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DYEING SIMPLIFIED

### HT/HP VERTICAL YARN DYEING MACHINE

HTHP YARN DYEING MACHINE FOR YARN, TOPS, HANKS AND FIBER IN BOTH NATURAL AND SYNTHETIC MATERIALS

#### Features

- Various sizes and capacities ( 1Kg to 2000Kg)
- Advanced temperature and pressure control systems
- Available in Fully Automated and Semi Automated
- Programmable features for custom dyeing cycles
- Lower liquor consumption
- High dyeing quality and consistency
- Versatile for dyeing various yarn types
- Energy-efficient
- Equipped with Safety features
- Rapid Dyeing times for faster production
- Reduced chemical usage for cost and environmental benefits
- Flexible loading options for different production needs
- User-friendly interfaces for easy operations and accessibility



Manoj Engineering is a leading Manufacturer of HT/HP Package Dyeing Machines up to 2000 KG certified with ISO 9001:2015. with over 30 years of experience and with a commitment to quality, sustainability and customer satisfaction. We are also engaged in manufacturing and supplying of Hydro Extractor, Hot Air Dryer, Beaker Dyeing, Pneumatic Press Trolley Auto Claves Heating Machines, Winding Machines and SS Springs and Tubes.



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#### Product Range

- Gravity locking caps for yarn dyeing machine.
- Perforated S. S. Dye tube.
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- Rubber tension springs for Dobby machine.

#### Advantages

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IN THIS PRESENT TEXTILE INDUSTRY RECESSION, WE BELIEVE SPINNERS CAN NOT AFFORD TO STOCK TOP ROLLERS FOR PREVENTIVE MAINTENANCE.

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\* CONDITIONS WILL APPLY

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TOP ROLLERS MANUFACTURING EXPERTISE  
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FROM THESE TEXTILE PREPARATORY MACHINES.

TRUST **VETRI TOP ROLLERS**, THEY WILL ENSURE MILLS QUALITY YARN PERFORMANCE, HIGHER PRODUCTIVITY AND PROFITABILITY

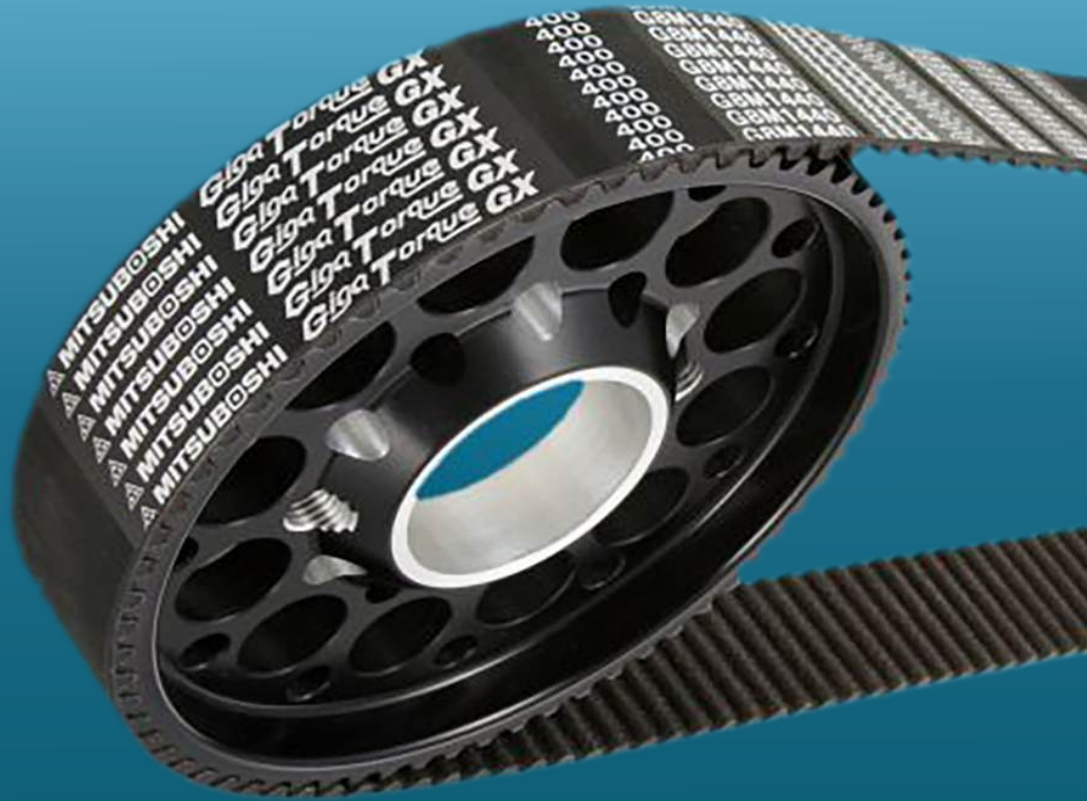
THUS WE ADD “**VALUE**” IN THE TEXTILE INDUSTRY.



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TECHNOLOGY - QUALITY - VALUE - RELATIONSHIP





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- ✓ Uniform Fiber Transfer – Reduces neps & ensures consistent web formation.
- ✓ Robust Construction – Manufactured from high-grade alloy steel.

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- ⚙️ Low Neps Generation
- ⚙️ Low Short Fibre content
- ⚙️ Consistent yarn quality
- ⚙️ Reduced maintenance & longer service life.

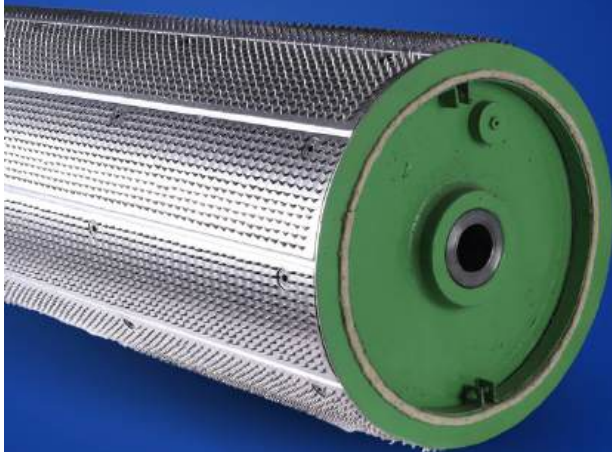
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- ✓ Longer Life – Special heat-treated & wear resistant pins.
- ✓ Uniform Performance – Provides consistent cleaning & opening action.
- ✓ Easy Maintenance – Designed for smooth handling & reduced downtime.

**Benefits at a Glance:**

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- ⚙️ Increased productivity
- ⚙️ Reduced waste & imperfections
- ⚙️ Extended service life



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Material	Type of Yarn
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Hard Anodised Aluminium	Acrylic Fibre, Man-Made Fibre Blends
Steel	Wool, Jute, Natural Man-Made Fibre Blends



**NIF Mechanical Works Pvt. Ltd.**

(Formerly also known as *J. S. Metal Traverse Co.*)



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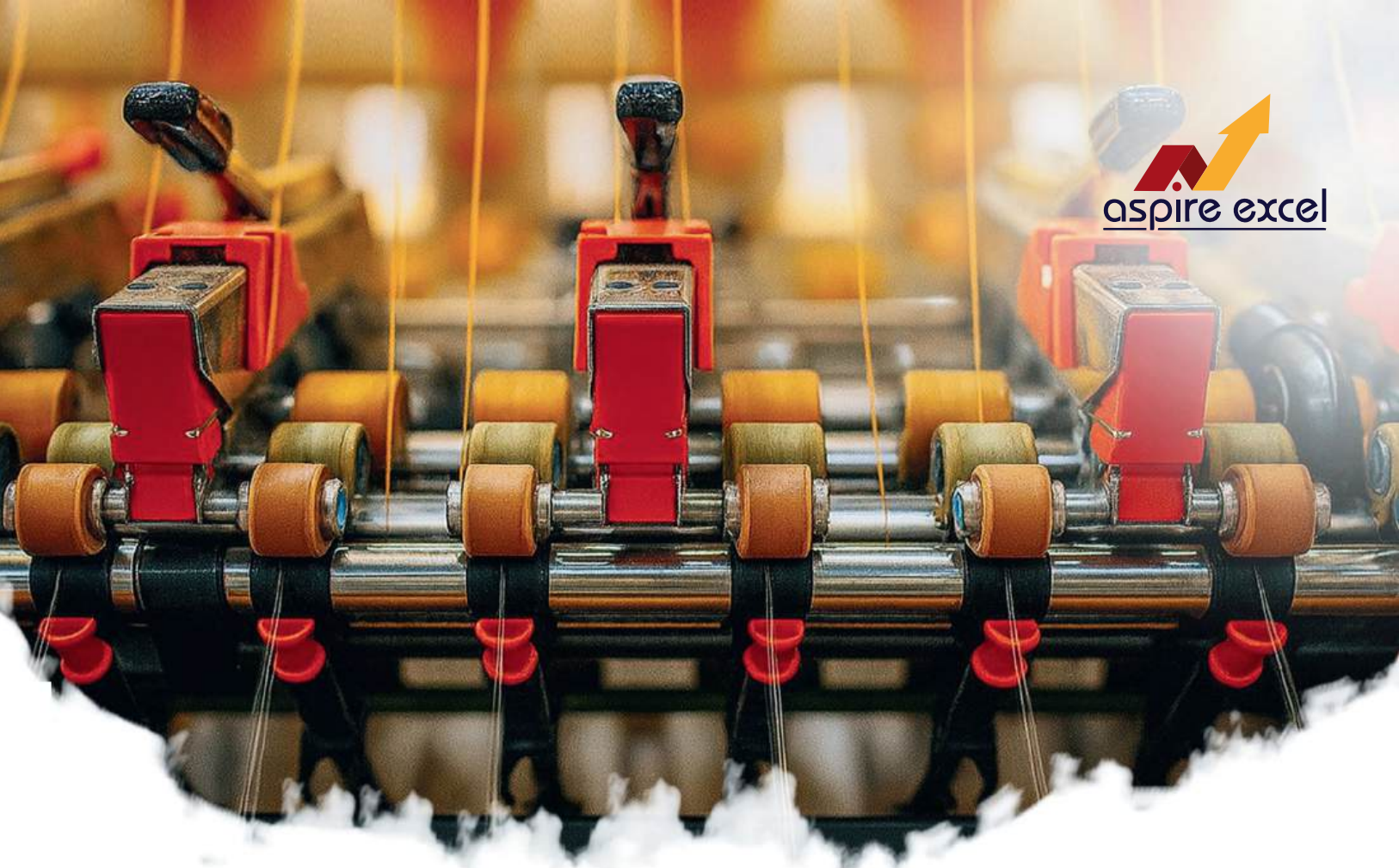
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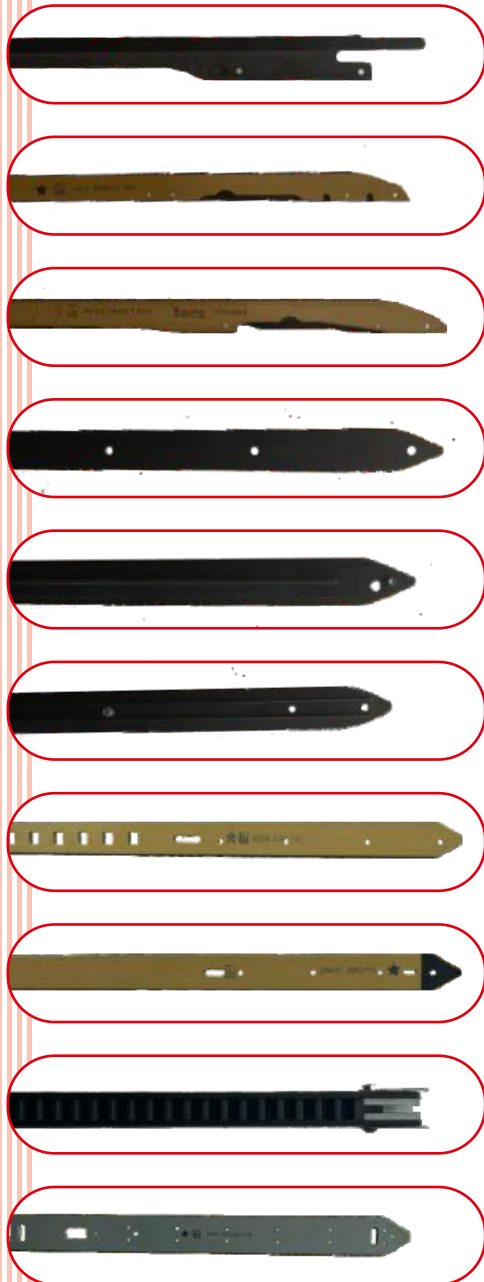
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# PROCESS CONTROL INSTRUMENTS FOR SPINNERS

## DRAW FRAME TOP ROLLER LOAD GAUGE - SUNRISE NILOMETER

(For individual & independent end load measurement of top rollers)

(With 2 Dials  
&  
Planometer)



(For draw frame,  
comber, sliver  
lap, ribbon lap.)

It helps decrease Sliver CV%, Strength CV% and count CV% besides improving appearance. It is a must for better Uster Values.



## SUN TARP GAUGE (TOP ARM LOAD GAUGE)

Replaceable adaptor  
for various Top Arms

Replaceable varying sized rollers for specific  
roller cover size running in the mill



## YARN SPLICE TESTER (PORTABLE)

ANALOG MODEL  
RANGE  
500, 1000, 1500 &  
& 2000 GMS.

DIGITAL MODEL  
RANGE UP TO  
2000 GMS.  
LEAST COUNT 1 GM.

## DIGITAL YARN TENSION METER

RANGE  
UP TO  
200 GMS,  
500 GMS &  
1000 GMS



## DIGITAL MOISTURE METER



RANGE UP TO 50%  
(For Cone, Loose Cotton, Bale)

## PACKAGE HARDNESS TESTER



(For Cone, Warp Beams, Bobbin)

## DIGITAL STROBOSCOPE



LED  
FLASH  
TYPE

(For Spindle RPM Measurement)



# SUNRISE INDUSTRIES

12-A Chinai Estate, Dudheswar Road, Ahmedabad - 380 004. (INDIA), M: 98252 26318

E-mail : sunriseindustriesahmedabad@gmail.com / 9825226318j@gmail.com,

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# EFFIMILL

Monitoring System for Spinning Mills The solution for your spinning mill management, by reducing costs, quality and optimization of labour.

## HARDWARE OPTIFIL OPTICAL YARN DETECTOR

Another big LED with two colors for every 24 spindles alarms the personnel about any irregularity from long distance.  
RED LED : Alarms the Operator

By detecting the movement of the traveller it controls continuously the status and RPM of each Spindle

One LED in front of each Spindle shows the STATUS of the yarn by the use of different COLOURS.



LED display can be installed on each ring frame. It shows the Ring frame production data in real time

From the New Touch Screen control unit it is easy to manage setting, options, troubleshooting.

# A LEGACY OF CONSISTENT PERFORMANCE

## TECHNICAL EXPERTISE MATTERS

The new generation preparatory machines in spinning industry demands more precision to yield maximum productivity with high quality yarn. Latest development of Draw frame toproller from Reiter and Lakshmi with non-greasing type to serve the said purpose.

'Sakthi' is the only manufacturer can supply the same in the replacement market. In addition modified greasing type also can be supplied at par quality which can be labour friendly and easy handling

### Shells & End Bushes

Manufactured by CNC m/c ensuring high precision tolerance, our Top Rollers are made of High Grade Alloy Steel as per OEM recommendations.

### End Bush Bearing and Grease

**Bearings:** To extend life and minimum wear and tear, Sakthi End bushes are being fitted with INA-Germany NTN, IKO-Japan needle/cage bearings.

**Grease:** Periodic lubrication is recommended for extended life of the bearings. Sakthi End bushes are packed with high speed grease during delivery.

### Synthetic Rubber Cots

**Imported Cots:** Imported Twin layer, Press Fit cots like Accotex, Daytex, Berkal & Yamuchi etc., can be supplied with Sakthi Top roller duly mounted.

**Indigenous Cots:** Indian Glue on, Twin Layer, Press fit cots can be supplied with our Top roller duly mounted. Periodic buffing is recommended based on the shore hardness of the cots, count of cotton and basic raw material of the yarn.

