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WWD
Fashion. Beauty. Business.

WHAT
TO
WATCH

ALL THIS WEEK, WWD WILL LOOK TO THE HORIZON AT COMING TRENDS IN FASHION, RETAIL, MEN'S, BEAUTY, MEDIA, CELEBRITY AND THE FINANCIAL MARKETS. TODAY, THE SPOTLIGHT IS ON FASHION, WITH A LOOK AHEAD AT THE SHOWS IN NEW YORK, LONDON, PARIS AND MILAN; THE SECONDHAND SHOPPING PHENOMENON; INNOVATIVE FABRICS AND TEXTILES; ONES TO WATCH, AND MUCH MORE. FOR MORE, SEE PAGES 4 TO 26.

ILLUSTRATION: MADE UP

From: Textile Solutions



Resource Recovery, Circular Economy Drive Textile Innovations

BIODEGRADABLE FABRICS AND SUSTAINABLE MATERIALS WITH PERFORMANCE PROPERTIES TAKEN FROM NATURE ARE ALSO AMONG DIRECTIONS SHAPING THE INDUSTRY'S FUTURE.

BY KATHA FORSMAN AND ALESSANDRA PRAUDI

PARIS — Waste not, want not. Faced with limited virgin resources, the direst environmental ramifications of textile production and fashion's ever-mounting pile of clothing waste, the growing focus for the textile and clothing industry is on emerging technologies geared to resource recovery and a circular textiles economy.

Take Wolford's sustainable Aurora collection. At the end of the product lifecycle, Wolford will return items to an industrial composting station where their ingredients will be naturally broken down without releasing harmful environmental substances and returned to the cycle.

Among mills exploring biodegradable textiles, meanwhile, Lanificio Egger's Techmerino Wash & Go fabric was conceived to craft suits and outerwear that can be machine washed at home.

A crop of recycling innovators operating pilot plants across the globe — from Infinitely Fiber Company in Finland to US-based Weave Again and Intra-It

Textile — are revolutionizing the industry. Their missions: testing new scalable planet-friendly processes geared to recovering garments and “shape-shifting” or recuperating raw materials by breaking down their constituent fiber types. The aim is to reinsert them into the supply chain cost effectively without compromising on quality.

According to a recent report by the Ellen MacArthur Foundation, less than 1 percent of material used to produce garments is recycled into new clothing, representing a loss of more than \$100 billion-worth of materials each year. Driven by the fast-fashion phenomenon, a growing mid-life-class population across the globe and increased per capita sales in mature economies, clothing production between the years 2000 and 2018 approximately doubled, to \$100 billion units. Conversely, the average number of times a garment is worn before it ceases to be used decreased

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Designer's Fall collection



Photo: [unreadable]

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first demonstration plant, a large-scale pilot plant with an annual capacity for producing seven thousand tons of cellulosic BioNewcell pulp, enough to produce 20 million T-shirts. "It is important for us to scale our production and be able to produce volumes," said BioNewcell chief executive officer Martin Jensen.

INNOVATION Focused on the chemical recycling of cellulosic textiles such as cotton and viscose, BioNewcell is a patented method for treating textile waste to make dissolving pulp, the standard raw material used to make textile fibers such as viscose and lyocell. The company claims to have closed the loop on textile waste: clothes can finally be recycled back into clothes at scale without loss of quality.

ELUNA GROUP

BACKGROUND Established in 1989 by Luigi Anzovelli as a company producing preformed cups for tires, in 1991 Eluna Group acquired the Orsini factory, located in Cagliostro, a small town close to Milan, specialized in the production of stretch fabrics. Eluna Group in the Eighties was the first European company to introduce electronic machines for the production of stretch lace, becoming a global leader in the sector.

INNOVATION Eluna Group, which recently launched its Embroidery Division geared to embroidery and gaiters lace, introduced a new reform lace crafted entirely from sustainable materials, including Nylon Eco-Smart yarns.

IBEO

BACKGROUND Leading denim Turkish mill Ibeo opened its doors in 1985, as part of Sanko Tekstil, boasting a 1.2-million-square-foot manufacturing plant, which houses 1,500 high-tech automated looms, the company currently produces more than 155,000 miles of fabric per year, distributed across 32 countries worldwide.

INNOVATION The Ibeo Blue Skin fabric from the mill's Aquino collection is geared to the performance apparel market. The ready-to-dye denim fabric is made of 78 percent recycled polyester and 22 percent elastane and is Global Recycle Standard certified. In order to enhance its performance features, the fabric is woven with a special technique delivering extra holding power to the stretch fibers, allowing freedom of movement. The fabric also features moisture management, as well as UV protection qualities.

