Welspun to launch smart home textiles with patented technology
6	Indian branded apparel retail: Promising but not big enough?

INTERNATIONAL NEWS

UK: Texprocess 2017 still to open doors records great number of registrations

Texprocess 2017, a leading trade fair for processing textile and flexible materials, have already recorded an outstanding number of registrations with around nine months still to go before the doors open shows that Texprocess has successfully carved out a place for itself in the market as the leading international platform of its kind.

Texprocess offers the full spectrum of new software solutions, as well as processes and technologies for garment and leather manufacturing. Moreover, the 2017 edition will cover more themes than ever before, said Olaf Schmidt, Vice President Textiles and Textile Technologies, Messe Frankfurt.

The companies from 14 different countries that have already registered include many new exhibitors such as Mitsubishi Electric Europe, Inventech Europe, Gemini CAD Systems and Hatapress & Garments.

In addition to national pavilions from China and Taiwan, Japan will also supplement its individual exhibitors with a joint stand for the first time. A USA presentation is also in planning.

With the Textile Effects Lab special area, Texprocess will present finishing technologies, such as lasering and destroying on apparel, as part of textile processing. The World Textile Information Network (WTiN) will hold its European Printing Conference for the first time at Texprocess.

Following the success of the première in 2015, the Innovative Apparel Show will be held again with one German and three European universities presenting fashion designs made of functional textiles, and the associated production and processing stages.

The show links Texprocess with Techtexil. The IT@Texprocess area will present IT solutions for the production, logistics and distribution of textiles.

Texprocess is profiting from a positive economic climate in the sector. According to VDMA Garment and Leather Technology, German manufacturers of sewing and garment technology rang up sales worth EUR 523 million in 2015, which put them in third place after China and Japan.

With an export increase of 6% compared to the previous year, companies sold as much to customers outside Germany as in the last record year, 2002. The main export destinations were the USA, Poland and Italy. In the first half of this year, the sector noted increases in both orders and sales. Sales rose by 5.3% compared to the same period last year while ordered received jumped by 7.6%.

Texprocess will once again be held concurrently with Techtexsil, an international trade fair for technical textiles and nonwovens. The event can also boast a great number of registrations at this early stage.

Texprocess will be held in Frankfurt, Germany starting on 09th May, 2017. This Trade Show is a 4 day event and will end on 12th May, 2017.

Source: yarnsandfibers.com - Aug 10, 2016

[HOME](#)

ITMA Asia 2016 — Experience Textile Production With Groz-Beckert

The fifth ITMA Asia will be take place in Shanghai in October and will be held in the newly built National Exhibition and Convention Center for the first time. Groz-Beckert will be joining textile companies from all over the world to present products at the event from 21 – 25 October 2016. The company will be presenting products and solutions across the entire textiles value chain at its booth D29 in hall 4.

The Knitting segment will be presented at ITMA Asia with a focus on productivity and profitability. One particular highlight will be the “transparent” large circular knitting machine, with a gage gradient of E10 to E50. Two other “transparent” machines from the flat knitting and warp knitting fields will round off the product presentation. Each of the three acrylic glass machines has individually removable elements for detailed viewing.

Another highlight in the Knitting segment is the presentation of the litespeed® plus needle – the further development of the litespeed® needle. The innovation impresses with its optimized needle geometry, which increases the service life, reduces oil consumption, reduces the machine temperature and leads to energy savings of up to 20 percent in the knitting process.

Groz-Beckert will be presenting its wide range of products from the Weaving segment at ITMA Asia, ranging from healds, drop wires and heald frames, to machines for weaving preparation. The WarpMaster fully automatic drawing-in machine and various tying machines from the KnotMaster range will be presented at the trade fair stand. In the Weaving segment too, a transparent weaving machine presentation enables the products from the weaving accessories range to be presented in a special way. The jacquard heald, a new addition to the Groz-Beckert product range, will be a special feature at this trade fair exhibit.