**Mounting and Buffing:** Inhouse mounting facility will ensure the accurate fitment of all kind of cots.



'Sakthi' Top roller quality is taken care in every stage of operations up to final assy by QC team. As per customer choice any make and kind of cots can be duly mounted and supplied with our top roller.

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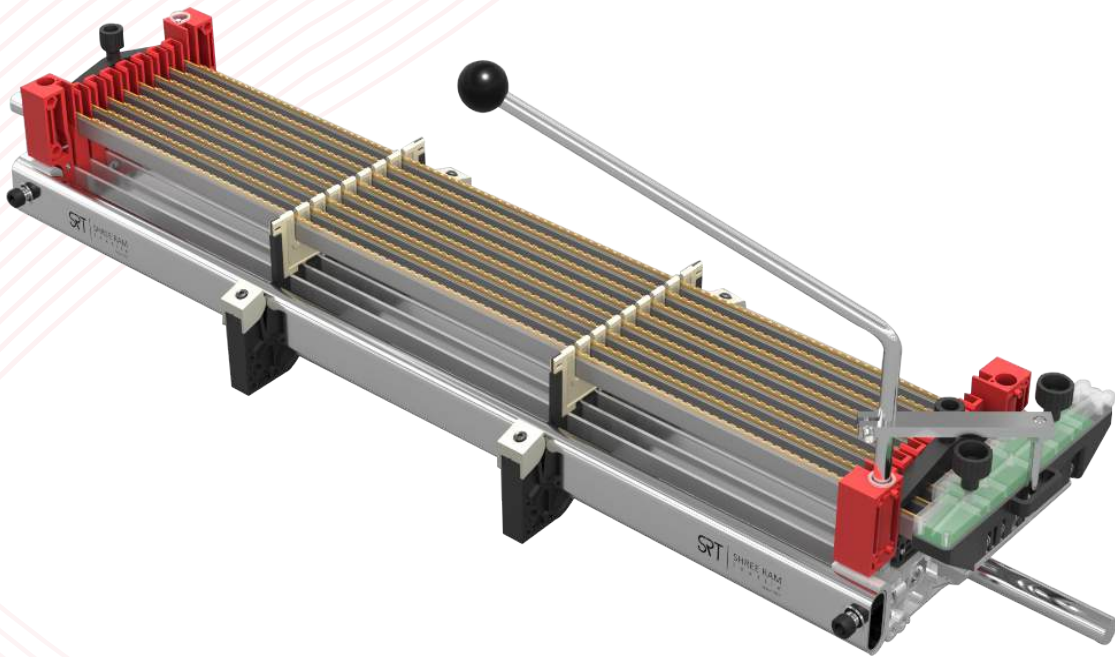
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## Warper Beams

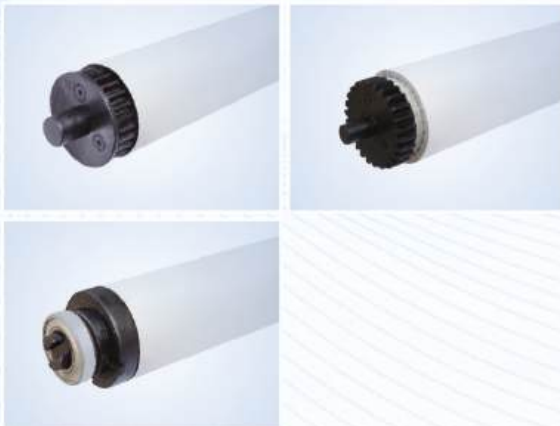
We offer dynamically balanced warper beams of flange diameter up to 1600 mm and warping width upto 2800 mm suitable for Karl Mayer, Benninger, Hacoba, Ukil, Ramallumin, Tsudakoma, Prashant West Point, Jupiter, Prism, Amritlakshmi and other high speed warping machines suitable for spun and filament yarn.



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- Improved blowing and suction.
- In house design and manufacturing of complete OHTC.

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- Proven upto 1824 Spindles/Ringframe.
- In house design and manufacturing of complete OHTC.

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DEVELOPED FOLLOWINGS TO IMPROVE YARN QUALITY BY MINIMUM 20% IN IPI & CLASSMAT

From The Result of 36mm short Cradle & 43mm Medium Cradle

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 AGMA 43mm L.R P3-1 Top Arm	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 44mm cut length
 AGMA 40.6mm L.R P3-1 Top Arm	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 40mm cut length
 AGMA 40.6mm SKF/TEX PARTS, PK 2025	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 40mm cut length
 AGMA 40.6mm SUSSEN HP- A	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 40mm cut length
 AGMA 40.6mm SUSSEN HP- GX	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 40mm cut length
 AGMA 50mm SKF/TEX PARTS, PK 2025 Medium cradle	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 51mm cut length
 AGMA 50mm L.R P3-1 Medium cradle	Normal Melange, Slub,	Lycra, Eli Twist Compact	100% Cotton, 100% Viscose P/C, P/V & Other Blend Upto 51mm cut length

AGMA Saddle setting Gauge for Rieker / LMW P3-1 Top Arm with Sue ssen Compact



Bottom Roll setting Gauge for all Roving & Ring Frames



Single spacers  
P3-1 from 2.5mm to 6.00mm

Twin Spacers - P3-1  
From 2.50/2.75mm to 4.00/4.25 P3-1

## AGMA CRADLE

Improves YARN QUALITY (From existing yarn quality) (or) Improves YARN REALISATION % (From existing yarn quality) (or) Improves SPG PRODUCTIVITY (From existing yarn quality)

### BENEFITS OF USING AGMA CRADLES

- Improves YARN QUALITY minimum 20% in IPI & Classimat fault against 36mm cradle. (For Cotton, Viscose, PV, PC...& compact, slub yarn, siro....etc)
  - Reduces A1, A2, B1, B2 and H1 faults in classimat.
  - Reduces WARPING BREAKAGES.
  - Increases YARN REALISATION with existing Quality and CSP/RKm.
    - a) By reducing CARDING WASTE % in carded count.
    - b) By reducing COMBER NOIL % in combed count.
  - Can increase CARDING M/C PRODUCTION with existing yarn quality.
  - Can increase RING FRAME PRODUCTION, 5-10% with existing yarn quality.
- NOTE :
- No. quality improvement in 100% Polyester can be expected

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# OM CORPORATION

## A Leading Air Jet Spares Supplier Company in INDIA

**Manufacturer, Importer & Exporter of all kinds of Weaving Machinery Spare Parts i.e. Air Jet, Water Jet, Rapier etc. & Supplier of all kinds of Textile Second-Hand Machinery.**



Since 1985 we, Om Corporation, have been concentrating mainly on producing the export quality textile weaving machines Spare parts. For all needs of modern weaving machines, Om Corporation produces a high quality spare parts by the qualified engineers and technicians. Professionalism is inbuilt at bottom of the sales & manufacturing strategic schedule. We are fully integrated & created a critical asset and committed to upholding spread out of the world wide customers network. We not only present our customers absolute better products but always believe in high time mind it to customers comments. Prompt respond to there current needs for anticipating to future demand. We serve a quality and confidence with fair price. We value your money. That's also creating a great Image for a sound future for our products, which together with best services of all makes Om Corporation. A reputed Company concerns its own wide sector. At last Om Corporation has played an important role for developing a global textile scenario.

### AIR JET & WATER JET MACHINE PARTS



### CAM & DOBBY PARTS



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## OM CORPORATION

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### *Linen emerges now ultimate relaxed wear choice and leads as a designer favourite*

Linen has now become the ultimate relaxed choice and it is well said to be designer favourite. It has a great texture and feel. The weight of the fabric gives it a structure and it does not fall flat and its demand is highly volatile. It bears also the historical evidence; it was used in ancient Egypt and has found mention in the Bible too. It is elegant but earthy, luxurious but sustainable. It is formal enough to be worn on the beach.

Today many fashion designers make linen sarees more fashionable. They used it in their all collections. They try to find more meaning to linen beyond just the fabric; they ascertain 'Linen creases in a noble manner', linen has certain emotive qualities to a fabric. With linen, it is that sentiment of lived-in luxury that stands out. In the Indian context, the reflective properties of white linen are perfect for summer. Always cut for easy, the air trapped between a linen shirt and the body is like a protective layer.

In India the volume of sale of linen fabric has been increasing steadily by over 20% since the late 2023, in election season mid-range linen or linen-blend fabric spike as the politicians choose. Designers are also using linen for Indian wear, even occasion wear. They have started working with linen because they wanted to reimagine the saree as something that could be worn everyday. They work with weavers and mills to develop different qualities of linen for different hand feel.

Style and image consultants say that investing in a well-tailored linen suit for summer is highly remunerative. They say, for the suit keep the shape and form as structured as possible. Their tip to pick the right linen is to check its transparency. Purity of linen can be gauged by touching and crumpling it. Pure linen wrinkles immediately but gently when crumpled. Some linen buyers seek comfort with consciousness, value quality over quantity and see clothing as an experience. Linen garments are designed to be styled across season and occasions not just for summer.

Educating consumers on proper washing, drying and storage technique can help prolonged the life of their linen pieces, ensuring they stay fresh and beautiful. Linen is an investment and a great way to slowly build a sartorially rich wardrobe. Embrace linen, wear it often.

## China's exports Unexpectedly increase 7.2% ahead of tariff deadline

China's export growth unexpectedly accelerated in July in the fastest gain since April, as demand from around the world compensated for the continued slump in shipments to the US. Total exports rose 7.2 per cent in July from a year earlier to \$322 billion, a surprise to most economists who had expected a slowdown from June's upwardly revised increase of 5.9 percent. The Statistical effect of a low base last year likely accounts from part of the upswing in year-on-year terms. Data released recently by the customs authorities showed the pickup was driven by strong growth in shipments to the European Union, Southeast Asia, Australia, Hong Kong and other markets, which more than made up for the fourth month of double-digit declines in US purchases. "What really supported China's stronger than expected overseas shipments in the past three months was exports to non-US markets," said Jacqueline Rong, chief China economist at BNP Paribas SA. The resilience in overseas shipments comes despite the high tariffs, showing that global demand for Chinese goods remains strong and provides a significant driver for the economy. Beijing and Washington face an August 12 deadline to prolong their 90-day tariff truce. While the Chinese side said the two nations agreed to extend it after talks in Sweden in July, US officials have signaled Donald Trump will make the final call on maintaining the agreement. □

## China's rare earth product exports climb 6-month high

China's exports of rare earth products — including magnets— continued their rebound in July, months after Beijing threatened a global shortage by restricting shipments during a trade clash with US President Donald Trump. Overseas volumes jumped 69% to 6,422 tons, the highest since January, according to Bloomberg News calculations. The "products" category is largely dominated by magnets, tiny but vital components in manufacturing that became a flashpoint in US-China trade talks earlier this year. □

Exports slumped in April and May after Beijing imposed sweeping controls on rare earth magnets in retaliation for US tariff threats. Shipments accelerated again after the two sides agreed to a trade truce. US Trade Representative Jamieson Greer said earlier in August that China was "about halfway there" in restoring magnet supplies to pre-control levels. The curbs didn't just squeeze the US-automakers from Europe to India also faced disruptions during the period of tightest supply. More detailed data on magnet exports and destinations is due. □

## China's \$1 trillion stock rally spurring concerns to investors

A \$1 trillion stock rally in China is sparking concerns over growing risks to investors, prompting some of the nation's brokerages and fund managers to cut back on financial and limit purchases. In the first such public move, Shanghai-based Sinolink Securities Co raised its margin deposit ratio on new client financing contracts for some securities to 100 per cent, according to a posted notice. China last approved a cut in the ratio to 80 per cent from 100 per cent in September 2023. Meanwhile, a number of domestic mutual fund houses recently imposed daily purchasing restrictions on some of the year's best performing portfolios. Of late, the feeder fund for the GF Star Growth Index ETF proceeded to cap buying at just 100 yuan (\$14), one of the most drastic limits yet during this rally. The Sinolink margin increase was prompted by concern over potential losses for clients should there be a correction after the recent sharp rise in the stock market, people familiar with the matter said, asking not to be identified discussing private deliberations. China's onshore stock benchmark retreated recently, finishing the session 1.5 per cent lower, a measure of Hong Kong-listed Chinese shares also slid by a similar magnitude. "The market is worried that regulators turn toward a deleveraging tone, which may require more brokers to tighten the margin ratio," said Jason Chan, a senior investment strategist at Bank of East Asia. "It affects not only the retail investors, but it will tighten the general liquidity condition of the market, because many institution investors purchase stocks

## WORLD ECONOMY AND TRADE TRENDS

with leverage too." In August alone, China stocks have added more than \$1 trillion to their market value. The Shanghai Composite Index has hit a decade-high and the CSI 300 Index has surged more than 20 per cent from this year's low. □

### ⇒ EU, US outline road ahead on tariffs to rebalance trade ties

The US and the European Union took the next steps to formalise their trade pact, detailing plans that could reduce tariffs on European automobiles shortly while opening the door to new potential discounts for steel and aluminium. The joint statement issued recently advances the preliminary deal announced a month ago, by including specific benchmarks for the EU to secure its promised sectoral tariff discounts on cars, pharmaceuticals and semiconductors, as well as new commitments to cooperate on economic security matters, food standards and digital trade. US President Donald Trump has repeatedly praised the sweeping US-EU trade framework, extolling it as "a big deal" in a recent White House meeting with foreign leaders, including European Commission President Ursula von der Leyen. The deal provides predictability and "delivers for our citizens & companies, and strengthens transatlantic relations," von der Leyen said in a post on the social-media platform X. The statement outlines choreographed action on both sides of the Atlantic, with the US codifying reduced auto tariffs once the EU "formally introduces the necessary legislative proposal to enact" its own promised tariff reductions. The discounted 15 per cent tariffs on European auto imports—down from the current 27.5 per cent—would be effective from the start of the same month that legislation is advanced. The shift has been anxiously anticipated by some EU member States, particularly Germany, which exported \$34.9 billion of new cars and parts to the US in 2024. The US is committing to apply lower most-favoured nation, or MFN, tariffs to a slew of other European products, including aircraft and aircraft parts, generic pharmaceuticals and their ingredients, and some natural resources such as cork. It's also opening the prospect for discounted rates on some steel, aluminium and derivative

products under a quota system. That's a shift from when the Trump administration in July insisted that those metal tariffs would remain at 50 per cent, helping to lower trade deficits with the EU and bring revenue to US coffers. Under the terms agreed to by the two sides, the EU faces a 15 per cent tariff on most of its exports. □

