

**IBTEX No. 32 of 2017**

**Feb 13, 2017**

USD 67.02 | EUR 71.19 | GBP 83.71 | JPY 0.59

<b>Cotton Market Update</b>		
<b>Spot Price ( Ex. Gin), 28.50-29 mm</b>		
<b>Rs./Bale</b>	<b>Rs./Candy</b>	<b>USD Cent/lb</b>
20389	42650	81.16
<b>Domestic Futures Price (Ex. Gin), March</b>		
<b>Rs./Bale</b>	<b>Rs./Candy</b>	<b>USD Cent/lb</b>
20930	43781	83.31
<b>International Futures Price</b>		
NY ICE USD Cents/lb ( March 2017)		75.82
ZCE Cotton: Yuan/MT ( May 2017)		16,225
ZCE Cotton: USD Cents/lb		<b>88.26</b>
<b>Cotlook A Index - Physical</b>		<b>85.15</b>
<b>Cotton &amp; currency guide:</b>		
<p>The gone by week was mostly steady for cotton across the globe. The domestic cotton price continued to trade near Rs. 42,000 to 42,500 per candy with plus minus 1% each side. The trading activities were low during the past week. Therefore, the current active future February contract ended the week at Rs. 20,770 almost no change from the previous week's close.</p> <p>Likewise, at the global front the ICE March future continued to hover near 76 cents. From the weekly perspective the counter ended at 75.82 marginally lower from the previous week while same performance in the case of Chinese cotton price that it settled near 15,700 Yuan/MT</p> <p>Overall markets were quiet and believe the scenario would remain dicey in the near term unless fresh cues come to market. This morning cotton for the aforementioned future contract at ICE is seen trading marginally higher at 76 cents and the Chinese cotton is up by almost 1% at 15,855 Yuan/MT.</p>		

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We believe although sideways trend is maintained but the bias could remain on the higher side initially.

Talking more on the domestic spot front the average daily arrivals in the last week held around 180,000 bales slightly higher than the previous week's average arrivals.

On last Friday the arrivals stood at 166,000 bales including 42,000 from Gujarat and 65,000 from Maharashtra. Further on the global front, as per the latest USDA report, the world stocks outside china were reduced. This report is to be treated slightly positive for cotton.

The USDA lowered world ending stocks by 747,000 bales, however, stocks outside of China were reduced 1.247 million bales as lower crops and increased use outside of China had an impact. World production in China was raised by 500,000 bales, along with a 75,000 bales increase in Mexico. This increase was offset by several reductions; Cameroon -30,000 bales, Mali- 25,000, Pakistan -200,000, Turkmenistan -100, and Uzbekistan -150,000 bales. World consumption was raised by 762,000 bales due to increases in India +500,000 bales and Bangladesh +200,000 bales.

The US ending stocks were reduced by 200,000 bales due to an increase of 200,000 bales in US exports.

In the meanwhile, the US export has continued with shipments surging indicating that much of the demand has been focused on the near-term. Exports of upland and Pima during the week ending 2nd February 2017 reached 452,100 running bales of upland and 11,900 running bales of Pima. This reflected the highest volume of the marketing year and pushed total shipments to 5,698,372 480 lb. bales. Export sales during the week slowed to 208,100 running bales of upland and 4,000 running bales of Pima. Turkey was the top buyer taking 45,500 bales.

Overall we expect cotton price to remain sideways and trade in the confined range while the bias could be on the positive side. The trading range for the day would be Rs. 20600 to Rs. 20,900 per bale. We will be releasing our weekly report today.

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## INTERNATIONAL NEWS

### Canada Warns U.S. on Raising Import Tariffs Ahead of NAFTA Renegotiation

As the U.S., Canada, and Mexico begin preparing for a renegotiation of NAFTA that could get underway this spring, Canadian officials are signaling that while they are open to changes they also intend to staunchly defend the country's interests.

President Trump has threatened to withdraw the U.S. from NAFTA if it is not revised (though there has been little concrete information as to what specifically the U.S. may push for) and to impose new tariffs on all U.S. imports as part of an effort to aid the U.S. manufacturing sector.

Foreign minister (and recent trade minister) Chrystia Freeland responded last week after meeting with U.S. lawmakers in Washington that Canada "would be strongly opposed" to such tariffs because they would be "mutually harmful." She also warned that "if such an idea were ever to come into being, Canada would respond appropriately."

However, senior Canadian officials have been visiting with Trump administration officials and congressional leaders to try to head off any conflict, pointing out that the two countries have a fairly balanced trading relationship and comparable labor, environmental, and other standards. Prime Minister Justin Trudeau may make similar arguments when he meets with Trump at the White House Feb. 13.

In the meantime Ottawa is consulting with private sector interests to gauge their priorities and start establishing negotiating positions. "The best defense is a strong offense," Freeland said, "and Canada definitely will be and is good at taking strong offensive positions." According to press sources, a majority of Canadians responding to a recent poll indicated support for an assertive approach to trade with the U.S.

Source: strtrade.com– Feb 13, 2017

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## **USA: What Levi's is Doing Better than any other US Apparel Brand**

If retailers want to get consumers and their dollars back, they're going to have to get in touch with their emotions.

The role emotion plays in brands' business decisions is underleveraged, misunderstood and not measured enough, MBLM Brand Agency said in its 2017 report on Brand Intimacy.

Acknowledging that 90 percent of all decisions are made based on emotion, brands need to shift the way they are created, promoted and managed to offer a different kind of attention to the consumer.

"If focusing more on the customer seems like an obvious strategy for success, then consider brand intimacy to be a new paradigm around the science of the emotional bonds we form with the brands we use or can't live without," MBLM managing partner Mario Natarelli said.