The large product portfolio in the Weaving segment is rounded off by an extensive range of services, which sets itself apart with expert knowledge and intensive application advice. Groz-Beckert offers an extensive technical service, thanks to its numerous subsidiaries in all key textile centers and a wide-reaching network of representatives.

Felting requires different needles with specific properties depending on the final application. In addition to special needle solutions for the filter industry, the product area will also be presenting solutions for the geotextiles, filter and paper-machine felts and automotive applications at ITMA Asia. Groz-Beckert will be providing information on the stable GEBECON® needle and the EcoStar® for good surface characteristics and optimal surface quality in the final product.

For high tensile strength as required in filters, for example, a needle with a teardrop-shaped working part, like the Teardrop from Groz-Beckert, offers clear advantages. The product samples and removable needle modules of the “transparent” needling machine at the Groz-Beckert trade fair stand will give detailed insights into the needling process in these application areas.

The Tufting product segment will be focusing on the increasing quality requirements and the ever growing cost pressure on carpet manufacturers at ITMA Asia.

With its gage part system – consisting of tufting needles, loopers, reed fingers and tufting knives, Groz-Beckert is meeting the demand for perfect interplay of all components within a tufting system. The Loop Control® technology from Groz-Beckert reflects the trend towards tufted carpets with a silky smooth surface. In combination with the cut pile looper, Loop Control® is specifically designed for processing soft fiber yarns with extremely fine single filaments. Groz-Beckert also offers system solutions for all applications and machine types.

The latest addition to the Groz-Beckert product range, the Carding segment, will be showing its broad product portfolio. The focus will be on a synthetic doffer wire for carding fine to extremely fine fibers. It has a high tooth density and a special geometry. Even abrasive materials like matt synthetic fibers can be processed with the synthetic doffer wire D40-30-52C CBF.

Groz-Beckert is offering special products for the Nonwovens carding sector to supplement the extensive product range for the short and long staple spinning industries. With the innovative EvoStep® and SiroLock® metallic card clothing, the company is responding to the ever increasing requirements on the market.

The Sewing segment of Groz-Beckert will be presenting the online customer portal at ITMA Asia. The portal is a knowledge database for sewing technology that expands the service portfolio with all information on the Groz-Beckert sewing products and useful information on sewing and the sewing industry.

A further highlight is the newly developed product catalog, which enables a fast and targeted product search. The customer portal also offers new stitch formation animations at my.groz-beckert.com/sewing. These animations show how the interplay between the thread and needle on the sewing machine creates a stitch and a seam from a completely new perspective.

Another new service is the patented INH (Ideal Needle Handling) quality management, which was specially developed by Groz-Beckert to enable a problem-free and time-saving procedure for dealing with broken and damaged sewing machine needles.

The INH quality management helps textile manufacturers to meet the different specifications of the brand owners with a standardized approach. To achieve an optimal result, Groz-Beckert works with the customer to develop a suitable process and also provides the necessary tools.

Source: textileworld.com- Aug 10, 2016

[HOME](#)

Pakistan: Cotton market: prices slide in line with global trend

Rates of cotton declined in line with the international track on falling buying interest among buyers, dealers said on Wednesday. The official spot rate drifted lower, losing Rs 100 to Rs 6,700, dealers said. In Sindh, seed cotton prices dropped sharply by Rs 150-Rs 200 to Rs 3100 and Rs 3250 and in Punjab rates were down by Rs 400-200 to Rs 2900-3250, as per 40 kg, respectively, they said.

In ready business, around 7000 bales of cotton changed hands between Rs 6700 and Rs 6950, they said. Market sources said that some main participants were not interested in fresh buying, preferred to be on the sidelines just to. Cotton analyst, Naseem Usman said that prices were soft in the global market and it is most likely that rates may continue to fall in the near future.

He attributed the fall in prices to easy supply position the world over. To save cotton crop, agriculture department advised the cotton growers to carry out twice a week pest scouting of their crop it also suggested that current spell of monsoon rains has increased the incidents of pest attacks.