### ⇒ US trade Tariffs may be troublesome for global growth and markets

US trade tariffs will weigh on global growth and equity markets, as a prolonged tariff agenda would force businesses to rethink supply chains, global investment exports Ritu Arora, Chris Wood and David Steinbach said. At a panel discussion on 'Capital On The Move: Winners and Losers in a Fragmenting World', Arora, CEO and CIO, Asia Pacific at Allianz Investment Management, said investment decisions will be harder as tariffs will have a large impact on global growth. "One has to be careful and budget in, as one makes allocation decisions, not just diversification, which is probably as old as investing itself, but also be sensitive to the risk linked with countries, currencies." The panel was moderated by ET's Arijit Barman. Further, investors should "have flexibility in the portfolio to be able to manoeuvre it for shocks...(and) probably find a portfolio that also has exposures to some commodities, some safe haven assets like gold." Arora said sectors like pharma, health, IT, and defence would benefit or remain resilient from tariffs. Wood, global head of equity strategy at Jefferies, called tariffs "a zero-sum game." Markets have so far shown surprising resilience to US President Donald Trump's tariff agenda, but the longer such policies persist, "the more it will come clear that it's a negative," he said. "I think at the end of the day, the tariffs will end up being most negative for the US, because it's a tax on American consumers." Steinbach, managing partner and global CIO at global real estate investment manager Hines, said the world is in "a new era". "We don't know what the exact contours are going to be of the new economy. But I think on the other side of it, business are resilient, creative and innovative, and everywhere, India included, (they) will

figure out new ways of working," he said. The new chapter is not about globalisation like the previous one, but about "the world coming back apart" in which there's going to be more friction costs, especially more of moving goods, Steinbach said. Combined with increased expenditures and elevated debt levels in the West, these forces are likely to push global interest rates higher in the long run, he said. Wood noted that within the BRICS nations, China and Russia have been pursuing an agenda where there's incremental trade being done outside the US dollar and the US has been using stablecoins, or crypto-currency, to combat this drift. Arora said that the recent phenomenon of supply chain dislocation in the world has just begun and will play out over the next few years. She said India has to its advantage manufacturing, along with liberalisation of policy and a developing infrastructuring. "So, we have the big parts of the jigsaw falling in place, but the urgency need to be there," she said. "Otherwise, we would have strong competition and it is not going to be just India's gain, what is China's loss. We will have others to share it with, be it Vietnam, Malaysia, (or) Indonesia." Both Arora and Wood called for some reforms in existing norms. Arora said they are anticipating a bill allowing 100% FDI in the insurance sector as India has low penetration and liberalisation will help bring niche players and special use insurance to the market. Wood said both on the fixed income and the equity perspective, India is a harder market for FIIs than most emerging markets due to complex regulations and permissions for investment. "So, a complete bonfire of those controls would open up India much more," he said. Steinbach said recent public REIT listings have added transparency and marked an important milestone in India's market evolution. Arora said the absence of a vibrant bond market calls for reforms. "In India particularly, the debt markets are not deep enough. And we'll have to make structural reforms as well as induce investors to come to debt markets to make it vibrant." Wood said he prefers emerging market bonds. "I think G7 government bonds are in long-term bear markets the monetary and fiscal policies in most emerging markets have been much

more conservative and bond investor friendly, including in India than in G7," he said. □

### ⇒ US Inflation to gauge as Powell Shifts on Job Mkt

A Key US inflation gauge probably ticked higher in July. Underscoring the challenge Federal Reserve Chair Jerome Powell and his colleagues face in balancing rising prices and mounting risks in a fragile job market. A report recently in forecast to show the personal consumption expenditures price index excluding food and energy — the Fed's preferred measures of underlying inflation — rose 2.9% in July from a year ago. That would be fastest annual pace in five months. On a monthly basis, the so-called core measure is seen climbing 0.3% for a second month. Speaking of late at the Fed's annual conference in Jackson Hole, Wyoming, Powell said there's now a greater risk the job market could falter — although concerns over inflation persist. And while he said the effects of higher tariffs on price are "now clearly visible," it's also reasonable to expect the impact will be short-lived. Investors will monitor comments from Fed officials at public events shortly to gauge their appetite for a September rate cut. Governor Christopher waller and regional Fed bank presidents John Williams, Lorie Logan and Tom Barkin are all scheduled to speak. Along with the July inflation data recent report is projected to show the biggest advance in household spending on goods and services since March. Economists will also look at the personal income data to gauge the ability of consumers to continue spending — a key driver of growth. Of late, the US issues revised second-quarter gross domestic product data. The GDP report is forecast to show personal consumption picked up to a moderate pace after a sluggish start to 2025. Further north, Canada's second-quarter GDP figures recently could show the negative effects of the trade war with the US—just as Ottawa extends a tariff olive branch to President Donald Trump. Bloomberg Economics sees output falling amid a worsening trade balance and destocking of inventories. The median estimate is for a 0.7% decline. ■

## ⇒ 'Russia pledges to import more from India to address trade imbalance'

Russia must import much more from India, including items such as pharmaceuticals, agriculture and textiles, to address the glaring trade imbalance between the two countries, Minister of External Affairs S Jaishankar has said. It must also remove non-tariff barriers and other impediments. "We reaffirmed our shared ambition to expand bilateral trade in a balanced and sustainable manner, including by increasing India's exports to Russia," Jaishankar said at a joint press conference with his Russian counterpart Sergey Lavrov in Moscow following their bilateral meeting held recently. Jaishankar, who was on a three-day visit to Russia, also met President Vladimir Putin recently. The Minister's visit is significant as this month US President Donald Trump announced 50 percent tariffs on India, which includes 25 percent levies as a sanction against its purchase of oil from Russia. While India has refused to bow down before the US by stopping its purchase of discounted oil from Russia and there is general bonhomie over growing bilateral trade, it is concerned about its widening trade deficit with Moscow. In FY25, Russia supplied goods, significantly oil, to India worth \$63.7 billion while it imported goods worth just \$4.88 billion leading to trade deficit ballooning to \$59 billion. India's oil purchase from Russia shorted up since the Western countries imposed sanctions on Moscow in early 2022 for attacking Ukraine. Recently, in an interaction with Russian businesses, the Indian Minister pointed out that while bilateral trade has grown in recent years (from pre-pandemic \$10.1 billion to \$68.7 billion in FY 25), the trade deficit has also ballooned. He warned that the gap had to be narrowed for sustaining the high growth. "Both the diversification and balancing on trade now urgently mandate more strenuous efforts on our part. At the end of the day, they are essential not just to reach higher trade targets but even to sustain the existing levels," he said. Over the last two years, Indian government and exporters have pursued the matter diligently with the Russian government and industry

listing out possible items of Russian interest that could be supplied and also the existing non-trade barriers. "Senior officials from the Commerce Department, who are part of the visiting delegation to Moscow, also stressed on the need and ways to increase Russian imports from India in their interactions with Russian trade officials and ministers," a source, tracking the matter, said. Jaishankar said that his discussions with Lavrov also focussed on steps to ensure long-term supply of fertilizers and supply of skilled workforce from India to Russia. "Indian skilled workers, especially in IT, construction and engineering, can address the labour needs in Russia and deepen collaboration. Sustaining energy co-operation through trade and investment is also important," he said. □

## ⇒ July exports rise 7.3%

This increase was in large part due to the increase in prices of crude oil as geopolitical pressures mounted. Electronics goods were another high value import growing at 12.78% to \$9.8 billion. Imports of pearls and precious and semi-precious stones were up 28.62% to \$1.74 billion. Imports of minerals and ores were up 41.82% to \$1.18 billion. Silver imports jumped 436% to \$506 million while gold imports increased 13.83% to \$3.96 billion. The only positive in the high deficit numbers is that the increase has been seen in goods that are inputs for the local industry. Exports got support from electronics where the shipments were up 33.89% to \$3.76 billion. Engineering goods that account for more than a quarter of total exports were up 13.75% on year to \$10.42 billion. Despite higher crude oil prices, the expiry of refinery products were down 25.05% to \$4.34 billion. Gems and jewellery exports were up 28.95% to \$2.38 billion, after staying in the negative zone in April-June, Pharma exports were up 14.06% to \$2.66 billion. Apparel exports were up 4.75% to \$1.33 billion. "Despite the uncertain global policy environment, Indian exports in July and April-July has grown substantially and much higher than global export growth," commerce secretary Sunil Barthwal told reporters. Service exports in July were up 1.4% to \$31.03 billion while imports were down 3.38% to \$15.04 billion. Over-all exports

in July were up 4.53% to \$68.27 billion while imports were up 6.07% to \$79.99 billion. In April-July, merchandise exports were up 3.07% to \$149.20 billion, while imports were up 5.36% to \$244.01 billion. Services exports during the period were up 7.86% to \$128.43 billion, while imports of services were up 0.28% to \$64.90 billion. □

### Industrial output slows to 1.5% in June

India's industrial output grew 1.5 per cent in June, the weakest pace in 10 months, from an upward revised figure of 1.9 per cent in May, dragged by mining and electricity even as manufacturing output recovered a tad to rise 3.9 per cent, the quickest in three months. Mining output shrank 8.7 percent in June, as per the Index of Industrial Production (IIP) released by the National Statistics Office (NSO) recently, marking the third straight month of contraction. Electricity generation tanked 2.6 percent as well. Aditi Nayar, chief economist, ICRA Ratings, attributed some of the slack in mining and electricity to excess rains in the second half of June. Industrial output has now grown just 2 percent in the first quarter of 2025-26 (Q1FY26), an 11-quarter low, compared to 5.4 percent in Q1FY25. The IIP had risen 4.93 per cent in June 2024. "A marginal pickup in the manufacturing sector growth was more than offset by contraction in both the mining and electricity sector output. IIP growth has remained relatively subdued in the recent months," said CareEdge Ratings chief economist Rajani Sinha. According to use-based classification, output in the infrastructure sector accelerated 7.2 percent while intermediate goods output picked up 5.5 percent. However, capital goods growth decelerated to 3.5 per cent. "While private capex is yet to show meaningful traction, public capex continues to remain encouraging. However, persistent global uncertainties are weighing on the overall investment sentiment," added Sinha. Demand side signals remained mixed as consumer non-durable goods' output contracted for the fifth straight month, by 0.4 percent June, while consumer durables rose 2.9 percent. Urban consumption, in particular, is still lagging, reckoned Sinha.

"The impact of decline in inflation, monetary easing and relatively good monsoon would be felt with a lag and industrial output may show signs of stable growth in the next couple of months," said Devendra Pant, chief economist, India Ratings. □

### In US trade deficit India's rank 10th

The U.S. has levied the third-highest tariff on India among the top 10 countries with which it has the highest trade deficits, an analysis has revealed. In other words, while the U.S. has a higher trade deficit with nine other countries than with India, it has levied higher tariffs on just two China and Canada. This comes against the backdrop of the Ministry of External Affairs saying that Mr. Trump's targeting of India is "unjustified and unreasonable". An analysis by Rubix Data Sciences, a risk management and monitoring company, shows the U.S. had a \$49.5 billion trade deficit with India in 2024, the 10th highest among all its trading partners. For example, the U.S. had a trade deficit of \$175.9 billion with Mexico in 2024 - 3.5 times that with India - but has levied the same 25% tariff on that country. Similarly, the U.S. had higher trade deficits with Vietnam (\$129.4 billion), Ireland (\$87.2 billion), Taiwan (\$76.4 billion), Japan (\$72.3 billion), and South Korea (\$69.9 billion) than with India, but levies lower tariffs on those countries than it does on India. On India's purchase of oil from Russia, Mr. Trump recently said that "they (India) don't care how many people in Ukraine are being killed by the Russian war machine". However, data from the Centre for Research on Energy and Clean Air, which regularly tracks Russia's energy exports, show that the EU was the largest buyer of Russian liquified natural gas (LNG), accounting for 51% of Russia's exports of these products between December 2022 and June 2025, followed by China (21%) and Japan (18%). Even when it comes to pipeline gas, the EU was the largest buyer of Russian gas, purchasing 37% of Russia's exports, followed by China (30%) and Turkiye (27%). China bought 47% of Russia's crude exports during this period, followed by India (38%) the EU (6%) and Turkiye (6%). ■

## Development boosting scheme for handloom weavers soon

To boost marketing and exports of handloom products, the textile ministry will be announcing a revamped national programme next year, a senior textile ministry official said.

“As the national handloom development programme is coming to an end by the end of FY26, we will launch a programme with additional aspects with thrust on new-age marketing while taking into consideration sustainability aspects of the sector,” M Beena, Development Commissioner-handlooms, told reporters.

The government is currently relying on traditional market channels such as mela, exhibitions and events across state and national level, for boosting sales, among the younger buyers. The ministry has now developed a dedicated portal — [indiahandmade.com](http://indiahandmade.com) — in collaboration with DigitalIndia scheme under the ministry of information and technology for boosting online sales of cloth and artefact.

“Whenever weavers list products on platforms such as Amazon, small players pay high commission. Our portal has no commission for hosting products and shipping charges which are paid from the National Handloom Development Fund,” Beena said. So far, 2362 sellers have registered on the portal and 15,257 product profiles have been displayed.

To ensure that products are genuinely handwoven by skilled artisans, the ministry has introduced ‘Handloom Mark’, a certification mark that guarantees the authenticity of products.

Under the ‘India Handloom Brand’ certification is provided to products with higher yarn count.

At present, under the national programme that has been implemented since 2021-22, financial assistance is provided to eligible handloom agencies, weavers for raw materials, procurement of upgraded looms and accessories and also for technical and common infrastructure. Marketing of products in domestic and international markets, concessional loans under weavers’ MUDRA scheme and social security etc. are also covered.

Beena said under the yarn supply scheme, the ministry provides 15% price subsidy on yarn cost and transportation for raw material supplies. At present there are estimated 35 lakh weavers in the country.

A monthly pension of Rs 8,000 is provided to all the awardee handloom weavers above 60 years of age. In addition, a scholarship up to Rs. 2 lakh per annum is provided to handloom weavers’ children for diploma, under-graduate and postgraduate courses of central or state government recognized textiles institutions.

In 2024-25, exports of handlooms products were valued at ₹1,178 crore. As many as 106 handloom products have been granted geographical Indication (GI) tag while 21 applications have been submitted to GI registry.

Under the handloom marketing assistance component of the National Handloom Development Programme, this year 24 handloom weavers will be awarded Sant Kabir Awards (5) and National Handloom Awards (19) on the occasion of National Handloom day on August 7. ■

## Textiles pushed Arvind Q1 profit up 25%

Riding on higher revenues from textiles and advanced materials divisions, Arvind Ltd, the Gujarat-based textile and apparel company, saw profits grow by 25 per cent to ₹54.7 crore during the first quarter of FY26.

“As expected, Q1 reflected the impact of shifting sourcing strategies due to new US tariffs and industry-wide cost pressures. Despite these headwinds, the company recorded healthy volume growth in its core fabric and garmenting businesses, and remains on track to deliver stronger revenue and margin performance in the second half of the year, in line with its traditional 40:60 H1-H2 split,” the company said in a statement.

The firm reported a revenue of ₹2,006 crore for the first quarter, a 9.6 percent year-on-year (y-o-y) growth.

### Textiles segment

Primarily, a 14 per cent growth in textiles segment — comprising fabrics and garments — contributed to this growth, earning a revenue of ₹1,535 crore during April-June 2025. Advanced materials comprising human protection fabric and garments, industrial products, advance composites and automotive fabrics contributed to a growth of 7 per cent.

“Arvind’s Advanced Materials Division faced order deferment in the business segment aligned to defence sector and tariff-driven procurement pause in Composite projects. The division witnessed margin pressure in Q1 due to tariff-related cost absorption,” the firm stated. ■

## Textiles PLI scheme relaunched

The Union Textile Ministry of late said it has decided to invite fresh applications under the production-linked incentive (PLI) scheme for the textiles sector, amid requests from the industry and against the backdrop of 50 per cent import tariff announced by the US.

“In view of the requests from the industry stakeholders, Ministry of Textiles has decided to reopen the production linked incentive (PLI) scheme portal for inviting fresh applications from interested companies under the PLI Scheme for Textiles for MMF Apparel, MMF Fabrics and products of technical textiles,” the ministry said in a statement.

The application portal remains opened August 31.

The announcement came at a time when the United States (US) has announced imposition of 50 per cent tariffs on India imports. While the 25 per cent tariff kicked in from August 7, the additional 25 per cent tariff will come in force from August 28.

Labour-intensive sectors such as textiles will be one of the worst hit sectors.

All terms and conditions, as notified earlier through the respective scheme guidelines, shall continue to apply for the fresh applications.

“The ministry urges all interested companies to take advantage of this opportunity and submit

their applications within the specified period,” the statement said.

The Centre has approved the PLI scheme for textiles in September 2021, with a budgetary outlay of ₹10,683 crore for a five-year period to boost the production of man-made fibre (MMF) apparel and MMF fabrics, among others.

So far, the Central government has approved 80 applicants under the PLI scheme for textiles. During the current financial year, the government aims to disburse ₹500 crore as incentive under the PLI scheme. Over five years, the scheme is expected to lead to fresh investments of more than ₹19,000 crore and create more than 750,000 jobs.

MMFs include viscose, polyester, acrylic that are made from chemicals. Technical textiles on the other hand is a new age textile that can be used for production of personal protective equipment (PPE) kits, airbags, bulletproof vests, and can also be used in the sector such as aviation, defence, infrastructure.

The textiles ministry had first released the guidelines of the scheme in December 2021. However, the government received 64 applications with commitments worth approximately only ₹6,000 crore. This was also because some players informed the government that they were not keen on making investments in proposed textile categories due to lack of expertise. ■

## Fake handicrafts threaten Kashmiri artisan economy

On July 22, the Directorate of Handicrafts and Handloom, Kashmir, deregistered a showroom for allegedly selling a machine-made carpet to a tourist for ₹2.55 lakh, falsely claiming it to be a hand-knotted, GI-certified Kashmiri product.