LANEUCO ZEENA

BACKGROUND Established in 1990 in Trivento, in the heart of Italy's Biella region, Laneuco Zeena has been pioneering its development of luxury sartorial fabrics marrying artisanal tradition with groundbreaking innovation.

INNOVATION Crafted from biodegradable certified Merino wool treated with special techniques, the sustainable Techmerino Wash & Go fabric was conceived to craft suits and menswear that can be machine washed at home at a temperature of 95 degrees Fahrenheit. Along with their easy maintenance, garments manufactured from the Techmerino Wash & Go fabric are also highly breathable and comfortable to wear.

LANEUCO BOTTI GIUSEPPE & FIGLI

BACKGROUND One of the oldest textile companies in Italy's Biella region, Laneuco Botti Giuseppe & Figli was founded in 1828 by Giuseppe Botti. The company, which is focused on the production of fabrics, jerseys and yarns, operates two different factories. One is located in Valle Mossa, a town's throw from Biella, and the other, Casceri Seta, in Trivento, a small town in the Friuli Venezia Giulia region in the north-east of Italy.

INNOVATION Part of the Naturala Fibra

Maglificio Ripa
Crystal collection



Woolmark
Nara Blue Skin
Nara



Antonio created the innovative "Natural Dye Collection," the world's first high-end recycled premium stretch lace range, using natural dyes obtained from plants.

MAGLIFICIO RIPA

BACKGROUND Founded in 1992 and located in Spino d'Adda in Italy's Lombardy region, Maglificio Ripa is a leading Italian textile company focused on the production of high-end, advanced fabrics specifically geared to underwear, beachwear and sportswear.

INNOVATION Maglificio Ripa's new "Crystal" collection offers 26 high-quality fabrics made from Israel's Black Diamond and Diamond yarns. Spinning double-faced textiles for ready-to-wear to lightweight clothes for underwear, these metal-free fabrics boast outstanding shine thanks to the shiny polymer and triangular cross-section of the thread strands developed by Israeli yarn specialist Nils.

ALBATE ECO

BACKGROUND Albate ECO was founded in 1980 by Giuseppe Caproni and later acquired by cotton specialist Albate Group in 2000. Focused on lightweight denim fabrics, the company delivers around 1,000 different denim each season.

INNOVATION Its stretch denim is gaining momentum, Albate ECO has developed its Coast Indaco N.C. collection of 100 percent cotton, stretch denim fabrics, particularly apt for shirt making. Its innovative, natural elasticity is obtained with a treatment in a low-temperature environment, which parallels the fibers and makes them more uniform and linear, without employing synthetic compounds. As a result, the fabric is breathable and resistant, soft and resilient, so it keeps its elasticity even after several washings.

WOOLMARK

BACKGROUND The Austrian ski wear brand, which launched the world's first non-medical compression tights in the "70s, and Nara S, the world's thinnest elastane stockings, in 1995, has a long history on innovation in legwear and clothing.

New directions for the company include collections focused on circular models, and materials that mimic the properties of human skin to its prime. "You have to imagine, these innovations and developments involve a 60-person development team here in Bergamo," said Andreas Bittlich, director product development & innovation at Woolmark.

INNOVATION Due to launch in September, Woolmark's Aurora collection of leggings and pullovers is made from Louisa World, a cellulosic fiber derived from sustainable forestry, led by Luffenmillie, a specially modified oil-based biodegradable polymer, and a premium stretch yarn from the WPCA Eco-Smart family, the world's first yarn awarded a gold level Cradle-to-Cradle Material Health certificate. The line comes with a Fibertec's Environment compatibility certification and the materials have been developed to facilitate the breaking down and return of the ingredients back to the cycle.

The company is also in the process of developing Pure Shine 40, a new product set to launch for fall 2019 as part of the Pure legwear range. The 40-Denier material, which offers 70 to 80 percent coverage of the skin, is geared at creating the illusion of perfect skin.

The Woolmark team mixed different types of polyamide, laserweaving dull and Tribital Bright yarns to recreate a skin's optics: neither shiny nor matte, but somewhere in between. "It creates the illusion of a naked leg, but covering up imperfections, a bit like makeup," said Bittlich adding that the brand is developing a range of different skin tones to make the range more inclusive.

TENNETERA COLOMBO ANTONIO

BACKGROUND Located in the Milan region, Tenntera Colombo Antonio is a leading textile company in the production of high-end lace fabrics and ribbons for women's fashion and concert.

INNOVATION Using patented premium stretch Nylon Eco-Smart yarns by Japanese company Asahi Kasei, Tenntera Colombo

collection, the new Natural Born Cashmere is a cashmere fabric presented in a natural tone and crafted from traceable and maturing free fibers sourced from selected farms across Asia and Oceania. Treated with a fluorine-free finish, the material can be used to craft waterproof and breathable outerwear garments.