Reuters adds: Cotton futures slumped on Tuesday, registering the biggest intraday percentage loss in nearly a year to trade limit down as concerns over weather in top producing regions in India and the United States eased. The following deals were reported: 900 bales from Mirpurkhas at Rs 6750-6875, 300 bales from Golarchi at Rs 6750-6900, 600 bales from Moro at Rs 6800, same figure from Hyderabad at Rs 6800-6850, 1000 bales from Shahdadpur at Rs 6700-6880, 600 bales from Tando Adam at Rs 6300-6900, 1000 bales from Sangahr at Rs 6850-6900, 400 bales from Pak Pattan at Rs 6875-6900, 200 bales from Vehari at Rs 6900,

same figure from Depalpur at the same rate, equal number from Burewala at the same price and same number from Chichawatni at Rs 6950, dealers said.

Source: breccorder.com– Aug 11, 2016

[HOME](#)

USA: Pressure mounts on retailers to reform throwaway clothing culture

Americans dispose of about 12.8m tons of textiles annually. But a growing number of environmentalists and clothing retailers say it's time to begin making new clothes out of old items on a large scale, reports Yale Environment 360.

Fast-growing, fast-fashion retailer H&M, which has more than 4,000 stores in 62 countries, sold \$24.5bn worth of T-shirts, pants, jackets, and dresses last year. It also took 12,000 tons of clothes back. In a glossy, celebrity-studded video, H&M says: “There are no rules in fashion but one: Recycle your clothes.”

Recycling has become a rallying cry in the apparel industry, with H&M as its most vocal evangelist. The Swedish firm launched a €1m contest to seek out ideas for turning old clothes into new, invested in Worn Again, a company that is developing textile recycling technology, and enlisted hip-hop artist MIA. to produce a music video called Rewear It, that aims to “highlight the importance of garment collecting and recycling”.

With Nike, H&M is a global partner of the Ellen MacArthur Foundation, whose mission is to drive a transition to a circular economy – that is, an industrial system in which everything at the end of its life is made into something new, in contrast to today's economy, where most consumer goods are produced, used, and then thrown away.

“We have to change how fashion is made,” Karl-Johan Persson, the chief executive officer of H&M, has said. “We have to go from a linear model to a circular model, and we have to do it at scale.”

It's not just H&M. American Eagle Outfitters, Eileen Fisher, Levi-Strauss & Co, Nike, The North Face, Patagonia, and Zara all collect old garments (or shoes, in the case of Nike) in their stores, in some cases taking clothes from any manufacturer. Startups Ambercycle, Dutch Awareness, and Evrnu are developing chemical processes to take cotton, polyester, or blended apparel and transform them into new fibers. "Our ultimate goal is to harvest our raw materials from our consumers' closets," says Michael Kabori, vice president of sustainability at Levi Strauss.

That H&M is leading the charge for the circular economy is no small irony. The company's low-cost clothes – it sells women's T-shirts for \$5.99 and boys' jeans for \$9.99 – are one reason why the apparel industry is growing so fast and drawing fire from environmental activists. It's been estimated that the global apparel industry generates as much as \$2.5tn in annual revenue, and that it will double in the next decade.

What's more, despite efforts to collect old clothes by retailers and nonprofits like Goodwill Industries, the overwhelming majority of items eventually wind up in landfills, at least in the US. Americans dispose of about 12.8m tons of textiles annually, which amounts to about 80 pounds for each man, woman, and child, the US Environmental Protection Agency estimates.

The textile industry has long been one of China's biggest polluters, and it has fouled rivers and ruined farmland in India, Cambodia, and Bangladesh, as well.

Growing cotton, the most-used fabric in fashion, requires water and agricultural chemicals. (Organic cotton is an exception.) While cotton is grown on just 2.4% of the world's cropland, it accounts for 24% and 11% of global sales of insecticides and pesticides, respectively, according to the World Wildlife Fund. The Sustainable Apparel Coalition – an alliance of retailers, brands, and nonprofits – has been working for about five years to measure and reduce the industry's environmental footprint.

In the long run, the industry will need to take more radical action, particularly if it wants to sustain current growth rates, sustainability executives say.