The problem with apparel retailers is that none of them really seem to be getting this right. Not one apparel-focused retailer made MBLM's list of the top 10 most intimate brands of 2017 (Apple, Disney and Amazon took the top three spots).

Out of 15 industries, retail ranked third after automotive and media/entertainment in terms of its brand intimacy and apparel came in seventh place.

Levi's took the top spot among apparel brands when it comes to intimacy, followed by Nike, Lululemon, Under Armour, Adidas, Victoria's Secret, The North Face, Ralph Lauren, Gap and Puma. Each of these brands has a following—a fan base even, and it has a lot to do with emotional engagement.

According to MBLM, Levi's strongest association is related to nostalgia and the brand is doing better than any other in apparel at fusing with customers. What's perhaps of note, more than half of the most intimate brands are athletic related, which falls right in line with the athleisure trend and reiterates that it's more than a fad. Only 24 percent of shoppers surveyed said they are intimate with brands in the apparel category.

“Brands that you wear are intimate by nature, yet this industry is falling short on its potential,” Natarelli said. “This may be because of a variety of factors from shifts in the way we shop to generational orientations and out-of-reach messages. However, we firmly believe there is room for the industry to build stronger emotional connections with consumers.”

MBLM offered four key reasons why the apparel industry is failing at intimacy: 1) apparel brands have become less relatable, what was once inspirational advertising, today are out-of-touch with most people and unbelievable; 2) brands are pivoting to aligning with celebrities and pop culture figures, shifting away from a tradition of linking to athletes; 3) shopping experiences are less intimate with the rise of e-commerce making it easier to shop for brands via multiple platforms; 4) there’s a shift in millennials’ behavior as many are being drawn to superior service and web-based stores.

Apparel brands will have to look to the success of players outside the sector—like Apple and Netflix and Whole Foods, which also made the overall top 10 most intimate brands list—to find ways to get closer with consumers.

Findings from this year’s study point to consumers’ desire to escape, and brands that help them disconnect and retreat, or at least feel a sense of that, are gaining popularity.

“Whether it’s due to political fallout, an increasingly complex and scary world or growing economic concerns, brands offering simple escape pleasures dominate.

Relatedly, consumers seem more cautious about making large purchases or spending more this year,” the report explained. “The willingness to pay 20 percent more for products and services from their favorite brands is down, suggesting a more cautious and conservative outlook in terms of spending.”

Source: [sourcingjournalonline.com](http://sourcingjournalonline.com)– Feb 11, 2017

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## **Pakistan's Textile: Progress or Decline?**

One can find a copious amount of issues haunting our national economy. Few of them tend to float on the surface and few, sunk deep inside the sea of oblivion. Deficit, debt and unemployment to name a few. But these are the effects, the outcomes of negligence and indifference, of misplaced priorities and policies.

Textile industry of Pakistan is one of those industries in Pakistan that has borne the brunt of the said negligence. Despite its blatant importance, the news about the sector is rarely optimistic and promising.

The share of textile sector in our Gross Domestic Product (GDP) stands at an unavoidable 9.5%. It is home to more than 15million jobs, almost 30% of our country's workforce. Few other accolades include being the 4th largest cotton producer with the 3rd largest spinning capacity in Asia. Also, the 8th largest exporter of textile products in Asia.

Despite being hosted in the top-tier positions in various capacities Pakistan's share in global textile trade has dropped to 1.8% from 2.2%, whereas Bangladesh's textile sector set an export record last year. Countries like China and India which have, through continuous improvement and innovation, made uncanny leaps in the field of Textile.

At the start of century the share of India in the global textile was 3.2 and now it stands at 7.5%, thus showing a huge improvement and progress. Pakistan is a place which has all the paraphernalia to be vying with the other top producers in the world but it is in the hierarchy of priorities of our government where the stones, hindering our way to the top lies.

While I can go for pages as far as the statistics are concerned the purpose of this article will, then, not be served. The internet is sprinkled with myriad facts and figures vis-à-vis the condition of our textile sector. But what it is bereft of is the accounts of people, workers, mostly labor who face extreme hardships as the textile sector's performance wanes.

I know of a man who was working in a textile company as a bank duty officer. One day he went to his mill to find out that it has been closed and he had no job now.

All this was done, without any prior notice or intimation, on that very day. It, then took him, almost half a year to find a job that too as temporary as the prior one. There are people who have spent 50 years in a company and they are still, if recruited as Bank duty officer or an accountant, the same today.

How about a boy who is a graduate in Business Commerce (B.com) working for more than 10 years in a company at a wage of Rs. 15,000/-. These and many more accounts, they tend to provide a pristine picture, free from the adultery of words done by the government employees who tend to portray each and every part of our economy progressing at an optimum level.

Technological Up-gradation is a pressing issue. Most of the units/plants have machinery that is obsolete or have become inefficient to use. There are no proper systems in most of the units which increases the chances of glitches and errors.

The lack of better management skills and ignoring the global changes in the field of technology and marketing exacerbates the issues. Most of the industrial units are small sized (20-30 K spindles) making it uphill to reach economies of scale. The brandishing of luxury cars by some of the owners strikes a deplorable contrast with the conditions of the mills with improper infrastructure.

The habit of extravagance on personal level is often done at the cost of the wages of their employees or the betterment of their mills. But this is not true for the whole sector.

The recent Textile package announced by the government has been welcomed by the textile sector. But analysts are of the view that this will not help the waning exports. Experts believe that Pakistan's textile industry has the potential to double its exports from \$13 billion to \$26 billion provided the cost of doing business is reduced.