The action came amid growing concerns over the unchecked sale of counterfeit crafts in the region.

Machine-made shawls, carpets, and papier-mache products are often sold under the label of Kashmiri handicrafts in the Valley and outside, misleading buyers and undermining the credibility of authentic crafts men.

“Shawls and silk hand-knotted carpets are the most affected crafts,” said Sheikh Ashiq, a member of the Committee of Administration (COA) of the Carpet Export Promotion Council (CEPC).

He said that when a machine-made carpet is sold as a genuine Kashmiri hand-knotted piece, it directly affects the livelihood of an artisan family because their handmade products remain unsold.

“Machine-made carpets are imported from countries like Iran and Turkey. They are often confused with handmade products,” Ashiq said.

He said that the government should act swiftly and set a clear deadline for all handicraft showrooms to remove machine-made carpets from their inventory. According to him, fake handicrafts undermine the craft economy.

### Govt initiatives

In a move to curb counterfeit sales and protect traditional crafts, the government granted Geographical Indication (GI) status to eight more Kashmiri products in April 2025 — Namda, Kashmir Gabba, Kashmir Willow Bat, Kashmir Tweed, Crewel, Kashmir Chain Stitch, Shikara, and Wagguv. Alongside these registered crafts, Kashmir had earlier obtained GI tags for papier-mache, walnut wood carving, Khatamband (intricate wooden ceiling work), Kani Shawls, Pashmina, Sozni Embroidery, and hand-knotted carpets.

Earlier, senior officials from the Handicrafts and Handloom Department issued an advisory urging tourists to report any suspected counterfeit items sold to them as Kashmiri handicrafts.

“The government must go hard on those who sell the counterfeit items and pass them off as Kashmiri handicrafts”, said Ghulam Ahamd, a carpet weaver. ■

## Cotton's growth jolted by cheaper fibres

Global growth in cotton is under pressure from an increasing shift towards sustainability and eco-conscious production, with consumers increasingly favouring responsible materials and manufacturing processes, industry experts and research analysts say.

"While natural fibres such as cotton have traditionally been viewed as sustainable and clean, concerns over overconsumption, water usage and climate sensitivity are prompting a gradual reduction in overall cotton use, driven in part by waning demand for fast fashion and a shift towards alternative materials," said research agency BMI, a unit of Fitch Solutions, in its outlook *The Future of Cotton in Asia: Slowing Demand, Innovation and Resilience*.

"The textiles sector is looking at alternative fibres, such as bamboo, hemp and recycled cotton. These are cheaper than cotton," says Rajkot-based Anand Popat, a trader in cotton, yarn and cotton waste.

### Blends make inroads

"Cotton blends are making inroads. Today, pure cotton makes up less than 30 per cent of the total fibre usage in textiles. Manufacturers have a lot of options," said Ramanuj Das Boob, a sourcing agent in Raichur and Vice-President of the All India Cotton Brokers Association.

Prabhu Dhamodaran, Convenor of the Indian Texpreneurs Federation (ITF), said while alternative fibres have made some inroads, cotton remains the preferred choice among premium consumers.

From India's standpoint, for the first time, its cotton-based apparel exports have a 12 per cent share in the US market this year.

"With India's established strengths in cotton apparel, this momentum is likely to sustain," Dhamodharan said.

BMI said rising adoption of synthetic fibres, bolstered by advancements in affordable, higher-quality and increasingly bio-based alternatives, will likely add volatility to cotton demand.

### Recycled cotton

"As consumer preferences continue to evolve towards more sustainable options, we anticipate a gradual slowdown in demand for the cotton crop, weighing on prices and thereby discouraging its production over the long term," said the research agency.

"Cheaper costs of alternatives are affecting cotton. While the lowest price for cotton yarn is ₹220 a kg, blended yarns cost around ₹150," said Das Boob. "Prices of recycled cotton are one-fourth of the prices of pure cotton products. Even big retailers are looking at cutting costs, opting for cotton-blends rather than pure cotton," said Popat.

BMI said significant challenges had emerged in cotton production in recent years, notably the development of Bt cotton resistance by the pink bollworm in India. "This underscores the need for cotton producers to constantly innovate and adapt to evolving challenges," it said.

### Social Campaigns

Social campaigns against the alleged forced labour in Xinjiang's cotton industry in China have led to global boycotts. Popat said various agencies were now trying to promote cotton. "It all began when cotton prices soared to ₹1 lakh a candy (356 kg). Manufacturers looked to cut costs and the alternatives emerged," he said.

"Nothing can match the feeling of pure cotton. This is a cyclical trend. This could change in a few years," said Das Boob.

Dhamodaran said inventory levels in the global fashion sector had normalised, with brands and retailers increasingly leveraging AI and digital tools for demand-driven, dynamic planning.

On ICE New York, cotton futures are near a five-year low of 66 cents a pound. In India, prices for benchmark Shankar-6 are rulling at ₹57,500 a candy at Rajkot in Gujarat. ■

## India at disadvantage in export of textile to Bangladesh due to Trump's tariff disparity

India is at a disadvantage to Bangladesh in the export of textiles and apparel to the US after President Donald Trump recently reduced Bangladesh' final tariff to 20% from 35%. The duty is 25% for imports from India

Exporters are fearing a blow to their business since they also have to pay a penalty on top of the tariff. The US has yet to specify the extent of the penalty that Trump said would be imposed on India for its import of oil from Russia.

Even the tariff on Cambodia, another country that competes with India for textile exports to the US, has been

reduced to 19% from 36%. Other manufacturing hubs like Indonesia (19%) and Vietnam (20%) already face lower US tariffs. The new tariffs will be effective August 7. India is the second largest exporter of apparel to the US, behind China.

Indian exporters said they won't be able to compete against Bangladesh unless they forsake most of their margins. "Our margins are in any case as low as 5-7%. With the new tariff in place, the survival of the industry will be at stake as it comprises micro, small and medium enterprise units mostly," said Lalit Thukral, chairman of the Noida Apparel Export Cluster. ■

## Cotton duty elimination a boon for industry

The government had recently agreed to a long-standing demand of the textile industry to eliminate the 11% duty on cotton imports, in a bid to soften the impact of high US tariffs on the labour-intensive sector, which is expected to take the hardest hit from the 50 per cent US levy.

However, the calibrated relief measure to eliminate the duty until September 30 could also help ease trade tensions with the US, as Washington is the second-largest cotton exporter to India and has been pushing for broader access to the Indian market during negotiations for a trade deal.

On August 7 the industry had suggested a duty cut on US cotton as one of the measures to sweeten the trade deal. Notably, Bangladesh had offered a similar concession to the US to enter into an agreement. While the elimination of duty is largely aimed at addressing the challenges faced by the industry — ranging from steep US tariffs to high cotton prices — it also acts as a signal to US negotiators that India could be willing to negotiate imports of cotton from Washington, an industry executive said. New Delhi-based think tank Global Trade Research Initiative (GTRI) said that almost all of India's \$1.20 billion cotton imports in FY2025 were of staple length 28 mm or above and that under the India-Australia Economic Cooperation and Trade

Agreement, 51,000 MT of such cotton already enters duty-free. This means the biggest winner from India's new duty-free window will be the US, GTRI said.

### Duty cut won't impact fresh orders

Industry executives said the duty cut, a step that had been resisted for years, was announced during the off-peak season so that it does not impact Indian farmers, as plucking of cotton starts from October and is offloaded in the market by March.

The period between October and March is known as the peak season. While welcoming the relief, exporters said that the import of raw cotton would only affect in-transit shipments, since the period of relief is too short to influence fresh orders. Seeking an extension, exporters argued that the measure could help India to retain other markets such as the UK and EU, but not the US.

An analysis by the Confederation of Indian Textile Industry (CITI) said US textile and apparel imports have begun surging from countries such as Vietnam and Bangladesh.

"In June 2025, the US' textile and apparel (T&A) imports from Vietnam and Bangladesh surged significantly by 26.2% and 44.6%, respectively, over June 2024, reflecting strong momentum in sourcing from these countries," CITI said. ■

## Kashmiri handicrafts sector seeks lower GST

Artisans and traders from Kashmir's famed handicrafts sector have called for a reduction in GST on their products as a Group of Ministers met in New Delhi recently to review the Goods and Services Tax (GST) framework.

The Centre has proposed a simplified two-tier GST regime with slabs of 5 per cent and 18 per cent, while retaining a 40 per cent rate on select demerit goods. The plan would scrap the existing 12 per cent and 28 per cent brackets in a move aimed at easing the tax burden and cutting consumer costs.

"Since artisans and weavers form the backbone of handicrafts and wages make up a major share of costs, a 5 per cent GST is far more appropriate for the industry," said Sheikh Ashiq, a leading carpet exporter and former President of the Kashmir Chamber of Commerce and Industry (KCCI).

Many products, including Pashmina shawls, chainstitch, crewel and namda, currently attract 12 per cent GST.

Of late, KCCI wrote to Finance Minister Nirmala Sitharaman, pressing for a cut in GST on handicrafts from 12 per cent to 5 per cent. The body said the sector's annual turnover had collapsed from nearly ₹17,000 crore a year ago to just ₹733 crore in 2024-25.

More than 3.80 lakh artisans in the Valley depend on handicrafts for their livelihood. The 12 per cent GST has added to the industry's strain, which is already hit by the growing influx of machine-made goods being passed off as handmade.

Mukhtar Ahmad, A Pashmina craftsman from Srinagar said 12 per cent GST had put an additional burden on the trade. "It made Kashmiri handicrafts costlier in the market. Many artisans are struggling to sustain their livelihood under rising costs," he added.

### 'Unjustified Tax'

The Kashmir Economic Alliance (KEA), an umbrella body of trade, transport, horticulture and other sectors, also sought a waiver of GST on handicrafts, calling the levy "unjustified."

"These crafts are more than just trade commodities. They reflect the cultural identity of the region and provide the main source of livelihood for thousands of artisans. GST on these items is unjustified," said KEA spokesperson Qazi Tauseef.

He said a zero-tax regime on Kashmir handicrafts is the only way to safeguard this heritage industry, protect artisan families and revive export competitiveness in international markets. ■

## Loom to gloom: Tiruppur knitwear concerned over 50% tariff hike by US

The clatter of knitting machines is the pulse of Tiruppur, each metallic click and hum carrying the livelihoods of nearly 1.2 million people, directly or indirectly tied to the textile and apparel trade. The faintly sweet scent of cotton in the air, sometimes replaced by the pungent tang from dyeing units, is as much a part of daily life as the morning tea.

But lately, the streets wear a different mood. The industry's outward resilience masks an undercurrent of unease. In this corner of Tamil Nadu, more than 12,500 kilometres from the Oval Office, the trade moves in Washington are sending tremors through shop floors. Relatively high 50 per cent US tariffs on Indian goods threaten orders, revenues, and hundreds of thousands of jobs.

"Tiruppur is like a phoenix — we will rise from the ashes," say exporters in almost unison.

It is a familiar refrain in a town that has survived crises before: The closure of dyeing units in 2010-11, the GST blues of 2017, the Covid-led collapse of 2019, raw material shortages, wars. "Even if we lose 50 per cent of our US revenue, that's about ₹6,000 crore. With trade deals with the European Union and the United Kingdom, we can replace it," says K M Subramanian, president of the Tiruppur Exporters' Association and promoter of KM Knitwear, as devotional chants of Om Namah Shivaya play softly in his office, giving a sense of calm. But that calm confidence isn't infectious: Many believe the next six months will decide survival — if the 50 per cent tariff stays.

Tiruppur, the knitwear capital of India, along with nearby Coimbatore, accounted for 69 per cent, or around ₹44,747 crore, of India's total knitwear exports worth ₹65,178 crore in 2024-25. Of that, the US market, based on industry estimates, claimed over ₹13,000 crore. Now, with the Donald Trump administration's higher tariff move, exporters expect US shipments to halve, crippling a sector where more than 80 per cent of companies are the micro, small, and medium enterprises (MSMEs) with an annual revenue of less than ₹100 crore.

Hence, one could see two worlds in one city: One where companies are holding their breath for an "Indian trump card" to solve the tariff war; the other betting on diversification and the new openings in the EU and UK.

Inside the modest office of the Tiruppur Exporters and Manufacturers Association (Teama), president M Muthurathinam voices the bleaker view. "There are

MSMEs that are 100 per cent dependent on the US. They will be wiped out. Diversion of orders will take six months to a year; we need incentives to survive," he says. Teama's membership, comprising mostly small companies with under ₹10 crore turnover, has fallen from 1,200 before Covid to around 700.

Retail giants like Walmart, Target, Amazon, TJX, Kohl's, Gap, and H&M have told Indian suppliers to pause shipments till the tariffs are clear. "We're seeing not just holding of orders but also cancellations. One of my US customers, too, has dropped orders for summer 2026," says N Thirukkumaran, chairman of Esstee Exports India.

Around 700,000 people depend directly on the sector here, and another half-million indirectly, including 300,000 migrant workers from Odisha, Uttar Pradesh, West Bengal, Jharkhand, and Bihar. Industry groups are pushing for a special jobs package. For US brands, too, relocating sourcing isn't easy. Bangladesh and Vietnam can't instantly absorb large orders. "Tiruppur works on wafer-thin margins," says R Senthil Kumar of Premier Agencies. They are around 5 per cent in the US market, versus up to 25 per cent in Europe, according to Teama.

Subramanian notes that brands have long-established supply chains here. "Shifting will disrupt sourcing from Japan, Vietnam, and elsewhere. US customers will end up paying more."

For some, the damage has already been done. G R Senthivel of Polo Castle shut his unit and sold ancestral property to clear ₹2.25 crore in debt after years of setbacks — demonetisation, introduction of GST, rising costs, and global slowdown. ■

### Textile exporters weighing various options to cater to US market

India's textile and garment exporters are weighing various options including shifting the final stage of manufacturing to geographies as diverse as Bangladesh, Sri Lanka, Ethiopia, Egypt, Indonesia and Jordan to keep their US business intact after the imposition of additional 50% tariffs effective recently.

The industry has already pushed out winter orders for the US and is now in the process of working on spring orders for which agreements with the US brands have already been signed. Following the tariffs, some of the buyers are asking for additional discounts ranging from 5% to 20%, chairman of CTA Apparels Mukesh Kansal said. This is the period when the negotiations happen for next year summer orders and talks have started. ■

## Import Duty on Raw Cotton suspended till Sept-end

India has suspended import duty on raw cotton until September 30, in a move expected to ease domestic supplies.

Raw cotton faces total import duty of 11% with Agriculture Infrastructure and Development Cess.

Experts see the move as a signal to the US, which has imposed 50% tariff on Indian imports, as the move could benefit American cotton growers.

Industry says the duty waiver will ensure raw material availability at globally competitive rates for the textiles sector, which is now looking for markets beyond the US.

“Global brands from Europe, Japan etc want the textile exporters to use the ELS (Extra Long Staple) cotton from the US and Egypt,” said Sanjay Jain, past chairman, CITI.

The duty removal is expected to help increase import of other than ELS cotton from the US to cater to the premium exports.

At present, India imports about 5 lakh tonnes of extra-long staple (ELS) cotton from the US. The import of other grades of cotton from the US is less as it is expensive than the cotton from Brazil and Africa.

“The cotton duty exemption will throw opportunities to increase the exports to UK and other countries considerably.” S K Sundararaman, chairman, South India Mills Association (SIMA) said.

The import of ELS cotton had been made duty free from February 2024 on demand of the industry as the domestic production of ELS cotton stood at 5 lakh bales compared to the annual requirement of 20 lakh bales.

However, the industry executives said that only the large exporters could benefit from the Advance Authorization Scheme, which allowed duty free import of cotton for the purpose exports. The complete duty removal will help the MSME segment, they said.

Vijay Agarwal, chairman, Cotton Textiles Export Promotion Council said: “This timely and forward-looking decision comes as a major relief to the Indian textile value chain at a time when the industry is grappling with challenges on raw material availability and costs. It will go a long way in maintaining stability in the supply chain.” ■

## Apparel industry concerned over hike in GST on high priced clothes

Apparel industry players have raised concerns about the increase of GST rate on garments priced above ₹2,500 from 12 per cent to 18 per cent.