For Nike to achieve its “moonshot ambition” of cutting its environmental impact by half, while doubling its business, the company “will need to forget the linear and move to a circular model,” says Hannah Jones, the company’s chief sustainability officer. “Incrementalism and efficiency measures will not get us there.” Anna Gedda, H&M’s head of sustainability, says the company wants to “decouple growth from resource use, so that economic and social development can happen, but within planetary boundaries.”

By contrast, a closed loop or circular economy is “restorative and regenerative by design,” says the Ellen MacArthur Foundation. For the apparel industry, this means designing a system that will keep textile resources in use for as long as possible, and then recover the materials at the end of life to make new high-value products. No company today is doing this on a commercial scale, but several are trying.

London-based Worn Again began “upcycling” a decade ago by turning textile waste – including discarded McDonald’s uniforms, Virgin Atlantic airplane seats, and prison blankets – into clothes, shoes, and bags. But founder Cyndi Rhoades soon realized that making consistent products out of a variety of materials was “a very difficult business”. She turned her attention to recycling cotton and polyester, which poses a different set of obstacles. Mechanical recycling of cotton lowers its quality as chopped-up fibers get shorter and less soft, while recycled polyester costs more than new. Harder still is recycling clothes made from a blend of fabrics, which must be separated.

After several years of research, Worn Again joined forces with H&M and the Puma division of Kering to develop chemical processes that will capture polyester and cotton from old textiles that have been broken down to the molecular level. Says Rhoades:

“The holy grail is a process that can separate blended fibers, recapture the raw materials, and reintroduce them into the supply chain at a price competitive with their virgin counterparts.” The technology has been proven in a lab, but Rhoades declined to predict when it will be deployed more widely.

Source: theguardian.com - Aug 10, 2016

[HOME](#)

Rise in cotton price in International market as supplies by China and India fall

In International market cotton was traded at 77 cents from 62 cents three months ago, a rise by 24.19 percent due to a fall in supplies by China and India, two major cotton producers and consumers. Six months ago the price was below 60 cents, according to industry insiders.

According to Hissam Khandker, director of Delcot Enterprise Ltd, a leading cotton importer of Bangladesh, it is a short-term hike. He hopes that the price will start declining from November when new crops will be available in markets.

The demand for cotton in China also increased due to higher consumption by mills; the country also stopped selling the fibre from its stock. Currently, China has 60 million bales of cotton in its stock, which is nearly half the global demand (One bale weighs 480 pounds, or 218 kilograms). China uses 30 million bales of cotton a year, making it the biggest consumer of the natural fibre in the world.

On the other hand, the largest cotton supplier, India, has been importing cotton from other countries.

However, the prices of yarn did not increase in Bangladesh, the largest importer of cotton, in line with the price hike of cotton globally, Hissam said.

According to United States Department of Agriculture (USDA), the production forecast of cotton is also not good. The USDA in a report last month said that cotton production declined to 97.9 million bales globally from 98.1 million bales in 2015-16 (Cotton year begins on August 1).

The report also said production of cotton will decline to 102.5 million bales in 2016-17 from predicted 103.2 million. The mill use of the fibre increased to 110.2 million bales in 2015-16 from 108.8 million bales a year ago.

The combination of lower production and increased consumption implies lower ending stocks, and the forecast for world ending stocks in 2016-17

dropped by 3.4 million bales to 91.3 million, according to the USDA report.

For 2016-17, world production and beginning stocks are forecast down, due to lower production in India and Pakistan which more than offset higher production in the US and Australia, the USDA said.

Consumption is forecast higher due to a large increase in China being only partially offset by declines in India and Pakistan. World trade is higher, largely on the smaller crop in Pakistan pushing up import demand.

US production is up sharply on higher planted area and continued favourable weather. The US season-average farm price forecast is raised 2 cents to 59 cents per pound. For 2015-16, world consumption is raised, largely due to higher demand in China, resulting in lower ending stocks.