Pakistan's textile export stand above \$13 billion dollars whereas that of India \$41.4 billion. The IMF says that Pakistani currency is over-valued at least by 20 percent and simple economics tells us that such an appreciation of currency is detrimental for the export sector.



Recently Bloomberg also covered the hapless condition of our textile sector. While the world has seen a flurry of job cuts, especially in oil sector due to low oil prices that amounted to 300,000 people, no one noticed that Pakistan has shed some 500,000 jobs in textiles alone. An eye-opener, an alarming situation.

The global perception of our country, as being a crisis-ridden economy with a rickety growth pattern also contributes to the aforesaid issues. I remember reading Mattias Martinsson's comments, a man who owns more than \$150 million in Pakistan's stocks, that "If you can get the same price in Vietnam or India or Bangladesh, I think it's still the case that most purchasers will still choose the other countries because their purchasing managers dare to go there. "They can go freely around and don't have to be afraid" which isn't their perception of Pakistan, he said.

Mr. Tahir Shakoor, who has appeared in interviews for CNBC and other platforms, cherishing more than 25 years of experience in textile sector, shared his thoughts with me. "Pakistan's textile has a lot of potential. And I believe that our textile sector is in a period of transition, transforming into a more value-added service provider. The principle of survival of the fittest is always at work.

Those that are not fit are vanishing. Only Technologically updated and 'vertically integrated' units will be viable. Moreover we need to operate our textiles in industrial "hubs" to minimize cost of production. One can also say that the process of 'rightsizing' is rendering the industry efficient. I was in Germany few days back for the Heimtextil (the biggest textile exhibition in the world) and was amazed to observe that how effectively we (Pakistanis) have manifested our potential and abilities there."

Regarding the announcement of recent textile package and CPEC he opted a very practical approach: "CPEC presents a potential threat to our domestic industry. WE can face a fierce competition, it can choke our rail and road communication systems" What can we do about it?

"The trade and tariff control should be properly regulated. Instead of layman(s), Industry experts should be in charge of the regulatory affairs."

The textile package needs to be effectively implemented in order for real development in the sector. “The issues of gas, water and electricity shortage is also getting better but it is still a major hindrance in our progress”, he concluded.

Source: dailytimes.com.pk– Feb 12, 2017

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### **Portugal: Textile, clothing exports up 5%, beating 2020 sector target of €5bn**

*Portugal's exports of textiles and clothing last year exceeded expectations last year, the Portuguese Textile and Clothing Association (ATP) said, after the National Statistics Institute (INE) reported that they totalled €5.063 billion, up more than 5% on 2015. The figures published by the INE earlier in the day "exceeded ATP estimates that pointed to 5.055 billion euros," the association said in a statement.*

Its strategic plan for the sector had set a target for exports of €5 billion by 2020, meaning that this has been reached four years earlier than expected.

That, the ATP said, was thanks to the “strong dynamism that the industry has revealed in recent years, showing itself to be a model benchmark for the Portuguese economy.”

In particular, exports of clothing and knitwear were up 12%, or €227 million, on the year, while cotton thread and cloth, up 19.4% or €27 million.

Portugal thus enjoyed a trade surplus in this sector of €1.151 billion, with exports equivalent to 129% of imports.

The 2016 export total for the sector is just short of the all-time record, achieved in 2001 with €5.075 billion.

The ATP's managing director, Paulo Vaz, noted that the 2016 total was achieved "with half the companies and half the workers" of 2001, exemplifying the huge productivity gains achieved over the period.

Source: theportugalnews.com– Feb 12, 2017

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## **Taiwanese textile firms look to production in U.S.**

Several major textile manufacturers are set to roll out products in the United States, echoing U.S. President Donald Trump's pledge to push for goods "Made in USA."

Everest Textile Co. ,a subsidiary of the Far Eastern Group , is one of the Taiwanese firms responding to Trump's advocacy. Everest, which has bought a plant in North Carolina and re-purposed the production lines, is scheduled to start production in mid-March.

In his inauguration address on Jan. 20, Trump reiterated the theme of "America First" and vowed to "bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams," under his trade protectionism advocacy.

Taiwan's Ministry of Economic Affairs has warned that Trump's protectionism could affect Taiwan's exports, while economists have urged the government and local exporters to come up with measures to counter the possible impact of Trump's policies, as the U.S. is one of the largest buyers of Taiwan textiles.

In response, the local textile sector has moved production lines to the U.S. in a bid to avoid efforts to impose tariffs to their outbound sales.

The latest approach represents a major shift in the sector's production focus, as goods have largely been made in China and Southeast Asian countries in recent years.

Everest, which specializes in functional fabric production, said that its plant in North Carolina will mainly produce fabrics, though some of the production lines will produce ready to wear garments.

The textile maker said that the re-purposing of the U.S. plant has proceeded very smoothly, with production set to begin one month ahead of the original schedule.

Makalot Industrial Co. , one of the largest apparel makers in Taiwan, said that it is studying the feasibility of setting up a plant in the U.S. as part of its plans to expand overseas. In addition to the U.S. plant, Makalot is also considering investing in Haiti and the Dominican Republic.

Li Peng Enterprise Co. , the largest nylon chip and yarn producer in Taiwan said that it is planning to open warehousing facilities in the U.S. in the second half of this year to store the nylon chips it produces in Taiwan and Southeast Asia to meet demand in the U.S. market.

Li Peng said that future warehouses in the U.S., which will be large enough to accommodate about 2,000 metric tons, will not store nylon chips from China as products made there have been slapped with anti-dumping tariffs by the U.S. government.