The Clothing Manufacturers Association of India in a letter to the PM said this increase could prompt several players to go back to the informal sector. While the prices of such apparel products will rise, concerns have also been raised regarding the complexity of implementation.

A senior executive with a leading international brand said that apparel players operate on wafer thin margins and they would not be able to absorb the impact.

“So, the impact will get passed on to consumers, which will impact demand for clothes priced above ₹2,500. There are concerns that this will lead to the rise of the grey market with fakes and cheaper alternatives. Also, this will impact expansion plans of the organised brands,” he added.

“The proposal to increase GST on garments priced above ₹2,500 to 18 per cent will directly impact middle-class consumers and organised apparel manufacturers. In the Indian wear segment, intricate embroidery, embellishments, and use of Indian made fabrics naturally take many garments above the ₹2,500 mark, making

them mass-premium products rather than luxury items. We congratulate the government on bringing most commonly used items at 5 per cent GST and request the same to be continued on apparel as well and have a uniform rate of 5 per cent across the board on apparel with no differentiation in pricing,” said Siddharath Bindra, MD, BIBA Fashion Ltd.

Naveen Malpani, Partner and Consumer Industry Leader, Grant Thornton Bharat, said this change may lead to price increases in premium and festive categories, prompting some consumers to shift toward mid-range options. But he added that premiumisation is also gaining traction in urban markets.

In its letter to the Prime Minister, the Clothing Manufacturers Association of India has also pointed out that the move will hit the common man’s consumption of quality apparel products.

“Over several years, the government and industry bodies such as CMAI, have striven to bring the textile industry into the formal sector. Such high rates of GST will once again prompt several players to go back to the informal sector, as the gap between cash and official transactions will be far too tempting,” said Rahul Mehta, Chief Mentor, CMAI. ■

# FACEBOOK FOR EMPOWERING WOMEN FASHION ENTREPRENEURS

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## Abstract

This study delves into the multifaceted ways in which Facebook empowers women in the fashion business. Through a qualitative approach, content analysis was done to examine how women entrepreneurs utilise Facebook to access resources, build communities, engage with their audiences, and advocate for causes. The findings illuminate the transformative impact of social media on women's entrepreneurship in fashion, offering insights into the mechanisms through which digital platforms empower women and reshape the industry's narrative. Ultimately, this study contributes to a deeper understanding of the evolving role of women entrepreneurs in the digital fashion landscape and underscores the significance of social media in fostering empowerment and inclusivity within the fashion business using the Social Media Empowerment Theory.

**Keywords:** Social Media, Women Empowerment, Fashion Business, Facebook

## 1. Introduction

The world of fashion has witnessed a remarkable transformation in recent years, the power of social media being one of the reasons. Women entrepreneurs, in particular, have harnessed the capabilities of platforms like Facebook to establish and grow their fashion businesses. In an era characterized by digital innovation and social connectivity, the fashion industry has undergone a profound transformation. The emergence of social media platforms, particularly Facebook, has not only revolutionized how fashion is consumed but has also paved the way for a new generation of women entrepreneurs to shape the industry in unprecedented ways. This study delves into the dynamic realm where technology and fashion intersect, exploring how women entrepreneurs leverage Facebook's features and strategies to empower themselves and their businesses. As fashion enthusiasts and businesswomen, these women have harnessed the power of social media to redefine traditional norms, challenge conventions, and amplify their voices. Guided by the framework of Social Media Empowerment Theory (SMET), this research endeavours to uncover the nuanced ways in which Facebook serves as a catalyst for women's empowerment within the fashion business,

transcending geographical boundaries and societal expectations.

### 1.1. Women and Fashion

Women have played a central and transformative role in the world of fashion for centuries. From Coco Chanel's revolutionary designs that liberated women from corsets to trailblazers like Vivienne Westwood challenging societal norms through punk fashion, women have consistently pushed the boundaries of style and self-expression. The fashion industry owes much of its creativity and innovation to women designers, models, and entrepreneurs who have left an indelible mark.

Over the years, there has been a progressing focus on diversity and inclusivity within the fashion world, largely driven by women. Models like Naomi Campbell, Ashley Graham, and Adwoa Aboah have championed body positivity and greater representation of different races and body types on runways and in campaigns. Women-led initiatives and organizations, such as the #MeToo movement, have also sought to address systemic issues like sexual harassment in the fashion industry, advocating for safer and more equitable workplaces.

Women in fashion have not only influenced clothing but have also reshaped the way we perceive beauty and fashion's role in society. With increasing emphasis on sustainability and ethical production, women entrepreneurs are leading the charge toward a more responsible and eco-conscious industry.

The fashion industry continues to be a dynamic and transformative space, and the contributions of women remain integral to its evolution, offering fresh perspectives, creativity, and a commitment to making fashion more inclusive and socially responsible.

### 1.2. Women and Fashion Business

The fashion business, once primarily dominated by male designers and entrepreneurs, has undergone a remarkable shift in recent decades, with women playing an increasingly influential role. Women have emerged as creative forces, entrepreneurs, and leaders within the fashion industry. Their contributions span every aspect of the fashion business, from designing innovative collections that challenge traditional norms of

beauty and style to founding successful fashion startups and leading renowned fashion houses. Women entrepreneurs have leveraged their unique perspectives, creativity, and business acumen to shape the industry's landscape and redefine fashion on their terms. Moreover, many women in the fashion business have championed inclusivity, body positivity, and sustainability, driving transformative changes that resonate with diverse audiences worldwide. As the fashion business continues to evolve, women's impact on its direction and values remains a powerful and enduring force, inspiring a more inclusive and diverse fashion world.

### 1.3. The Digital Fashion Revolution

The fashion landscape, once defined by exclusive runways and glossy magazines, is now a dynamic digital arena. Social media platforms like Facebook have democratized the industry, offering a stage for emerging talent and a global marketplace for entrepreneurs. In this age of instantaneous communication and visual storytelling, women entrepreneurs have emerged as powerful drivers of change. They have embraced the digital frontier to carve out niches, build communities, and dismantle traditional barriers. As the fashion business undergoes this digital metamorphosis, women entrepreneurs stand at the forefront, utilizing Facebook's myriad features and strategies to challenge norms, foster inclusivity, and redefine empowerment in the context of fashion entrepreneurship.

### 1.4. Facebook and Women Fashion Entrepreneurs

Facebook has emerged as a transformative platform for women fashion entrepreneurs, providing them with a dynamic space to thrive and excel in the industry. With its vast user base and diverse features, Facebook offers a level playing field where women can showcase their fashion creations, build brands, and connect directly with their target audience. Whether it is through the creation of visually stunning posts, engaging content, or live streaming fashion shows, Facebook empowers women entrepreneurs to tell their unique stories and assert their voices in a traditionally competitive field.

The social media giant's advertising tools also play a pivotal role in the success of women fashion entrepreneurs. Through targeted ad campaigns, entrepreneurs can reach specific demographics, ensuring their products are seen by those most

likely to make a purchase. This not only helps in expanding their customer base but also in optimizing marketing strategies.

Moreover, Facebook provides a valuable platform for community building, where women fashion entrepreneurs can connect with individuals who are like-minded and potential customers. Fashion groups and communities on the platform serve as hubs for discussions, collaborations, and mentorship, fostering a supportive ecosystem.

Through Facebook, women fashion entrepreneurs are not only thriving in the industry but also reshaping its narrative. They are promoting inclusivity, sustainability, and ethical practices, challenging traditional beauty standards, and advocating for diversity in all its forms. In this digital age, Facebook has become a significant tool for women fashion entrepreneurs to realize their creative visions, challenge conventions, and redefine empowerment in the fashion business.

## 2. Objective of the Study

To investigate how women entrepreneurs in fashion business leverage Facebook features and strategies for empowerment, guided by Social Media Empowerment Theory (SMET).

## 3. Review of Literature

According to Hossain and Rahman (2018), it is evident that entrepreneurship plays an important role in sustainable development and poverty reduction by creating job opportunities and supporting underserved populations such as young and women. It is clear that women's entrepreneurship has become a critical driving force in the country's economic growth and social development. Women today realize the importance of entrepreneurship, as seen by the increase in the number of female entrepreneurs. The arrival of social media has surely opened doors to new prospects for women.

Agreeing to Bhattacharyya (2020), several patterns have been observed in the economic environment over the decades and have quickly faded. Occasionally, the emergence of some phenomena has the potential to significantly modify and influence the business environment; one such phenomenon is social media, which is frequently used interchangeably with the phrase Web 2.0. Social media platforms range from social networks to private social networks to blogs and micro-blogs. Facebook, LinkedIn, Instagram, Twitter, Skype,

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WhatsApp, Viber, WordPress, YouTube, Flickr, Google+, Pinterest, Quora, Reddit, and Snapchat are some of the most prominent and frequently used social networking services. However, of all social media platforms, Facebook is the most widely used by businesses and marketers.

Conferring to Brahem and Boussema (2023), social media has provided new horizons and entrepreneurial prospects for women to pursue their entrepreneurial goals. The choice to launch social commerce was driven primarily by pull motivations. Facebook's favorable qualities have enabled women to build client networks, employ nature marketing tools for free, and develop a good attitude toward entrepreneurship. Finally, while the informal character of business on Facebook is appealing, the majority of women find formalization difficult. It appears that their desire to expand their enterprises leads them to the formal sector.

Conferring to Nguyen (2011), social media platforms such as Facebook, YouTube, and Twitter, among others, are fundamentally changing the way businesses and consumers interact. It has provided opportunities as well as obstacles for marketers. In the fashion sector, Facebook can be utilized to raise brand awareness. Facebook is a useful tool in that it may assist marketers in understanding the behavior of their customers. In the fashion industry, brand is earned mostly through creative management. The strategies include using word of mouth, mutual interest, hyper-segmentation, engaging consumers in emotional and intimate conversations, providing discounts, and promoting on Facebook. Additionally, images, videos, and fashion suggestions should be included. Another strategy is to provide customers opportunities to express themselves and make them feel like they are a part of a community.

Corresponding to Gamboa and Gonsalves (2014), Facebook improves the relationships that increase loyalty through trust, customer happiness, perceived value, and commitment. Our findings show that these relationships are stronger for brand fans than for non-fans, implying that consumer happiness is the most important factor of loyalty. This points to a new channel for marketing managers to build client loyalty: Facebook. Facebook provides a variety of tools for users to manage their profiles. They can communicate with pals and share their views and happenings through status updates. In terms of subscribers

and activity, Facebook is the most important social media platform. Facebook can be utilized to reach a larger number of individuals at a minimal cost. As a result, Facebook is an important platform for brand promotion.

Bestowing to Arreola (2016), social media is a platform that fosters the emergence of entrepreneurs. Social media entrepreneurship, as a type of entrepreneurial emergence, is based on gaining access to previously unavailable social capital via the use of social media. Through contacts with others in his network, the emerging entrepreneur can fuel his creative process, analyse market demands, and design a commercial endeavour. What distinguishes social media entrepreneurship from other types of entrepreneurship is that social media can be a single source of adequate social, human, and financial capital, thereby completing the ingredients required for entrepreneurial development. In contrast to other social networking networks (e.g., LinkedIn), Facebook does not require third-party introductions or the approval of intermediaries in order to meet new individuals, allowing for the rapid acquisition of new contacts. Facebook does not enforce any restrictions prohibiting the informal sale, selling, or advertising of things, and in fact gives many instruments for the commercialization of products or services, which forms a fundamental liberty required for aspiring social media entrepreneurs.

#### 4. Research Methodology

Researchers employed qualitative research methods to gain in-depth insights into the experiences and strategies of women entrepreneurs in fashion business on Facebook. Qualitative research is well-suited for exploring the multifaceted nature of empowerment. Participants were selected conveniently to ensure diversity in terms of business size, fashion niche, and geographical location to explore empowerment within the fashion industry. Analysis of Facebook posts, comments, and interactions was done to understand how the entrepreneurs engage with their audience and convey empowerment-related messages. This will include visual content analysis of images and videos shared on their Business Pages. Content analysis of Facebook posts categorizing posts and interactions related to empowerment themes, including access, voice amplification, community building, resource mobilization, and engagement was done.

#### 4.1. Theoretical Framework

Social Media Empowerment Theory (SMET) is a theoretical framework that explores how social media platforms, such as Facebook, empower individuals and groups, particularly marginalized or underrepresented communities, to achieve their goals, assert their voices, and effect positive change. In the context of the study, SMET provides a lens through which to understand how women entrepreneurs in the fashion industry leverage Facebook's features and strategies to empower themselves and their businesses.

### 5. Findings and Discussion

#### 5.1. Access and Inclusivity

One of the foundational principles of SMET is access and inclusivity. Facebook, as a widely accessible platform that offers women entrepreneurs an equal footing in the fashion business. Regardless of their geographical location or financial resources, women create Business Pages and showcase their fashion creations, ensuring inclusivity in an industry that historically favoured established players. Facebook plays a significant role in promoting access and inclusivity for women entrepreneurs in the fashion business. It provides a platform that empowers women to enter and thrive in the fashion industry regardless of their geographical location, financial resources, or background. Here are some ways in which Facebook facilitates access and inclusivity for women in the fashion business:

- a. **Global Reach:** Facebook is a global platform with over 2 billion monthly active users worldwide. This expansive reach enables women fashion entrepreneurs to showcase their products to a diverse and international audience, breaking down geographical barriers.
- b. **Affordable Marketing:** Facebook offers cost-effective marketing options, including targeted advertising and promoted posts. Women entrepreneurs with limited budgets can use these tools to reach their ideal customers without the need for extensive financial resources.
- c. **Ease of Use:** Facebook's user-friendly interface and accessibility make it an approachable platform for individuals with varying levels of technical expertise. Women entrepreneurs easily create and manage their Business Pages, even without a background in web development.

- d. **Community Building:** Facebook Groups and Pages allow women entrepreneurs to build communities around their fashion brands. These digital spaces provide a supportive environment where like-minded individuals can connect, collaborate, and share experiences.
- e. **Direct Customer Interaction:** Facebook facilitates direct interaction between entrepreneurs and their customers. Women entrepreneurs can engage with their audience through messages, comments, and live chats, fostering a feeling of connection and trust.
- f. **Marketplace Feature:** Facebook Marketplace provides an additional avenue for women fashion entrepreneurs to sell their products locally and globally. It offers a convenient platform for fashion items.
- g. **Visibility and Recognition:** Facebook's algorithm prioritizes engaging and relevant content. The women entrepreneurs consistently create quality content to gain visibility and recognition, regardless of their initial level of fame or resources.
- h. **Supportive Ecosystem:** Facebook's Small Business Hub and resources provide guidance and support to women entrepreneurs in establishing and growing their fashion businesses. This ecosystem offers educational materials and networking opportunities.
- i. **Inclusive Advertising:** Facebook's advertising tools allow entrepreneurs to reach specific demographics and audiences. Women entrepreneurs target their advertisements to resonate with diverse groups, promoting inclusivity in their marketing efforts.
- j. **Access to Trends and Insights:** Facebook offers valuable insights into audience demographics and behaviours. Women entrepreneurs use these analytics to refine their strategies and tailor their products to meet customer preferences.
- k. **Content Diversity:** Facebook supports various content formats, not limited to text, images, videos, and live streams. This diversity allows women entrepreneurs to showcase their fashion products and creativity in ways that suit their preferences and resources.

#### 5.2. Amplification of Voice

SMET posits that social media platforms amplify voices, providing a global stage for individuals and

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groups. Women entrepreneurs in fashion are using Facebook to share their stories, design philosophies, and unique creative visions. Through visually appealing posts and engaging content, they are not just showcasing their products but also asserting their presence in a competitive field.