Global trade is largely unchanged. US exports are raised to 9.2 million bales. The US season-average farm price is unchanged at 58 cents per pound. Price of the Indian Shankar-6 variety of cotton, a top choice of Bangladeshi importers, is even higher than the average price of cotton in international markets, said Ashraf Hossain Bakaul, chairman of AHB Cotton, another importer.

The demand for locally spun yarn has dropped slightly as their production costs rose due to higher prices of cotton in the international markets, said Bakaul, who is also a director of Bangladesh Textile Mills Association. They may not see any major stockpiling of yarn like a few years ago. He hopes the demand for yarn will increase with the arrival of new cotton from November.

No disruption in supply of cotton has been reported although India, from where Bangladesh imports 50 percent of its cotton, started importing from other countries. They have alternative destinations like Australia and the US, Bakaul said. Bangladesh imported 5.75 million bales of cotton last year and it may cross 5.9 million bales next year.

Cotton consumption in Bangladesh has been increasing because almost all globally renowned apparel retailers like H&M, Zara and Walmart purchase garment items from Bangladesh, Bakaul said.

Local spinners can meet 90 percent of the demand for raw materials by the knitwear sector and weavers can supply 40 percent of the demand for the woven segment, according to industry insiders

Cotton use by Bangladeshi mills increased 10 percent in 2015-16, according to International Cotton Advisory Committee.

Source: chinatexnet.com -Aug 11, 2016

[HOME](#)

Peruvian textiles highlight Colombiamoda 2016

Colombia's biggest fashion event, included the participation of 450 exhibitors and 1,600 international buyers.

PromPeru informed that the 12 Peruvian companies that participated in **Colombiamoda 2016** surpassed expectations, generating over **US \$ 15.1 million** for the next 12 months.

Colombiamoda is the neighboring country's largest fashion event. This version had the participation of **450 exhibitors**, showcasing their different designs for apparel, leather, footwear, and jewelry. The event also included more than 1,600 international buyers.

The Peruvian participants featured designs of the latest spring-summer and autumn-winter fashion trends. Their high quality fiber and materials sparked **great interest** among the buyers.

The event also served as an excellent opportunity to show the new brand **Textiles Peru**, which seeks to promote Peruvian textiles as a quality product worldwide.

Source: peruthisweek.com - Aug 09, 2016

[HOME](#)

NATIONAL NEWS

Cleared by Lok Sabha: Wider tax exemptions in textiles, more overtime in factories

Finance Minister Arun Jaitley said the changes to the Income Tax Act 1961 and the Customs Tariff Act 1975 would encourage medium-scale employers in the apparel sector and facilitate reconstruction of erstwhile PSUs.

The Lok Sabha passed amendments Wednesday to taxation laws to widen provisions on exemption for employers in the textile sector, enable a seamless de-merger of VSNL's land bank without attracting capital gains tax, and increase customs tariff on the marble industry from the current 10 per cent to the WTO-bound rate of 40 per cent.

Finance Minister Arun Jaitley said the changes to the Income Tax Act 1961 and the Customs Tariff Act 1975 would encourage medium-scale employers in the apparel sector and facilitate reconstruction of erstwhile PSUs. The Opposition expressed fears these would adversely affect job generation.

The amendments to the Income Tax would pave the way for employers in the textile sector to avail tax benefits on additional employment after having worked for 150 days, rather than the 240 days of earlier.

The amendment has expanded the scope of Section 80JJAA of the Income Tax, 1961. Section 80JJAA was substituted with the Finance Act 2016 to provide that "in the case of certain assesseees, in computing profits and gains derived from business, deduction would be allowed of an amount equal to 30 per cent of additional employee cost incurred in the course of such business in the previous year for the specified period, subject to the fulfilment of certain conditions".

"Indian garments are all summer garments. We are not a great exporter of woolen garments. Therefore the nature of this trade in itself is seasonal. Therefore, if we were to cover up for this tax handicap we will have to give our companies some tax incentive to help them be competitive," Jaitley said in his reply after the discussion.