The warehouse business in the U.S. aims to better serve U.S. customers by taking advantage of proximity to the market, Li Peng said.

Source: focustaiwan.tw– Feb 11, 2017

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## **Colombiatex closes with \$326 mn in business expectations**

The twenty-ninth edition of the Colombiatex de las Americas 2017 closed with approximately \$326 million in business expectations and the commercial interest of countries such as the US, Ecuador, Mexico, Peru, Guatemala and Costa Rica stood out.

The three-day event hosted over 21,924 national and international visitors, 5.5 per cent more than last year.

Close to 41 per cent of the investments were directed towards textile purchases, 23 per cent for machinery and equipment, 10 per cent for trims and fittings, 7 per cent for chemical products, 7 per cent for threads and yarns and 12 per cent registered for other categories. This estimate balance has been provided by Invamer after closing business.

“We are a well-known epicentre in Latin America as the only integrative trade show that gathers business, knowledge and trends in just one place, with a qualified supply deserving of all of the efforts that we make, in alliance with the Medellin Mayor’s Office and ProColombia to bring national and international buyers, revitalising business and stimulating the economy and, by doing so, the opportunities for country,” said Carlos Eduardo Botero Hoyos, president of Inexmoda.

The trade show had 510 exhibitors, mainly from Colombia, India, Brazil, Spain and Italy, as well as 1,928 international buyers, 9 per cent more than last year. In order to adopt suitable measures and to be able to keep up with the rapid pace of changes in the market, the Inexmoda - UPB Knowledge Pavilion, offered 21 conferences that had approximately 8,229 attendants and 15 practical workshops (645 attendants), where people got to upgrade their knowledge.

The 'New Game' is sustainable and for that reason, Inexmoda, on its 1,054 stand, in alliance with the company for sustainable solutions Torna, witnessed the profitability of bringing together innovation in water recycling, saving up to almost 95 per cent of its usage in all rudimentary procedures of the industry.

Source: fibre2fashion.com– Feb 10, 2017

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## **Pakistan: Cotton arrival sup 10.63 percent in February**

Cotton arrival in local markets witnessed about 10.63 percent increase during the month of February as compared to the same month last year.

By the first week of February 2017 about 10.634 million cotton bales arrived in the local market as compared to the arrival of 9.612 million bales during the same month last year, an official in the ministry of textile industry said on Friday.

He said by February 1, 2017 cotton arrival from Punjab witnessed 16.94 percent increase, as over 6.849 million cotton bales arrived in the market. He said crop arrival from Sindh was recorded at over 3.784 million bales, registering an increase of 0.79 percent as compared to the same period last year.

Around 5.857 million bales of cotton arrived in Punjab during February 2016, whereas 3.755 million bales arrived in Sindh, he added. During the period under review, highest number of bales arrived from Bahawalnagar and Rahim Yar Khan, at 1.188 million bales and 1.144 million bales, respectively, the official said. Meanwhile, Sanghar and Sukkur were the leading districts in Sindh, which delivered 1.230 million bales and 542 831 bales, respectively.

Out of the total inventory in local markets, about 9.717 million bales have been sold compared to 8.390 million bales in the same month of last year, he added.

Despite the torrential rains and flash floods in some cotton growing areas, local crop arrival has increased when compared to the output during the same period last year.

In order to enhance cotton crop in the country, Pakistan Cotton Crop Committee (PCCC) in collaboration with the provincial governments was striving to enhance post harvest management capacities of pests.

The official said the PCCC would start training programmes on off season pest management for better output. Besides, the Ministry of Textile Industry in collaboration with stakeholders wanted to boost local crop production by adopting innovative crop technologies.

Cotton sowing registered 21 percent decrease in Punjab, and an increase of two percent in Sindh.

Source: thenews.com.pk– Feb 11, 2017

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## **Vietnam: Enterprises see opportunities in 2017**

Trần Văn Mỹ, general director of Phong Điền Scavi Company, said that his company is building an industrial centre specialising in textile and garment at the Phong Điền Industrial Park Huế City.

The first hub of its kind in Việt Nam was in fact run on a trial basis in 2015 and 2016.

Mỹ said the facility is due to be put into operation in the second quarter of this year, bringing together various segments involved in textile production such as feedstock, fabric accessories, design, fashion illustration and finally production of large volumes of finished products for exports.

This closed production chain is expected to help not only strengthen the brand appeal and prestige of Vietnamese garment and textile products in the global market, increasing exports, but also address the current scale in the sector.

It is also expected to attract foreign investment since many foreign apparel manufacturers are keen to invest in the Vietnamese textile industry where there are specialised models.

Elsewhere, the CEO of Việt Nam VP9 Company, said his company has set itself a sales target of US\$300 million from technological products, particularly internet-based television cameras.

Explaining the company's ambitious target, he told Tài Chính & Chứng Khoán that Việt Nam is the first country in the world to successfully develop smart cameras that run Android and instal millions of Android applications, ushering in a new era of the internet of things.

Those smart products are now in demand around the world, and so are expected to be shipped to major markets such as the US, Europe and Japan, he said.

Besides focusing on exports, many companies including State and private ones have also drawn up ambitious strategies to expand their shares in the domestic market this year by enlarging distribution networks and consolidating their brand strengths.

They include Việt Tiến Garment Company, Sa`i Go`n Co.op, Thegioididong, FPT, Vingroup and Vinamilk. They plan to increase their investments by 50 per cent to expand their distribution systems.

It is not only such big companies but also many small ones, including start-ups, who plan to step up investment in production and business and their distribution networks this year.

Analysts said many companies hope to increase exports this year thanks to possible advantages created by positive changes expected in both the domestic and global economies, including free trade agreements, many of which effect this year.