Facebook has emerged as a significant and powerful tool for amplifying the voices of women in the fashion business. It provides a platform where women fashion entrepreneurs can share their stories, creative visions, and fashion philosophies with a global audience. Here's how Facebook amplifies the voices of women in the fashion industry:

- a. **Storytelling through Visuals:** Women showcase their fashion creations through high-quality images and videos, allowing them to tell compelling brand stories and convey their unique design aesthetics effectively.
- b. **Personal Branding:** Through their Facebook Business Pages and profiles, women entrepreneurs establish and strengthen their personal brands and share their journey, values, and inspirations, allowing their audience to connect on a personal level.
- c. **Direct Engagement:** Facebook facilitates direct engagement between entrepreneurs and their audience. Women answer questions, respond to comments, and engage in meaningful conversations while fostering a sense of community and trust.
- d. **Live Streaming:** Facebook Live offers a real-time way for women fashion entrepreneurs to interact with their audience. They host live shows, behind-the-scenes tours, and product demonstrations, allowing viewers to actively participate and engage with the brand.
- e. **User-Generated Content:** Women entrepreneurs encourage customers to share photos and testimonials of themselves wearing their fashion products. This user-generated content not only amplifies the brand's voice but also builds a sense of community and authenticity.
- f. **Content Virality:** Engaging and shareable content can quickly go viral on Facebook. When women entrepreneurs create content that resonates with their audience, it has the potential to be shared widely, amplifying the brand's visibility and message.

- g. **Advocacy and Causes:** Women entrepreneurs use Facebook to advocate for causes they are passionate about, such as sustainable fashion, body positivity, or social justice. Their amplified voices can bring attention to important issues and inspire action.
- h. **Peer Networking:** Facebook allows women fashion entrepreneurs to connect with peers and colleagues in the industry. Networking with other designers, influencers, and professionals can lead to collaborations and opportunities to amplify each other's voices.
- i. **Inspiring Success Stories:** By sharing their own success stories and experiences as women in the fashion business, entrepreneurs inspire others who aspire for the same. These stories amplify the message that success is achievable for all.

### 5.3. Community Building

Community building is another integral aspect of SMET. Women entrepreneurs harness the power of Facebook Groups and communities as spaces for connecting with like-minded fashion enthusiasts. These digital communities serve as platforms for discussions, collaborations, and mentorship, creating a supportive ecosystem for women in the industry.

Building a strong and engaged community on Facebook is a valuable strategy for women in the fashion business. A supportive and active community helps fashion entrepreneurs connect with their target audience, foster brand loyalty, and drive growth. Here are steps and strategies women fashion entrepreneurs use for community building on Facebook:

- a. **Dedicated Facebook Page:** Entrepreneurs create a Facebook Business Page specifically for their fashion business. This page serves as the hub for their community-building efforts.
- b. **Define Brand Identity:** Most women entrepreneurs clearly define their brand's identity, values, and mission with consistent branding elements, such as logo, colours, and messaging, across their Facebook Page and all promotional materials.
- c. **Consistent and Quality Content:** They regularly post high-quality content that resonates with their target audience. They share visually appealing images of fashion products, behind-the-scenes glimpses, style tips, and relevant industry news.

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- d. **Engage with Audience:** Entrepreneurs respond to comments, messages, and questions promptly. They also encourage discussions by asking questions, seeking feedback, and initiating conversations related to fashion trends, style choices, or industry developments.
  - e. **Exclusive Offers and Promotions:** Entrepreneurs use exclusive offers, discounts, or early access to new collections to incentivize engagement and loyalty.
  - f. **Educational Content:** Women entrepreneurs share informative content related to fashion, styling tips, and industry insights, thereby positioning themselves as an authority in their niche by providing valuable knowledge.
  - g. **Host Contests and Challenges:** They also organise fun and interactive contests and style challenges that encourage participation and creativity among followers.
  - h. **Collaborations:** Entrepreneurs partner with other fashion brands, influencers, or complementary businesses for collaborative promotions or giveaways. This helps expand their community reach.
  - i. **Community Guidelines:** Fashion entrepreneurs set clear and positive community guidelines to ensure a respectful and inclusive atmosphere, and also address any inappropriate or negative behaviour promptly.
  - j. **Consistent Posting Schedule:** Women entrepreneurs establish a consistent posting schedule to keep their audience engaged and informed, and use Facebook Insights to identify optimal posting times for the audience.
  - k. **Feedback and Surveys:** The entrepreneurs ask for feedback and suggestions from the community by conducting surveys or polls to involve them in decision-making and show that their opinions matter.
  - l. **Track and Analyse Data:** Entrepreneurs use Facebook Insights and other analytics tools to track the performance of their posts and engagement metrics, adjust their strategies based on the data to optimize community-building efforts.
- 5.4. Resource Mobilization**
- SMET highlights how social media enables resource mobilization. On Facebook, women entrepreneurs can access a plethora of resources, from marketing tools and e-commerce integration to customer feedback and market trends. Through targeted advertising and insights, they mobilize resources to expand their businesses and enhance their market presence.
- Resource mobilization on Facebook is a valuable strategy for women in the fashion business. By effectively leveraging the platform's tools and features, entrepreneurs access resources to grow and sustain their fashion venture. Here are ways they mobilize resources on Facebook:
- a. **Facebook Ads:** The entrepreneurs invest in targeted Facebook advertising campaigns to reach a wider and more specific audience. They use the advertising platform to promote fashion products, drive website traffic, or generate leads.
  - b. **Facebook Shops:** Fashion entrepreneurs set up a Facebook Shop to showcase their fashion products in an organized and visually appealing manner to allow customers to browse their catalog, make purchases, and contact the business directly.
  - c. **Messenger for Customer Service:** The entrepreneurs use Facebook Messenger as a customer service tool to respond to inquiries, provide product information, and address customer concerns promptly. Excellent customer service leads to increased sales and positive reviews.
  - d. **Crowd funding Campaigns:** Entrepreneurs have a chance to consider launching crowd funding campaigns for new fashion collections or projects. They can use Facebook to share campaign updates, engage with backers, and promote fundraising efforts.
  - e. **Networking in Groups:** Women entrepreneurs join Facebook Groups related to fashion, entrepreneurship, or their niche to engage with members, share expertise, and network with potential collaborators or investors. Groups are valuable for making connections and accessing resources.
  - f. **Events:** Entrepreneurs host virtual fundraising events or sales events on Facebook Page or through Facebook Live. These events attract customers, generate sales, and raise funds for specific initiatives or projects.
  - g. **Online Marketplaces and Boutiques:** Women entrepreneurs collaborate with online marketplaces or boutiques that use Facebook

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as a sales channel. Partnering with established platforms help them reach a broader audience and increase sales.

- h. **Resource Sharing:** The entrepreneurs share valuable resources, such as e-books, fashion guides, or industry insights, with the Facebook community. This not only provides value to the audience but also positions them as an expert in their field.

### 5.5. Engagement and Activism

Engagement and activism are key components of SMET. Women entrepreneurs are using Facebook to actively engage with their audience. Live streaming fashion shows, behind-the-scenes glimpses, and product demonstrations allow real-time interaction, fostering a sense of community and trust. Moreover, these entrepreneurs are advocates for causes such as sustainable fashion, body positivity, and inclusivity, driving meaningful conversations and change within the fashion industry.

Facebook serve as a powerful platform for engagement and activism for women in the fashion business. It allows fashion entrepreneurs to not only promote their brands but also advocate for causes they are passionate about, foster inclusivity, and drive positive change. Here are ways to engage and activate Facebook audience as a woman in the fashion industry:

- a. **Raise Awareness:** Women entrepreneurs use the platform to raise awareness about important issues within the fashion industry, such as sustainable fashion, ethical production, body positivity, or fair labour practices and also share informative posts, articles, and statistics to educate their audience.
- b. **Advocate for Inclusivity:** Fashion entrepreneurs promote inclusivity and diversity in their fashion business, showcase models of different sizes, races, and backgrounds wearing products, celebrate and highlight underrepresented voices and talents in the fashion world.
- c. **Support Causes:** The entrepreneurs align the business with causes that resonate with their values and mission. They share information about charitable organizations to support or fundraising campaigns involved in to encourage their audience to join in making a positive impact.
- d. **Interactive Campaigns:** They launch interactive campaigns or challenges that encourage

engagement and activism, for example, create a hashtag campaign related to a cause they care about and encourage their followers to participate.

- e. **Storytelling:** Entrepreneurs share personal stories or experiences related to their journey in the fashion industry as authentic storytelling resonates with the audience and inspire them to take action.
- f. **Transparency:** Entrepreneurs are also transparent about their business practices, including sustainability efforts, materials used, and ethical commitments that demonstrate their dedication to positive change.
- g. **Engage in Dialogue:** The women entrepreneurs engage in respectful and informative dialogue with individuals who may have differing opinions or perspectives to encourage constructive conversations that promote understanding.
- h. **Advocate for Women's Empowerment:** As a woman in the fashion industry, they advocate for women's empowerment and equality, and celebrate and support the achievements of other women in the field to inspire others.
- i. **Call to Action:** They can encourage their audience to take specific actions, such as signing petitions, donating to causes, or supporting ethical brands, and provide clear calls to action in their posts.

### 6. Conclusion

The impact of women entrepreneurs leveraging Facebook features and strategies reaches far beyond individual businesses. Collectively, they are reshaping the fashion industry's narrative. By challenging conventional beauty standards, promoting ethical and sustainable practices, and advocating for diversity, women are influencing not only consumer choices but also the broader ethos of fashion.

Facebook's accessibility, affordability, and global reach make it an empowering platform for women fashion entrepreneurs, fostering inclusivity and providing opportunities for business growth. It democratizes access to the fashion industry, allowing women from diverse backgrounds to participate, connect, and succeed in the world of fashion. Facebook serves as a dynamic and inclusive platform where women fashion entrepreneurs amplify their voices, share their creativity, and

connect with a global audience. Through visual storytelling, direct engagement, and advocacy, it empowers women to shape the narrative of fashion on their terms and inspire positive change within the industry. Various strategies help women in the fashion business create a thriving and engaged strong Facebook community that not only enhances brand visibility but also fosters brand loyalty, trust, and advocacy among the audience, ultimately driving success in the fashion business. The platform's diverse features and extensive reach make it a powerful tool for resource mobilization within the fashion industry.

By using Facebook as a platform for engagement and activism, women in the fashion business not only promote their brands but also contribute to meaningful change within the industry and society as a whole. It is an opportunity to leverage their influence and platform for positive impact.

In conclusion, Social Media Empowerment Theory (SMET) serves as a compelling framework to understand how women entrepreneurs in the fashion business leverage Facebook's features and strategies for empowerment. Through access, voice amplification, community building, resource mobilization, and engagement, these women are not only thriving in the industry but also driving change and shaping a more inclusive, sustainable, and diverse future for fashion. Their success stories on Facebook illustrate the transformative power of social media in advancing women's entrepreneurship and empowerment in the fashion world.

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# FASHION AND LIFESTYLE: CREATING A SENSE OF IDENTITY AND COMMUNICATION

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## Abstract

Fashion and lifestyle are integral aspects of modern society. They express deeper meanings and expressions of identity, values, and aspirations. Economic, media and industrial changes influence fashion and lifestyle. Fashion trends, ideas, and products have spread across borders, allowing people from different cultures to engage with diverse styles and influences. Globalization has made fashion accessible to everyone. Malls, fashion, real estate, entertainment, and food contribute to fashion and lifestyle evolution. It allows consumers to express their tastes, preferences, and lifestyles and is a platform for the exploration of upcoming trends, experiences, and self-expression. The growing middle class and increased purchasing power have led to a rise in consumer spending on fashion and lifestyle products. The result has been a thriving fashion market for domestic and international brands. Cultural norms, media representation, and individual preferences all play a role in determining what is acceptable or unacceptable, current or out-of-date in fashion and lifestyle. Media portrayals, celebrity endorsements, and societal trends influence fashion and lifestyle choices. These trends can shape public perceptions of what is fashionable or desirable. The paper discusses how fashion and lifestyle practices create a sense of identity and communication among consumers in a mixed economy like India.

**Keywords:** fashion, lifestyle, communication, self-identity, clothing

## Introduction

Fashion is often seen as a means for individuals to mask their true nature. Fashion is largely based on dressing and the body. Fashion can highlight a person's unique characteristics rather than mask them. The clothes we wear, the way we style our hair, and the accessories we choose are all ways we communicate our individuality to the world. It is expressed through gestures. Just like gestures, fashion can be symbolic. Clothing choices and combinations can represent specific subcultures, social movements, or historical references [1].

Dressing well makes a positive first impression. Humans always decorate to look better. Since ancient times, efforts have been made to achieve

this. History museums exhibit this. The clothes and jewellery used at the time ranged from shells, beads, and natural stones to gold that complemented one's appearance. For example, in the 1970s, punk fashion was defined by torn clothing, unconventional hairstyles, and rebellious accessories that conveyed nonconformity and challenged established norms. Clothing communicates extensive and complex information like social status, culture, and gender. Many studies suggest that clothing carries cultural meanings passed down through fashion [2].

Fashion is more than following the latest trends. It is about finding styles and colours that resonate with us and using them to create a look that reflects our individuality. Fashion is an inseparable part of everyday appearance and style. Clothing and accessories are more than just body coverings. They express who you are. In subsequent developments, fashion has evolved not only to encompass clothing and accessories, including jewellery such as necklaces and bracelets but also other functional objects combined with sophisticated and unique design elements that become tools to show and enhance the wearer's appearance. This is why fashion is so diverse, with different styles and trends emerging constantly [3].

Clothing plays a huge role in how others perceive a person. When someone is dressed in a long-sleeved shirt, tie, suit, and oxford shoes with a luxury watch like a Rolex wrapped around his wrist, people tend to think he is well-established and successful in his career. This type of attire gives off a professional and sophisticated vibe, which can make others notice and view him positively.

On the other hand, when someone wears a t-shirt, pants, jeans, a jacket, and mountain sandals, they tend to be seen as relaxed and easygoing. This type of outfit is often associated with a more casual and laid-back lifestyle, which can make others feel more at ease around them. It is important to note that clothing is just one aspect of a person's overall image and should not be the sole factor in how they are judged. It is undeniable; however, that the way we dress can influence how others perceive us. So, whether you prefer a more formal or casual style, it is important to choose clothing that makes you feel confident and comfortable.

Indian fashion and lifestyle play a significant role in expressing one's identity and communicating cultural values. India is a diverse country with rich traditions, a vibrant heritage, and a plethora of distinct regional cultures. This diversity is beautifully reflected in the fashion and lifestyle choices of its people.

Indian fashion is characterized by colourful and intricate designs, exquisite craftsmanship, and a harmonious blend of traditional and contemporary elements. Traditional clothing such as sarees, salwar kameez, lehengas, and dhotis holds a special place in Indian fashion. These garments are often adorned with intricate embroidery, beadwork, mirror work, or hand-painted designs, showcasing Indian artisans' skill and creativity [4].

Clothing choice in India is not merely a matter of personal preference but is deeply rooted in cultural and social contexts. Different regions of India have their unique traditional attire. Wearing these garments is a way of expressing pride in one's heritage and acknowledging cultural identity [5]. People who wear sarees or sherwanis at weddings are not only showcasing their style but also celebrating their cultural heritage. Clothing choices, accessories, and personal grooming often convey messages about an individual's social status, religious beliefs, and even their profession. The wearing of traditional clothing such as a kurta-pyjama or a sari may demonstrate one's affiliation with a particular community.

Indian and Western fashion have merged in recent years, creating a unique blend of traditional and contemporary styles. Fashion labels and designers incorporate Indian motifs, fabrics, and techniques into modern silhouettes. Bollywood, the Hindi film industry, also influences Indian fashion and lifestyle choices. Bollywood-inspired fashion trends often enter everyday wardrobes, with people emulating their favourite actors and actresses [6]. The Indian culture can thus thrive while meeting the needs of young people.

#### **Fashion and a Look at the Fashion Industry**

Fashion originally refers to a fetish or a fetish object. This word expresses that fashion items and clothing are the most fetishized commodities, produced and consumed in a capitalist society. Fetishism has created a unique cultural landscape where desires and obsessions intertwine with everyday life. The allure of physical perfection and an idealized lifestyle captures individuals,

transcending gender boundaries. No longer confined to women, men have embraced this pursuit of beauty, becoming active participants in the culture of fetishism. The rise of fetishism has also given birth to a consumer culture that capitalizes on these desires. Industries catering to beauty and lifestyle have flourished, profiting from perfection's insatiable hunger. From fashion and cosmetics to fitness and wellness, there is an entire market dedicated to fulfilling fetishist fantasies, irrespective of gender [7].