Although they supported the bill, Opposition MPs wondered about its prospects of enhancing job creation. Left parties maintained the reduction of working days to get tax benefits would lead to an increase in home-based work, an unorganised sector. P K Biju of the CPM said this has already increased from 23.3 million (1999-2000) to 37.4 million (2011-12). The RSP's N K Premachandran said the real beneficiaries would be businessmen, not workers.

The amendments, which need to be cleared by the Rajya Sabha, will also help unlock the value of VSNL land. Jaitley said the bill seeks to exempt assets sale by the PSU from capital gains tax. Once the bill is passed, the government will get 51 per cent of the de-merged land entity while UTI, mutual funds, banks, FIIs and ADR holders will own 29 per cent.

Source: indianexpress.com- Aug 10, 2016

[HOME](#)

Textile exhibition begins at Texvalley

Textiles and Garments Fair 2016, a buyers and sellers meet envisaging booking of garments for Deepavali by retailers with top-notch wholesalers, got off to a start at Texvalley Complex, India's largest fully-integrated wholesale textile market at Gangapuram along the Salem-Cochin Highway.

Nationally renowned garment manufacturers from all over Tamil Nadu, Ernakulam, Bengaluru, Ahmedabad, Mumbai, Jabalpur Nagpur, Kolkata, Amaravathi, Mangalagiri, Chanderi and Delhi have exhibited their products in 200 stalls.

Choices

Retailers will enjoy the advantage of making their choices out of all kinds of men's, women's and children's wears in trendy designs and vast varieties that have been competitively priced. The three-day event culminating on Friday will be absolutely buyer-centric.

Business trips for sourcing of garments and textiles by multi-brand outlets, large format stores, franchisees, retailers, wholesalers/

distributors, marketing agencies, chains stores, import agencies and liaison offices have been reduced to just a single visit to Texvalley, the organisers said.

Support

The event is supported by Trade Promoters, Tirupur Garment Manufacturer Association, Textiles and Garment Manufacturers Association and Ilam Vanikar Nalam Nadum Sangam in Erode, Tamil Nadu Readymade Garments Manufacturers Association, Tamil Nadu Textile Merchants Association Limited, Cumbum Area Apparels Manufacturer and Trader Association, and Hyderabad-based Garments Manufacturer and Wholesalers Association. *fibre2fashion.com* is the digital partner and The Textile Magazine the media partner.

Source: thehindu.com- Aug 11, 2016

[HOME](#)

LFW unveils #Made in Assam initiative

Lakme Fashion Week (LFW) has launched a Sustainable Fashion and Indian Textiles initiative for its Winter/Festive 2016 season with fashion destination Ogaan here. Also unveiled was a #MadeinAssam initiative to link northeast textiles to mainstream designer retail market.

An exclusive preview of textile, handloom and sustainable fashion designers and labels showcasing at the upcoming LFW Winter/Festive 2016 was held at the designer retail store Ogaan in Hauz Khas village here.

Sanjay Garg from Delhi, Anavila from Mumbai, Vrisha from Jaipur, Pella from Bengaluru and Padmaja from Mumbai showcased outfits from their upcoming Winter/Festive 2016 handloom collections and reinforced their commitment to working with weavers and crafts of the country.

LFW has been promoting Indian handlooms and textiles under a focussed programme since 2012 for the past nine seasons. This is in line with the key objectives outlined by the Ministry of Textiles to link handlooms with fashion design and create premium quality merchandise for the modern market.

The event had a special unveiling of #MadeinAssam initiative in collaboration with the Northeast Fashion and Design Council as part of the theme this season to celebrate northeast India's rich heritage of crafts and textiles.

In the #MadeinAssam initiative, young Assamese designer Pranami Kalita, National award winning woman weaver Anuradha Pegu and NGO Aagor by Ants Craft that is entrenched in the empowerment of tribal women weavers, came together to set the tone for the LFW Textile Day and a pre-cursor to a sustainable fashion endeavour.