The International Monetary Fund (IMF) has predicted the global economy to grow by 3.5 per cent this year, while the World Bank believes 3.1 per cent growth is likely.

The Vietnamese economy is expected to be steady with inflation remaining under control. In addition, the Government will continue to implement measures to improve the business and investment environment and support businesses.

According to the Ministry of Trade and Industry, in 2017 Việt Nam's economic integration will be further momentum.

It will have to implement all commitments under the ASEAN Free Trade Agreement with China and with other ASEAN member countries, the ASEAN Economic Community (AEC), World Trade Organisation (WTO), and new generation free trade agreements.

This is expected to create highly favourable conditions for the country's economic development.

But analysts also warn about the many challenges in both the domestic and overseas markets that Vietnamese enterprises might face and have to overcome if they want to seize the opportunities, particularly for exports.

They said the growth quality as well as competitiveness of the Vietnamese economy remains low. Besides there is macroeconomic instability and infrastructure lack of adequate to meet the development needs.



Recent global developments such as US President Donald Trump's protectionist rhetoric and Britain's vote to quit the EU show that some major economies are tending to protectionism and reduced trade liberalisation.

This will change the structure of global commodity supply and demand, significantly affecting the global market and of course exports by Vietnamese businesses.

The analysts said Vietnamese businesses should focus on exploiting their domestic market, adding it would be an important factor in survival and development.

Source: vietnamnews.vn – Feb 13, 2017

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## **How Donald Trump has affected the American fashion industry**

It begins with that most anodyne greeting: How are you? And then you see them flinch, or their shoulders slump. Heavy sigh. They struggle for an answer because here in the fashion world – populated by minorities, women, gays, immigrants, East Coast elites and all-around rebels – a lot of people are not fine. They are not OK. They are dismayed, angry, frightened. They do not like what they see happening in Washington. And they are processing it the way they know how: through fashion.

During four days of fall 2017 menswear shows, the runways have been filled with political commentary. Personal therapy. Catharsis through aesthetics. And a little bit of soothing balm.

How were the clothes? The clothes were fine. There was more upscale athleisure wear, all worn with fancy, retro sneakers. The suits are still snug and form-fitting, unless you are shopping at Boss or Joseph Abboud, where the trousers give a man more room and even have pleats. Some younger designers are toying with cropped pants – glorified culottes, really. And many of the clothes are artful – meaning that sometimes they look as though a designer has rifled through a vintage costume shop, as they did at Bode, or they were hand-splattered with paint, as at Stampd.

The menswear shows are still a young enterprise for the Council of Fashion Designers of America. Recognisable names such as Ralph Lauren do not mount runway shows. (Lauren, who recently severed ties with his CEO and is struggling to reorganise his business, presented his Purple Label by appointment.) But although Lauren still represents an enormous financial force in fashion, his menswear is classic. It is not leading the charge for change.

The more dynamic Thom Browne shows his clothes in Europe. (He's the one to thank for those slim suits and all the trousers cropped to show manly ankles.) And many of the smaller brands struggle to find a distinctive voice. The biggest fashion news here was the decision by Raf Simons to bring his menswear line to New York for the first time. His oversize silhouettes and sharp tailoring immediately stood out.

But no matter how subversive, creative or extraordinary they might be, the clothes could not compete with the steady stream of news flashes coming from the Trump administration. Borders closing, travel bans, browbeaten allies, a conservative Supreme Court pick announced in the style of reality TV. How is New York's creative class doing, you ask? Not good. Not good at all.

Aboud opened the season with a show marking his 30th year in fashion. He presented his collection in a decommissioned church. Taking a moment between a quick dress rehearsal and the resulting runway show of beefy men in black velvet, Aboud noted that he was showing the audience "his darker side". The presentation was less a celebration of his professional longevity than a brooding commentary on life in this moment.

For some designers, protest and social commentary is a challenge. It is not what their work is about. For someone like Todd Snyder, who offered a sophisticated collection of track jackets, elegant knits and high-water trousers, his pre-show mood music was a call to arms:

"Give Peace a Chance". For others, politics melds naturally with the kind of clothes they have produced over many seasons. "I'm always influenced by what's going on," says designer Willy Chavarria, in an interview. "Because I'm Chicano and from California, I was raised around cholos and migrant workers, and my silhouettes, fabrics and drape always tie back to that subculture."

“But it really came to light this last year,” he added. “The cultural divide really came to light.”

Chavarria’s collection was sketched out months ago as a commentary on oppression and the process of breaking free of it, but as he was sorting out how he’d present it to editors and retailers, he saw the Ava Duvernay documentary, *13th*, which examines racism and the criminal justice system. It was a clarifying moment.

He used 13 models – non-professionals cast through social-media outreach and serendipity. (One guy worked at a restaurant near Chavarria’s office.) “Everyone was cast entirely based on swag,” he says.

His presentation opened with models standing in the cramped confines of a prison yard – a tight square surrounded by chain-link fencing and lighted from above with spotlights. Black-clad guards stood sentry. One by one, the models stepped out of the cage to walk confidently into the light and stand atop a platform. The soundtrack featured quotes from Malcolm X, Cesar Chavez, even RuPaul. The story was not simply about race, but also gender, sexual identity and ethnicity. Chavarria eloquently tapped into concerns roiling the nation, and he used the power of fashion to underscore our stubborn reliance on stereotypes and appearances, the way we segregate ourselves into opposing social tribes.

Source: independent.co.uk– Feb 09, 2017

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## NATIONAL NEWS

### **Indian cotton exporters default, delay shipments as prices rally**

Indian cotton exporters have cancelled orders for around 25,000 bales and postponed shipments of about 200,000 bales by up to a month after a supply shortage pushed up local prices, industry officials told Reuters.