However, it is necessary to acknowledge the potential dangers and consequences of fetishism's pervasive influence. The pressure to conform to these ideals of beauty and lifestyle can lead to body dysmorphia, low self-esteem, and even dangerous practices in pursuit of the unattainable. Furthermore, fetishism's commodification can perpetuate harmful stereotypes and unrealistic standards, reinforcing societal inequalities [8].

Fetishism has created its pseudo-reality in which beauty reigns supreme. Women were once the predominant participants in fetishism, but today men are becoming increasingly enthusiastic participants. In response to this cultural shift, consumer culture is catering to fetishistic desires, blurring the lines between fantasy and reality. However, there are potential negative effects associated with this phenomenon, and it is crucial to understand beauty and lifestyle in an inclusive and balanced manner [7].

Fashion is a word etymologically derived and developed from the Latin word *facere*, which means "to make" or "to do". Therefore, fashion is more of an activity than a noun that describes a particular object. As a verb and a noun, fashion refers to style, dress, and apparel. All of these describe activities and products. Fashion products and clothing are closely related to popular fashion, as are wearing clothes and dressing oneself. Fashion is present in various roles or aspects, including protection, politeness, attractiveness, communication, individualistic expression, and social values and status [9].

The fashion industry produces clothes, bags, shoes, and accessories based on growing trends. Clothes and accessories are no longer just a way to cover the body or decorate it; they are also ways to express identity [10, 11]. Clothing displays messages and reveals social identities as well as personal and group identities through a variety

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of interactions [12, 13]. Dressing for an identity is often viewed as a way of articulating reality. The purpose of clothing is to convey messages and emphasize social functions. Polhemus and Procter [14] say fashion is often a synonym for grooming, style, and clothing in contemporary societies. Lifestyle sociologically refers to the typical lifestyle of a particular group [15]. In modern society, a person's lifestyle determines his or her attitudes, values, wealth, and social position [16]. This term is associated with individualism, self-expression, and self-awareness in modern society. Body, clothing, speech, leisure time, food and drink choices, houses, vehicles, and even the choice of information sources are seen as indicators of a person's taste and lifestyle. Fashion research that is quite different from others and does not just focus on economic value and sales is research on how to create sustainable fashion. Fashion-conscious clothing is a term widely used today to indicate that brand trends are no longer the most influential thing. To meet the future demands of consumers who know about ecological problems and adopt sustainable fashion, fashion must be socially responsible and environmentally friendly. With increasing awareness of fashion materials and processes, consumers are more interested in social responsibility. It is becoming more ethical and transparent in the fashion industry to consider the environment and customers. New-age fashion labels, updated business models, and supply chain practices have contributed to the rapid transformation of upcoming and old fashion products [17].

Fashion is an inseparable part of everyday appearance and style and becomes a person's identity. A person's social identity is formed through a social process that distinguishes him from other people in terms of social characteristics such as clothing habits, spending habits in leisure time, shopping habits, and so on. The growth of consumerism in India, influenced by economic globalization, has led to lifestyle commodification. The proliferation of shopping centres, fashion, beauty, culinary industries, advertising, and television shows all contribute to the emphasis on consumerism and the monetization of personal choices and preferences [18]. The per capita expenditure on apparel is expected to reach INR 6,400 by 2023, up from INR 3,900 in 2018. Therefore, the total Indian apparel consumption expenditure is expected to grow to INR 9.35 lakh crores by 2023, which will have a huge impact on

and further strengthen the fashion industry. This calculation is based on the rapid growth of public consumption in developing countries. India's fast fashion industry has several adverse effects on the environment, society, and economy. The industry is characterized by rapid production, low prices, and quick turnover, which leads to significant pollution and waste [19].

Fashion industry production patterns have changed. In the past, the fashion industry produced designs only in the summer and winter; now its production pattern has increased. At present, production designs appear every season for four consecutive seasons: spring, summer, fall, and winter. As a result, new fashion products appear every week. Several well-known fast fashion brands like H&M, Zara, and Uniqlo sell the latest fashion trends at affordable prices. Prices are not too high, not like luxury fashion labels, which makes society's consumption stronger and growing faster. Humans are currently viewed as rational creatures, but they are shaped like commodities by the forces of desire and industry. Consumerism among social media users in India is driven by their desire to show who they are online. It is believed that desire plays a major role in influencing social media users' consumerism. A study shows that desire motivates social media users to engage in consumer activities. Desire movement through cyberspace networks influences other desires among social media users [20].

Today's youth, especially students at many universities, want to appear stylish and neat while showing their social status and self-expression, and their identity through what they wear. Fashion, therefore, manifests itself as individual and social needs of self-desire and culminates in human identity sublimation. With fashion, a person's identity appears to be in line with what they wear in social life. While it is closely related to social values and social status, economic status has a different position. In the history of British industrialization, "white collar" and "blue collar" have been instrumental in explaining the economic identity of work. In the present, there is ambiguity about fashion's appearance as a preference for the expression of a person without a corresponding profession or identity. Humans today prefer fashion preferences as an interest rather than a real role in identity. The ability to consume fashion products with certain economic

capacities is shown in the background of fashion choice. Consumption activities have been a cultural concern for a long time. This development seems to be more significant since subcultures provide a variety of commodities to produce alternative and oppositional meanings [21].

### **The Phenomenon of Indian Fashion and Lifestyle**

The phenomenon of Indian fashion and lifestyle is a fascinating and dynamic aspect of the country's cultural landscape. It encompasses a wide range of elements, including clothing, accessories, beauty, grooming, cuisine, art, and more. Here are some key aspects that contribute to the phenomenon of Indian fashion and lifestyle.

**Cultural Diversity:** India is a land of diverse cultures, languages, religions, and traditions. Each region in India has its distinct fashion styles, textile traditions, and clothing preferences. The cultural diversity of India gives rise to a vast array of fashion choices and lifestyle practices, making it a vibrant and constantly evolving landscape.

**Traditional Attire:** Traditional Indian attire such as sarees, salwar kameez, lehengas, and dhotis hold a significant place in Indian fashion. These garments are often associated with specific regions or communities and are worn during festivals, weddings, and other important occasions. Traditional attire reflects the rich cultural heritage and craftsmanship of India.

**Handloom and Textiles:** India is renowned for its rich textile heritage and the art of handloom weaving. Handloom fabrics like silk, cotton, and khadi (handspun and handwoven fabric) are highly valued and sought after in both domestic and international markets. The intricate weaves, motifs, and designs showcase the skills of Indian artisans and contribute to the uniqueness of Indian fashion.

**Bollywood Influence:** Bollywood, the Indian film industry, has a significant impact on Indian fashion and lifestyle. The costumes worn by actors and actresses in movies often become trends and influence popular fashion choices. Bollywood-inspired fashion showcases a blend of traditional and contemporary styles, creating a bridge between the world of cinema and everyday fashion.

**Fusion Fashion:** With globalization and changing consumer preferences, there has been a rise in fusion fashion in India. Designers and brands are experimenting with blending Indian elements with Western silhouettes, creating a

unique and contemporary fashion statement. This fusion fashion appeals to the younger generation and reflects their global outlook while preserving Indian cultural roots.

**Festive and Wedding Wear:** Festivals and weddings are integral parts of Indian culture and are celebrated with great pomp and splendour. These occasions provide an opportunity for people to showcase their finest traditional attire and jewellery. Elaborate and ornate outfits, intricate embroidery, and statement jewellery are commonly seen during these festive and celebratory events.

**Beauty and Grooming:** Indian beauty and grooming practices have their charm and are deeply rooted in Ayurveda, the ancient Indian system of medicine. From henna application (mehndi) to intricate hair braiding and the use of natural ingredients for skincare, Indian beauty practices are known for their holistic approach and connection to nature.

**Art and Craftsmanship:** India has a rich tradition of arts and crafts, which are often reflected in fashion and lifestyle. Embroidery, block printing, mirror work, and intricately handcrafted jewellery are some examples of the skilled craftsmanship that goes into creating Indian fashion. Art forms like Madhubani painting, Warli art, and Pichwai paintings also find their way into clothing designs, creating a fusion of art and fashion.

The phenomenon of Indian fashion and lifestyle is a reflection of the country's cultural heritage, diversity, and creativity. It embraces tradition while adapting to modern influences, making it a vibrant and ever-evolving expression of individual and collective identity.

### **Appearance or Lifestyle Industry and Spectator Society**

In the century of lifestyle, appearance is everything. Attention to matters of appearance is nothing new in history. This matter of appearance or self-presentation has long been the subject of discussion by sociology and cultural critics. Erving Goffman (1959), for example in "The Presentation of Self Everyday Life" argues that social life mainly consists of ritualized theatrical appearances, which are then better known as the dramaturgical approach. Humans seem to be acting on stage. For Goffman, various uses of space, goods, body language, and social interaction rituals appear to facilitate everyday social life [22].

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It is widely accepted that fashion aims to achieve beauty in appearance, but there are many ways to achieve beauty. Beauty is thus perceived as a pleasing difference, a distinct quality, or an intellectual understanding. Beauty, however, may be the result of superficiality and stylization, and so, will be a product of aestheticization. For objects (dress) to have a unique quality, artification relies heavily on "impactful" and "supernormal" stimuli. Fashion is characterized by that special quality or "it-factor"[23]. In the century of lifestyle, self-appearance has experienced aestheticization, even the body/self has experienced body aestheticization. The body/self and daily life become a project, a seed for sowing a lifestyle. "You style, therefore you exist!" is a phrase that might be suitable to describe the modern human addiction to style. That's why the lifestyle industry is to a large extent the appearance industry [24].

External appearance is one of the factors affecting lifestyle. Style and design are becoming more prominent than function. Marketing external appearance and skin care will be a big lifestyle business. We will continue to see politicians, celebrities, performers, and other public figures manipulate their image (their lifestyle) to get deals and support. Corporates, celebrities, and other groups of public figures, such as politicians, all try to manipulate their image in flattering ways and avoid damaging publicity [16].

Everything we have will become a culture of spectacle. Everyone wants to be a spectator and watch at the same time. Want to see and be seen at the same time. This is where style becomes a mode of existence for modern humans. You are stylish, therefore you exist! If you lack style, prepare to be considered nonexistent, belittled, ignored, or abused. That is why people now need to preen or make themselves up. So we have become a dandy society. It doesn't take much effort to explain why modern men and women need to look different, fashionable, dapper, elegant, and dandy. Dandyism is a fashion style that reached its peak during the 18th and 19th centuries. Maintaining a high degree of self-reference in terms of physical appearance, staying fashionable and well-groomed, and dressing in a way that is over-the-top and highly dressed. Now this lifestyle is no longer the monopoly of artists, models, and celebrities who deliberately beautify themselves to appear on stage. Today, the dandy lifestyle has been creatively

imitated through everyday life, whether it's at work, for seminars, social gatherings, wedding reception invitations, religious lectures, or just for a walk or shopping. Malls have been transformed into mixed-use lifestyle centres [21].

The presence of signs in public spaces will trigger new concerns about the loss of independent public space for self-actualization. There is no longer a boundary between what is private and what is public, so the sign of becoming a new living being is lost. When obscenity is found later in a public space that is supposed to be private but is directed by objects marked through the media, it becomes a public one. We live in a society where rumours, gossip, and what should be kept secret have become public. Society has been poisoned by signs and mass production. Such conditions trigger people to always dress up, be dapper, and look dandy in every social interaction. Society has been trapped in a sea of stages that cannot separate what is real and what is not real [25].

The appearance of the Indian lifestyle industry and the phenomenon of a spectator society are interconnected in the context of Indian culture and society. Let's explore both aspects.

**Appearance and Indian Lifestyle Industry:** The appearance industry in India encompasses various sectors, including fashion, beauty, wellness, fitness, and personal grooming. This industry plays a significant role in shaping and influencing people's appearance-related choices, trends, and consumer behaviour.

India has a thriving fashion industry that caters to diverse consumer segments. Fashion designers, brands, and retailers offer a wide range of clothing, accessories, and trends, reflecting both traditional and contemporary styles. The fashion industry promotes different appearances and aesthetics, allowing individuals to express their style and identity.

The beauty and wellness industry in India has witnessed tremendous growth in recent years. It includes skincare, haircare, makeup, spa services, fitness centres, and more. The industry promotes certain beauty standards and ideals, influencing how individuals perceive and enhance their appearances.

Indian society has a strong fascination with celebrities and public figures. Bollywood stars, sports personalities, and influencers often become

style icons and trendsetters. Their appearances, including clothing, hairstyles, and overall grooming, are closely followed and emulated by fans, leading to the popularity of specific trends and products.

The rise of social media platforms has further amplified the impact of the appearance industry. Influencers and content creators on platforms like Instagram, YouTube, and have significant followership, where they share fashion, beauty, and lifestyle-related content. This has created a culture of aspirational appearances and consumerism, with individuals seeking to achieve similar looks and lifestyles.

**Spectator Society:** The concept of a spectator society refers to a cultural phenomenon where individuals actively engage in observing and consuming various aspects of society, including appearances, lifestyles, and trends. In a spectator society, people derive pleasure and satisfaction from observing others, often through media and digital platforms, without necessarily participating directly.

In the Indian context, the rise of social media, celebrity culture, and the availability of extensive visual content has contributed to the development of a spectator society. People enjoy observing and engaging with the appearances and lifestyles of celebrities, influencers, and even their peers. This spectator society has implications for the appearance industry as it fuels consumer demand for products and services associated with specific appearances and lifestyles. Individuals may seek to replicate or emulate the appearances they admire, leading to increased consumption and engagement with the lifestyle industry.

However, it's essential to note that not everyone participates in or follows a spectator society to the same extent. Some individuals prioritize personal expression and authenticity over conforming to societal trends and appearances.

#### **Image Media and Body Worship Culture**

If lifestyle is understood as an existential project rather than a consequence of a marketing program, then lifestyle should have normative implications, as well as aesthetics [16]. However, when lifestyle is transformed into a commodity that is consumed by those who regard the concept of discipline and bodybuilding as the centre of consciousness. Body construction not only has implications for the medical aspect but also permeates the aesthetic and

ethical levels. It does not only whack women but also men in hunting for bodies with ideal criteria on the stage of mass consumption [27].

Now, even in developed countries, what is called the new man appears, a bit like the macho type of guy, but more vulgar. The new man is called a portrait of the shift of men as objects of spectacle, or sex objects [27]. The success fever of two muscular stars like Sylvester Stallone and Arnold Schwarzenegger on the silver screen has made many men, especially in the United States, happy with themselves. They were busy looking at his muscles. Since the 1990s, along with the increasing number of women who suffer from anorexia. They feel dissatisfied with their fat bodies, even though they are already thin. Meanwhile, men experience body anxiety, endless anxiety about their body shape. They always judge themselves through the ideal projections in the media [28].

Not surprisingly, the service industry that provides services to enhance appearance (face, skin, body, hair) has and will continue to grow into a big business. Now the preening business is no longer solely owned by women, but men also feel the need to look dandy. The change in men's sensibility in viewing appearance and self-image seems to have been glimpsed by the cosmetics industry and the beauty business in India. Now not only are there mushrooming special shampoos for men from various brands, but in fashion houses, you can easily find cosmetic equipment specifically for men, labelled for men.

Dressing and preening are now not only about bodybuilding, which is marked by the mushrooming of fitness centres and the prevalence of dieting or plastic surgery among men who are anxious because of their body shape or size that is considered not ideal, but the advice industry that deals with appearance is no less great, even to remote areas. Advertisements for medical services and pills that promised male strength and female stamina began to be sold, even in roadside stalls [29].

It seems that matters of looks or facialism (lookism/faceism) are now starting to become a serious problem in the hunt for beauty and to always appear the most beautiful or handsome not only on the fashion world stage but also in everyday life. One of the leading American psychologists, Nancy Etcoff (1999), in "Survival of the Prettiest: The Science of Beauty" calls this symptom lookism.

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Lookism is a theory that the better you look, the more successful you will be in life. In the age of images, images dominate our perceptions, thoughts, and also our judgments about the appearance of a person's face, skin, or looks [16].