Jaspreet Chandok, Vice President and Head (Fashion), IMG Reliance, said: "The aim is to deepen buyer and designer engagement and bring a slice of the Lakme Fashion Week excitement to consumers, while enhancing the business of fashion."

The sustainable designers who were part of the Ogaan preview will be showcasing their collections later this month as part of the SFIT (Sustainable Fashion and Indian Textiles) initiative happening on August 25 at the gala.

Source: business-standard.com- Aug 10, 2016

[HOME](#)

Welspun aims 25% home textiles business from domestic market by 2020

On the back of product innovation, organic and inorganic growth, Welspun is aiming 25% share in revenue to come from its domestic home textiles business by 2020 as against the current 5%.

According to Subrata Pal, Head - Domestic Business, Welspun Global Brands Limited, the company is banking on organic and inorganic growth coupled with new product categories to push contribution of domestic business to its total revenue.

Talking about plans to grow the company's domestic business, Pal also hinted at the possibility of bringing its UK-based brands Christy and

Kingsley to India in near future, apart from acquiring other brands and distribution partners.

To further boost domestic retail sales, especially in the premium category, Welspun recently launched an innovative range of bedsheets and towels based on the hygro-cotton technology.

To be retailed through the company's premium retail network 'Spaces Home & Beyond', the products have innovative utility features. For instance, while the bedsheets regulate temperature in the range of three degree Celsius, the towels enhance absorption and softness with each wash.

"The patented hygro cotton technology results in a special kind of yarn which helps us produce towels that grow more fluffy and soft with each wash and turn more absorbent.

On the other hand, the bedsheets control temperature in the range of three degree plus or minus, wherein it cools inside when the external temperature is hot and keeps warm when the external temperature is cold," said Pal.

As a premium brand, towels and bedsheets at Spaces Home & Beyond outlets are priced in the range of Rs 700-1700 and Rs 1500-6000, respectively. Combined with its value brand WellHome, Welspun has around 225-odd shop-in-shop outlets and 1500 multi-branded outlets (MBOs). Despite equal number of outlets, about 80% of its domestic retail revenue comes from the premium Spaces brand while 20% comes from WellHome.

Internationally, the company is marking its presence through sporting events like Wimbledon and ICC cricket by way of supply of terry towels. Welspun Global Brands also recently became a licensed towel supplier for football club Manchester United and Disney, Pal told mediapersons.

Going forward, the company will launch limited-edition towels in the licensed category in next few months.

Source: business-standard.com- Aug 10, 2016

[HOME](#)

Welspun to launch smart home textiles with patented technology

Home textiles maker Welspun plans to launch a series of smart textiles with patented technology, the company said while formally announcing the patented HygroCotton technology by its premium brand Spaces Home & Beyond.

"We have filed for 26 patents globally and would launch smart textile products using this technology over the next three years," said Subrata Pal, business head (domestic and supply chain global) at Welspun Global Brands Ltd.

Although HygroCotton products were launched in the United States by Welspun about four years ago, the company recently introduced these to the Indian market. HydroCotton bed linen is all-cotton textile that regulates temperate while the towels with a hollow core cotton yarn are ultra-soft and get loftier with each wash, according to the company.

"HygroCotton products comprise 25% of our US portfolio currently and are recording a 15% year-on-year growth," Pal said.

Source: economictimes.com- Aug 10, 2016

[HOME](#)

Indian branded apparel retail: Promising but not big enough?

International brands including Zara, H&M, Mango, Guess, GAP etc. have made deep inroads in the Indian apparel market. Indian consumers increasingly prefer these brands for their perceived quality, fit and style.

On the contrary, Indian brands, such as Fab India, W, BIBA, AND, Allen Solly, Van Heusen etc., which have been quite successful in the domestic market have failed to replicate a similar fan following in the global arena.

Though these brands have wowed international buyers, we do not see them becoming mainstream everyday wear in global fashion hubs like New York, Paris and Milan.