The move by the world's biggest cotton producer is likely to help rival suppliers like Brazil, the United States and some African countries boost exports, with some India textile mills even starting to import cheaper fibre from overseas.

"Exporters had signed contracts at around 75 cents (per lb) in December and January. Now (local) prices have shot up to 84 cents. They could not fulfil the orders," said an exporter based in Mumbai, adding that contracts to export nearly 25,000 bales to Pakistan and Bangladesh have been cancelled.

Raw cotton supplies usually peak in India between December and February, pushing down prices. This year, local prices have jumped more than 10 percent over the past two months, with farmers now delaying cotton sales in expectation of further price rises.

"Limited supplies in spot markets forced some exporters to delay shipments. They are delaying shipments by 15 days to one month," said Chirag Patel, chief executive of Indian exporter Jaydeep Cotton Fibers.

Prices have been hiked by the fallout government's move to scrap high-value currency notes, which disrupted trading in the cash-oriented market.

Traders estimate farmers sold 15.5 million bales of cotton between October and January, down nearly 19 percent from last year's 19.11 million bales.

"Right now Indian cotton is not competitive. Export demand is not much," said Patel. India has exported around 2.5 million bales so far in the 2016/17 season that started on Oct. 1. In 2015/16 India exported 6.9 million bales, but this year exports could fall 28 percent to 5 million bales, said a senior official with Khimji Visram & Sons (KVS), a Mumbai-based exporter.

"Exports will pick up only if Indian prices come in line with international prices. If we are not competitive, exports will be limited. It could be even less than 5 million bales," the official said.

Pakistan, Bangladesh, China and Vietnam are key buyers of Indian cotton. Traders said farmers were likely to release stocks if local raw cotton prices rise another 5 percent, taking them above 6,000 rupees per 100 kg, but the delay could see local exporters miss out to rivals.

At the same time, traders are scaling down production estimates, after the government initially expected good monsoon rains would boost the country's output in 2016/17 by 3.8 percent from a year ago to 35.1 million bales.

"Production could be around 33 million bales. The crop is lower in Gujarat than what we thought," said Dharmesh Lakhani, a ginner based at Rajkot in western state of Gujarat.

The rally in local prices has prompted some Indian textile mills to start imports.

"Textile mills in southern India have contracted cotton for shipments in March and April. For them, imported cotton is nearly 2 cents (per lb) cheaper than local supplies," said a New Delhi based dealer with a global trading firm.

(1 Indian bale = 170 kg)

Source: in.reuters.com- Feb 11, 2017

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## **Demonetization: Yarn price hike may destabilize powerloom sector**

The country's largest man-made fabric (MMF) industry in the city is staring at yet another slowdown post-demonetization. The front-line spinners have increased yarn prices by almost Rs 30 per kilogram in the last one month.

If the leaders in powerloom sectors are to be believed then this is one of the highest ever increases in yarn prices by the spinners in the history.

After demonetization, the industry suffered major losses due to closure of 70 per cent of weaving units and now with some spinners setting up a cartel and increasing rates, the industry is staring at huge losses.

Post-demonetization, the production of polyester fabric had fallen by almost 75 per cent with over 80 per cent of weaving units downing their shutters and textile workers moving out of the city.

As per an estimate, there are around 6.5 lakh powerloom machines, manufacturing around four crore meter of fabric per annum worth over Rs30,000 crore. Post-demonetization, production of fabric reduced to just 1.5 crore meter due to closure of a majority of powerloom units.

Powerloom weavers said the industry was preparing for the upcoming marriage season in summer. The weavers wanting to replenish their yarn stock are in deep trouble with increase in yarn prices by the spinners.

"There is simply no rationale behind such a stiff increase in yarn prices by the spinners. There is no demand for the goods in the local market, still the spinners have increased prices.

We smell something fishy as the spinners are operating a price cartel to pressurize the weavers. The industry is going to collapse with such a huge price hike, which will result in huge amount of joblessness in the sector," said Federation of Gujarat Weavers Association president Ashok Jirawala.

Sachin Weavers Association president Mahendra Ramoliya said, "The industry can't survive if the spinners try to rule the market through a price cartel. We request the textile ministry to intervene or else lift anti-dumping duty on import of yarns."

Source: timesofindia.com - Feb 11, 2017

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## **City's textile sector to emulate Tirupur's knitwear success**

Textile entrepreneurs in the country's largest man-made fabrics (MMF) hub are looking to emulate their counterparts of Tirupur in Tamil Nadu, by manufacturing knitwear fabrics and garments.

Thanks to efforts of Southern Gujarat Chamber of Commerce and Industry (SGCCI), a couple of leading knitwear manufacturers in Tirupur have expressed interest in establishing units through joint ventures with the city's textile entrepreneurs.

A team of two experts from SGCCI have been tasked with carrying out a detailed study of the Tirupur knitwear hub, which accounts for 90% of the country's knit-wear exports. The experts will submit their report to SGCCI next week.

Tirupur has over 6,000 sophisticated textile units including circular knitting units and textile process houses, using state-of-the-art technology imported from Taiwan. Installed capacity is 20,000 machines, manufacturing over three crore metres of fabric per day with an annual export turnover of Rs 25,000 crore.

A delegation of SGCCI led by president B S Agarwal visited Tirupur to understand their success story and emulate their knitted-wear manufacturing in Surat.

"Demand for knitted cotton fabrics is increasing from western countries like Europe and the US. Manufacturers in Tirupur are looking at extending their units and entrepreneurs here can serve them better," said SGCCI president, B S Agarwal.