Zara's journey from a small local Spanish brand to achieving a fashion icon status is a perfect case study on how apparel brands can achieve global success. It pioneered the "fast fashion" concept and now has 2,000+ stores worldwide with deliveries arriving every two weeks! It was Zara's astounding success that former LVMH fashion director, Daniel Piette, called the company, "possibly the most innovative and devastating retailer in the world" way back in 2001. A nimble and agile infrastructure, essential for the brand to exercise complete control over its entire supply chain, enables Zara to react quickly to new trends. It is the world's favourite high fashion brand because of its ability to customize collections right to the city and store level. As a result, Zara has catapulted to become the world's largest apparel retailer.

What is happening back home to achieve our global nirvana?

A lot of Indian designers have attempted to make their presence felt in the global fashion space. Manish Arora participated in the Hong Kong fashion week in 2000 and collaborated with Reebok in 2001 to launch a limited edition collection - Fish Fry. Ritu Beri, a designer for over 25 years, was the first Asian to head French fashion house - Jean Louis Scherrer in 2002.

Ritu Kumar broke in to Paris and New York fashion houses and department stores in the 1970s! Most established designers attempt to enter international markets via international fashion weeks or collaborations with fashion houses / fashion retailers. Indian designers start by designing a collection and then scale up as they gain popularity and demand for their wares increases.

Most of the Indian apparel brands that break into the international market are either very high end, exclusive brands or are displayed with an array of brands in large chains like Niemen Marcus or Macys. Even internationally, not many would invest in a \$15,000 Rohit Bal outfit.

These exclusive outfits form the attire for celebrities at high profile events but are certainly not every day wear or even corporate wear.

Brands at retail chains get a great entry point but are unable to make a mark as an independent brand as they get overshadowed.

Why are Indian brands not the showstoppers?

Indian textile majors like Arvind, Raymonds, Bombay Rayon produce and supply high quality fabric to major global brands. In spite of having this unique sourcing edge coupled with the huge availability of raw artisan and design talent, Indian brands have been unable to make a mark on global fashion due to a number of reasons.

Design sensibilities: Indian brands certainly have global aspirations but fail to address tastes of a global audience. A lot of our apparel brands design keeping in mind the Indian consumer and what would sell in India.

Indian brands create collections that appeal to either the ethnic Indian consumer or the global well-travelled Indian consumer, or the Indian diaspora. They have not been able to move from a “create to sell” to a “create to brand” mentality.

Building a brand which would appeal to a diverse global audience has to incorporate global wear collections rather than just ethnic Indian apparel or just western wear. Taking heed to this point, home grown brand AND offers contemporary western wear for women with an Indian inspiration. The company opened its first international store in 2013.

Global promotion: Most of the glossy fashion magazines have international brands and Indian labels are conspicuously missing. To build a brand, publicity and advertising are essential ingredients. If consumers are not aware of a brand, how can they wear it to the next high-profile event? Bold marketing is essential for a label to make its mark. Till Indian celebrities and socialites, the usual trendsetters, do not glamourize Indian labels, it would be tough to capture the imagination of global audiences.

The road ahead

Brands like Louis Philippe, Van Heusen and Peter England took 10-15 years to get to INR 500 cr. However, they reached INR 1,000 cr. in top line in less than five years. Even international brands like Forever 21 and (which is likely to have crossed INR 500 cr. in FY16), Zara (crossed INR 700 cr. in FY15 within 5 years of its launch in India) have been hugely successful in the burgeoning domestic market.

Looking at the massive domestic growth opportunities it is easy to argue that there may be no need to look beyond borders. As illustrated above, foreign brands are on an expansion spree in India and many more are likely to enter the country. In fact, previously Zegna has even sold the Nehru jacket and Hermes the saree in India and even in London, a testimony to the potential of the market.

Fashion is aspirational and if Indian brands cannot captivate global shoppers their brand in India is likely to take a beating slowly affecting sales figures. As disposable income and aspirations rise, beyond the metros, Indian youth are increasingly looking at spending on branded wear equating that with improved lifestyles. We need our own desi Zara's and Mangos to stand up to the incumbents.

Source: economictimes.com- Aug 10, 2016

[HOME](#)