Agarwal added, "The entire industry in Tirupur uses spun yarn and our industry uses filament yarn. There is a need to enter the spun yarn category and start manufacturing knitted fabrics, which are in high demand in the world. This way, entrepreneurs will be able to increase their fabric exports."

SGCCI is planning to hold a seminar to educate textile entrepreneurs on seizing the opportunity from Tirupur.

Dinesh Zaveri, a textile industry expert, said: "Circular knitting is the most sophisticated method of producing high-quality knitted fabrics. The machines cost between Rs 1 crore and Rs 3 crore. In a small 15x15 feet area, the machine can produce over 1,500m of cloth per day. It is a golden opportunity for textile entrepreneurs here to enter joint ventures and start manufacturing knitted-wear fabric."

He added, "Knitted fabrics are used in to make vests, undergarments, sandos, socks etc."

Source: timesofindia.com – Feb 11, 2017

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## **Designs on ikat: How the Indian fashion industry is helping revive the traditional textile technique**

You may have seen Pochampally ikat or Patola ikat saris in your mother's wardrobes, which she is sure to count among her prized possessions. But today, ikat is not just limited to traditional garb. From breezy tops to funky footwear and bags, the textile technique is being used by designers in a more contemporary avatar.

Designer Amit Aggarwal, whose recent collection has Patola saris (a double ikat woven saree) transformed into his signature sculpted forms, says it is crucial to make an age-old art like ikat relevant and more accessible for people today, and designers have taken up the mantle to do just that. "Through new collections, designers are making an effort to keep this beautiful textile in use," he says.

Most popular in the states of Orissa, Gujarat and Andhra Pradesh, ikat designs make use of silk and cotton, which are dyed in banded patterns and hand-woven to create an attractive pattern. There are three kinds of ikat – warp ikat, weft ikat and double ikat. For precise patterning, weavers typically use warp ikats. With weft ikats, the pattern is less exact. In the case of double ikat, both warp and weft are resist-dyed prior to weaving.



With a little skill and technique, ikat gives you the flexibility and the freedom to modify in several forms. It is a global fabric, and hence, it is being modernised by designers to suit all palates. I have paid a tribute to the double ikat weaving technique of Patan Patola through my collection Stridhan. This technique, practiced by the weavers of Patan, Gujarat, is intricate and time consuming. The weavers spend at least a year to weave one sari,” says designer Gaurang Shah, who regularly uses varied kinds of ikat in his collections, and actively works with the weavers in Telangana and Andhra Pradesh.

He says the community of ikat textile weaves is showing gradual growth after many years of lull. “The biggest push that is helping them grow is the challenge introduced to them by the designers every single day with new and innovative designs, concepts and textures. I feel proud that the number of ikat weavers working with me in Patan Patola have increased over the years. It's always a joy to see them flourish and help our nation preserve our ikat textile heritage,” he adds.

Even in Orissa, designers are making sure that the weavers get their due and are lifted from their present state. Veteran designer Ritu Kumar is running a revival project in Neopatna for the past two years, and finally has a collection of 12 outfits ready, which will hit the racks in March 2017. She reveals that the weavers she works with used to create ikat wall hangings that were hung behind deities in the region’s temples. But over the years, they stopped getting the orders, as the temples resorted to mechanically made synthetic hangings instead.

“They used to weave full scripts of Gita-Govinda in those wall hangings, which is a very skilled, cumbersome and complex job. But once they stopped getting the orders from the temples, to survive, they started making more graphic designs for the local market,” says Kumar.

The designer visited the weavers two years ago, and started working with them on a collection, which is contemporary, and something that the younger generation would like to wear. “Not many people would wear heavy Orissa ikat saris. So, the collection will have easy tops, blouses — something you could wear with a pair of jeans, but at the same time, is very handloom-y,” she explains.

Taking a similar cue, Laksheeta Govil, who is behind the footwear brand Fizzygoblet, started using ikat for jooties with the philosophy that a textile like ikat is an essential landmark in the history of a culture, and it needs to be preserved. “Since it's silk, ikat’s handling needs care and it has to be washed in cold water. Design wise, it can be stunning to layer this textile with industrial materials. Ikat comes in strong and subtle motifs. Thus, one should style it as per what looks balanced,” she advises.

Other than Govil, of late, several designers such as Anita Dongre, Rajesh Pratap Singh, Suket Dhir, Gautam Gupta, among others, and internationally, Keith Brewster, Ralph Lauren, Giambattista Valli, and more, regularly divert their attention to ikat for their lines.

While the design community in India feels that the government has been forthcoming in providing aid to facilitate the sustenance of this textile, including movements such as #Iwearhandlooms, they say a little more effort is required. Most designers are of the opinion that while the government makes policies and schemes for the betterment of the handloom industry, what is vital is their implementation at every level.

Shah says the government needs to make active efforts to not only find ways to help the weavers with friendly policies, but also scout ways to forge stronger ties with the ecosystem and its catalysts like the designers and other market forces. “They need to give the weavers avenues to grow organically, but without losing their glory. Every sector needs governmental support to sustain, and it is equally vital for the Indian handloom industry,” he adds.

On the other hand, Kumar reveals that while the government can go a long way in providing the infrastructure to ikat weavers, what is primarily required is a design intervention between the weavers and the designers. “They understand the process and the designers understand the market,” she says. The couturier also says that it is the responsibility of designers to keep a skill like this alive.

“When we give an order to a set of weavers in a village, they get their means of livelihood. Children of many weavers move to the cities to find other work even though they know weaving because of lack of funds.

So, when they get orders, they have a reason to ask their children to stay back. It's much better than the children of these weavers becoming manual labourers or truck drivers," adds Kumar.

Source: firstpost.com - Feb 12, 2017

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## **Mega Textile Parks with minimum 1,000 acres recommended**

A new scheme—Mega Textile Parks—with parks having minimum land size of 1,000 acres has been recommended by a report commissioned by the textiles ministry.

Such parks should also have infrastructure support in the form of readymade factory sheds, warehouse, incubation centres and testing labs, with express connectivity to seaports and airports.

The new scheme should be implemented by entrepreneurs led by special purpose vehicle (SPV), industry associations or state government either through their institutions or in public-private partnership mode, suggests the report on review of the Scheme for Integrated Textile Parks (SITP).

The mega textile parks should be established in Industrial Corridors and/or areas with proximity to seaports, and the financial support must be linked with “extent of area developed, without any ceiling on financial assistance”, says the report prepared by Wazir Advisors for the textiles ministry.

In its review of SITP, the report says, “The intended objective of SITP to foster the development of supply chain linkages and reduction in the cost of production by leveraging backward and forward integration in the value chain is yet to be realised as most of the operational parks are partially functional.”

“The other reasons are lack of coordination among the units in the park, inability to attract the right investors, failure to achieve economies of scale and lack of collective approach in raw material sourcing and marketing,” it adds.

The report cited high rentals in some parks, changes in other government schemes or regulations, lack of marketing efforts, no special benefits available for investors in parks, poor accessibility and challenges for units in SEZ Parks as some of the factors responsible for the scheme failing to attain its objectives.

The report found that parks have not yet attained their planned investment levels due to lower occupancy rates. “The current investment in 30 functional parks is around Rs 7,628 crore against their planned investment of Rs 16,628 crore.”

Similarly, the textile parks had limited impact in bringing scale to the textile industry as most of the parks are of the size from 25 to 75 acres.

Summarising the status of textile parks across the country, the report says 74 parks have been sanctioned till date, of which 30 are functional, while eight have applied for cancellation and others are at various stages of implementation.

The 30 parks that are currently operational employ around 68,000 people, which is only 57 per cent of their planned employment.

Source: fibre2fashion.com - Feb 10, 2017

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## **E-commerce players urge govt to re-evaluate TCS in GST**

E-commerce players in India have urged the government to re-evaluate the clause of “Tax Collection at Source” (Section – 56) proposed under the Model Goods and Services Tax (GST) Law. TCS Section – 56 clause under the GST draft model law, mandates e-commerce marketplaces, to deduct 2 per cent of the transaction value and submit it to the government.

As an estimate, this clause would lead to locking up about Rs 400 crore of capital per annum for the e-commerce sector. In addition, it would result in a loss of an estimated 1.8 lakh jobs, putting a halt to the growth and investments in the sector, e-commerce sector stakeholders said at a press meet organised by the Federation of Indian Chambers of Commerce and Industry (FICCI).

The e-commerce marketplace model facilitates sellers (whose turnover is generally in the range of Rs 50 lakh to Rs 10 crore per annum) in maximising their capital efficiency by rotating it frequently, which helps to provide the volumes required to generate profit for them.

However, blocking capital would disrupt the cash flow, thus making it difficult for them to generate profits. Additionally, TCS is bound to increase the working capital requirements for these sellers, who might resort to increasing margins or internalising the costs, to cover the additional burden. Hence, there is a need to find out alternatives which could be employed to ensure that regular information on tax is made available to the government, without jeopardising the business model and future growth prospects of the nascent e-commerce sector.

“At the moment, the e-commerce sector in India is at less than 2 per cent of the entire retail segment and moreover, at a very nascent stage, with a promise of high growth in the future. Subjecting the sector to a major compliance at such an early stage will not only result in slowing it down but also deter the benefits that e-commerce fosters in terms of employment creation and giving a boost to both the manufacturing and services space by providing an apt platform. Moreover, this clause is discriminatory towards online sellers as it does not exist in the offline retail segment,” said Dr Didar Singh, secretary general, FICCI.

Singh said that the government should find out alternative ways to replace the clause, may be the information related to the sellers declared to the government would be the best feasible option available. He also stressed that the sector is one of the core pillars of the government’s Digital India campaign and is needed to be nurtured with right set of policy frameworks and guidelines.

“The proposal (TCS Section – 56), while adding needless complexity for the sellers, provides no benefit to the tax authorities and will lead to duplication of information followed by the need for its reconciliation. It is a measure, which goes against the spirit of making India digital and improving the ease of doing business in the country. We are positive that the government will address this crucial concern,” Kunal Bahl, co-founder and CEO of Snapdeal, said at the press meet.

Echoing Bahl, Amazon India country head Amit Agarwal said, “We remain concerned about the TCS provision which we believe will negatively impact the growth of marketplaces at a stage when the industry is still in its infancy. There is an urgent need to re-evaluate such requirement. We are working with the government on this and hope for a favourable resolution.”

“The TCS clause would lead to blockage of approximately Rs 400 crore of working capital into the system, and will discourage sellers to come online. Also, the government needs to set a level playing field as the clause is not pertinent to the off-line retail segment.

Central and the state governments need to find out alternative ways to address the situation and the e-commerce platforms may give a self-declaration about the taxes being reimbursed by the sellers. Some of the states namely Kerala, Rajasthan and Delhi are already doing the same. I’m sure that the clause would be removed in the greater benefit of the Indian digital space as a whole,” said Sachin Bansal, co-founder & executive chairman, Flipkart.

Source: fibre2fashion.com - Feb 10, 2017

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