Even the habit of smiling, for example, nowadays can no longer be taken for granted. A smile can be a symbolic capital in everyday social interactions, in the world of work and the business world. Even though we do not need to smile, in the world of entertainment and public relations business, a smile is a symbolic capital. John Hartley (1992), in "The Politics of Pictures: The Creation of the Public in the Age of Popular Media" states that smiling has become one of the most common virtues of our time. In fact, according to Hartley, a smile is now the dominant ideology in the public sphere. It is like a uniform that must be worn on the lips of a person whose social function is to create, maintain, educate, represent, and build an image in front of the public [30].

To support this lifestyle, the media often raises it into interesting news, in addition to providing a special column as a place for them to exchange ideas in other forms, for example, every week a newspaper prepares a full page for fashion matters. In addition, beauty technology that is increasingly advanced and widely understood continues to trigger an increasing need for men and women for the most sophisticated equipment that can help improve their appearance and engineer their bodies [31]. Almost every day, even in seconds, the media always injects an image of appearance, through an infatuation with will aerobics, fitness, fitness, bodybuilding, plastic surgery, and facials. All are inspired by public figures, especially politicians, celebrities and individuals, all obsessed with image. Other media, namely advertising also play a major role in shaping image culture and taste culture. Is an onslaught of advertising that offers a dazzling and intoxicating visual style. Advertising represents a lifestyle by subtly instilling the importance of self-image to appear in public. Advertisements also slowly but surely influence the taste choices we make.

Leading media critic Marshall McLuhan has called advertising the greatest work of art of the 20th century [32]. Advertising is often regarded as a determinant of modern human consciousness. Advertising explores the impact of commercial advertising imagery on individual and social

identities. Image-based culture and visual image systems have also colonized areas of life previously defined by experience and auditory perception. Consumer society is dominated by visual culture [33]. Certain consumers are not susceptible to advertising persuasion. Even the most charmingly advertised item may not sell. People are fascinated by the fantastic ad stars or the humorous advertising discourse. However, the elements of repetition, tricks, and manipulation in advertising cannot be ignored in the permeation of lifestyles, especially among children and young people, for example. Advertisements have become a channel of human desire and a channel of discourse regarding consumption and lifestyle.

Advertising was an illusory surface. Media and contemporary popular culture cannot be understood without understanding their integral relationship with advertising. Therefore, "Consumers are taught how to read commercials". Today's cultural industry includes production, distribution, and advertising. Mass communications and mass entertainment also play a large role in this activity. [16].

A recent study by Advertising Professor Thomas C. O'Guinn et al (2003) argues that 21st-Century Society is All About Celebrities. Celebrity is a unique sociological category, they can be self-expression and inspiration for consumers [34]. Celebrity is a "human pseudo-event " or "heroic image", said Daniel Boorstin (1962) in his very famous work "The Image". When describing the role of celebrity in the media world, Boorstin says, "The celebrity is a person who is known for his well-known" [35].

Recent promotion thinking has concluded that in a celebrity-based culture, celebrities help contemporary consumers form identities. In a consumer culture, identity becomes a "fashion accessory." New generations, known as E-Generation children, have become what they are today with celebrity-inspired identities, from the way they surf the virtual world to the way they change clothes on the road. This means that celebrities and their images are used to aid consumers in the identity parade.

Popular media, especially television, act as public relations agents for celebrities. For some, television has taken over their free time. 24-hour non-stop television music channels entertain young people in various parts of the world with video clips of songs or bands currently playing. However, they

also entertain them with commercial messages and subtly instil values and awareness of how happy it is to fill one's free time with fun and relaxation. The music and entertainment industries have been able to take advantage of television advances to cultivate the lifestyle of the youth subculture via music channels.

While advertising dominates the lifestyle industry, which has produced public relations practitioners in business, spectacle, and politics, the image industry is now refining it through engineering. Nowadays, image is everything. It is also important to note that politicians, businessmen, and celebrities have more at stake than just their public image. Unfortunately, in the age of the media, to become a media star, one does not need to be as famous as Gandhi or Churchill. To be a hero or heroic, one does not always have to do extraordinary things or create remarkable works. Nowadays, the media endorses and makes famous people well-known and describes them as celebrities. In the world of stars, journalism is more concerned with creating figures, stars, or celebrities than getting rid of them periodically and replacing them with the latest ones. [36].

Modern journalism's preoccupation with recording and reporting on various activities, sayings, and scandals of those who are claimed by the media and also claim themselves as celebrities have spawned what media critics call "celebrity journalism". Peter Hamill (1998) describes this in "News is Verb" as a virus and the most widespread phenomenon of all time. Hamill views a person's true achievement or achievement removal as a recognition factor. Hamill says attention is rarely paid to scientists, educators, or archaeologists. Except for those media reports indicating they had been crowned or achieved celebrity status. Media attention is continually focused on big names and excludes other subjects deemed unworthy of being controlled as media celebrities [37].

An expanding television industry has polished celebrity journalism in India. Television stations compete to win viewers' hearts and get the biggest share of advertising to fill such a large broadcast window. Television personalities and programmes that claim to be celebrity events cannot be made more creative by competition alone. In essence, there is uniformity, but the programme name and the channels differ. Indian fashion and lifestyle are shaped by image media and body-worship culture. Here are more details.

**Beauty Standards and Body Ideals:** Image media, including magazines, advertisements, movies, and social media platforms, often promote beauty standards and body ideals. Indian fashion and lifestyle standards evolved, influenced by global and local factors. Traditional beauty standards celebrate fair skin, slim figures, and certain facial features. However, with increased exposure to international media and a growing emphasis on body positivity and inclusivity, there has been a shift towards more diverse beauty standards in recent years. Social media platforms have played a significant role in promoting body positivity and challenging traditional norms. Influencers and content creators advocate for accepting and celebrating different body types, encouraging self-love and body confidence. This has impacted the perception of beauty and body ideals in the Indian fashion and lifestyle industry.

**Beauty Standards and Body Ideals:** Image media, including advertisements, magazines, movies, and social media platforms, often promote certain beauty standards and body ideals. Fashion and lifestyle standards in India are influenced by global and local factors. Traditional Indian beauty standards observe fair skin, slim figures, and certain facial features. In recent years, there has been a shift towards more diverse beauty standards due to international media exposure and a growing focus on body positivity. Social media promotes and challenges body positivity. Influencers and content creators advocate accepting and celebrating different body types, encouraging self-love and body confidence. This impacts the perception of beauty and body ideals in the Indian fashion and lifestyle industries.

**Consumer Behavior and Body Worship Culture:** Body worship culture refers to the tendency to idealize and strive for a particular body type or appearance. In Indian fashion and lifestyle, body worship culture is influenced by media portrayals, celebrity culture, and the desire to fit into societal beauty standards. Consumers often look to fashion and lifestyle media for inspiration, seeking to replicate celebrities or influencers. This can lead to a consumer behaviour pattern focused on purchasing products, following trends, and engaging in beauty and fitness routines. This is to achieve a desired body image. The fashion and beauty industries capitalize on this body worship culture by promoting products, services, and trends

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that promise to enhance physical appearances. This includes clothing that flatters certain body types, and beauty products that promise to improve skin complexion or alter features. Fitness programs that claim to help achieve a specific body shape.

**Impact on Mental Health and Self-esteem:** The influence of image media and the body worship culture can have both positive and negative effects on individuals' mental health and self-esteem. While it is empowering to see diverse representations of beauty and body positivity, constant exposure to idealized images can also lead to feelings of inadequacy, body dissatisfaction, and low self-esteem. It is crucial to foster a healthy and inclusive environment in the fashion and lifestyle industry that promotes body diversity, self-acceptance, and mental well-being. The industry can play a significant role in challenging unrealistic beauty standards, showcasing a diverse range of models and influencers, and emphasizing the importance of inner beauty, confidence, and individuality.

### Fashionable and Functional Products

Fashion and lifestyle products can serve as a means of identity expression and communication beyond their aesthetic appeal. In addition to their visual appeal, these products often possess functional qualities that contribute to how individuals perceive and present themselves. Manufacturers are increasingly focusing on creating products that go beyond mere functionality and instead reflect the personality and individuality of the wearer or user. There have been several instances where sports brands have partnered with fashion brands to combine functionality with style. These collaborations aim to create products that cater to both the performance needs of athletes and the fashion preferences of consumers.

As an example, Puma and Fossil Group collaborate on the design and manufacturing of Puma-branded watches and smartwatches. Fossil is known for its modern-vintage philosophy, which combines contemporary design with nostalgic elements to create unique timepieces. Rather than focusing solely on timekeeping functionality, Fossil aims to produce functional and artistic watches. By blending modern aesthetics with vintage-inspired details, Fossil watches reflect the wearer's personality and style. Their designs often incorporate textured dials, retro-inspired colour schemes, and unique materials such as distressed leather straps or aged metal finishes.

These details evoke nostalgia while maintaining contemporary appeal. Fossil watches stand out as more than just timekeeping devices. They become fashion accessories that complement different outfits and express individuality. Fossil also offers customization options, such as interchangeable straps or personalized engravings. This enables customers to create a watch that aligns with their style.

Similarly, Puma, a well-known sports brand, has ventured into the football shoe market with a focus on reflecting players' personalities. Puma football shoes are designed to enhance performance and make a fashion statement on the field. Puma collaborates with renowned athletes and incorporates their input into shoe designs to ensure they reflect players' preferences and styles. Football shoes often feature bold and vibrant colours, striking patterns, and sleek silhouettes, all aimed at catching attention and expressing individuality. Puma combines cutting-edge technologies, such as advanced traction systems and lightweight materials, with visually striking designs to create a blend of performance and personality. By offering products that extend beyond their primary functions, both Fossil and Puma recognize the importance of reflecting the wearer's personality. Their focus on design, aesthetics, and personalization allows individuals to showcase their unique style and preferences through the watches or shoes they wear. Puma Football's "Until Then" campaign for its V1.08 shoe product successfully captures a futuristic, stylish, and modern aesthetic. The campaign utilizes a combination of photography and animated visuals, specifically "Speed Legs," to portray the essence of sports in the future [38].

Adidas collaborates with fashion designer Stella McCartney to create athletic wear and footwear. A combination of Adidas' sports technology and McCartney's fashion-forward designs results in functional sportswear with a stylish aesthetic.

Nike has teamed up with Japanese fashion label Sacai to produce a collection of sports-inspired clothing and footwear. The collaboration merges Nike's innovative technologies and athletic performance with Sacai's unique design approach, resulting in sportswear that blends functionality and high-end fashion.

Puma collaborated with singer and fashion icon Rihanna to launch the Fenty Puma by Rihanna

collection. This partnership brought together Puma's sportswear heritage and Rihanna's bold style. It created a range of apparel, footwear, and accessories that blend streetwear fashion with athletic influences.

Reebok has partnered with fashion designer Victoria Beckham to create a collection of athletic-inspired clothing and footwear. The collaboration combines Reebok's sportswear expertise with Beckham's sophisticated and minimalist design aesthetic, resulting in a fusion of fashion and functionality.

While sports-fashion tie-ups are nothing new, the logic behind these partnerships is about raising sports brands' fashionability, while also easing the entry points into fashion for younger customers. These partnerships allow sports brands to tap into the fashion industry's creativity and design sensibilities while maintaining their focus on performance and functionality. By collaborating with fashion brands, they can offer consumers sportswear that not only performs well but also reflects current fashion trends and personal style preferences.

In a society where style is everything, everyone is a performer. Style plays a significant role in self-expression and identity. Individuals today use their style to showcase their uniqueness. People express themselves through clothing, hairstyles, accessories, music preferences, and lifestyle choices. Various personalities, such as movie stars, advertisement stars, singers, and models, influence individual styles. Many individuals seek to emulate or adapt aspects of their personas to their style by emulating these influential figures. At the same time, there is also a growing emphasis on creating a truly distinct and original personality style. Some individuals strive to avoid following mainstream trends and instead aim to carve out their path by incorporating unconventional elements into their style. This pursuit of individuality allows them to stand out and express their uniqueness. As a result, style becomes a powerful medium of expression. It allows individuals to communicate who they are, what they value, and how they perceive themselves in the world. People can express their personalities, interests, beliefs, and aspirations through their chosen style. It is imperative to note that while style can be an essential part of self-expression and identity, it should not overshadow or define one's worth as a person. Style is a dynamic and

evolving aspect of our lives, and it is just one facet of our multifaceted personalities. It is crucial to maintain authenticity and remember that personal style should ultimately reflect one's true self. This is more than adhering to societal expectations or trends. Here is a closer look at how functionality intersects with fashion and lifestyle products in terms of identity and communication.

**Identity Expression:** Fashion and lifestyle products help individuals express their identity and individuality. Individuals' choices in clothing, accessories, and even everyday items like bags and shoes reflect their preferences, values, and lifestyles. For example, someone who prioritises sustainability may opt for eco-friendly clothing made from organic or recycled materials. This choice reflects their commitment to environmental consciousness and communicates their values to others. Similarly, someone who embraces a sporty lifestyle may choose functional activewear that not only enhances their performance but also conveys their identity as an active, health-conscious individual. In this way, functional products become a part of their self-expression and contribute to their overall identity.

**Communication of Lifestyle and Values:** Fashion and lifestyle products can communicate one's lifestyle choices, interests, and values to others. The functionality of these products often aligns with specific activities, hobbies, or social affiliations, allowing individuals to visually communicate their preferences and beliefs. For instance, someone who enjoys outdoor activities like hiking or camping may invest in durable and weather-resistant clothing and gear that signals their love for nature and adventure. This choice serves as a form of non-verbal communication, conveying their lifestyle and passion to others. Likewise, individuals who prioritize comfort and practicality in their daily lives may opt for functional yet stylish products, such as ergonomic footwear or versatile clothing that allows them to move freely while maintaining a polished appearance. This choice communicates their value of balance between style and functionality.

**Problem-solving and Adaptability:** Functional fashion and lifestyle products often solve practical challenges individuals face in their daily lives. Whether it is incorporating technology for convenience, ergonomic designs for comfort, or integrating multi-purpose features for versatility,

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these products address specific needs and enhance the user's overall experience. For example, wearable technology like smartwatches or fitness trackers combines functionality with style. This allows individuals to track their health and stay connected while complementing their fashion choices. These products communicate a tech-savvy, health-conscious identity and showcase modern advancements and adaptability.

**Cultural Signifiers:** Functional products in fashion and lifestyle can also serve as cultural signifiers, reflecting cultural identity and heritage. Traditional garments or accessories, such as a kimono, a kilt, or a turban, serve functional purposes but also communicate cultural affiliations, values, and traditions. By choosing to wear and incorporate these culturally significant products into their lifestyle, individuals communicate a sense of pride in their heritage, a desire to preserve cultural traditions, and a connection to their cultural community.

### Conclusion

Fetishism has come and created its pseudo-reality. Beauty ideology has been so pervasive and accepted without resistance by society. If, in the past, fetishism was primarily associated with women, today many men worship their bodies and lifestyles.

The media shapes how audiences look stylish or handsome, attractive, contemporary, and have a successful image. Lifestyle journalism is becoming an option for many media organizations. These media allow lifestyles to spread in a very short time. In India, some of these media operate through franchises from other parts of the world. The media also chooses certain figures and makes them celebrities. Celebrities can come from various professions, such as movie stars, singers, officials, lawyers, athletes, and so on. Celebrities have in common an attractive physical appearance, besides being popular. They must be attractive to be photographed or caught on television cameras. These celebrities are not only a spectacle but also a "guide" for all their fans. Fans will try to imitate celebrities they admire. Fashion, accessories, hairstyles, body shapes, and lifestyles will be matched. They act like celebrities in everyday life. To actualize oneself, the mall has become one of the most important sites in contemporary culture. Malls are places where people can be seen and heard.

Indian fashion and lifestyle serve as a powerful medium of self-expression, allowing individuals to showcase their cultural identity, communicate their values, and celebrate the rich diversity of the country. It reflects India's collective heritage while embracing modern influences, creating a vibrant and evolving fashion landscape. Indian fashion and lifestyle reflect the country's cultural heritage, diversity, and creativity. It embraces tradition while adapting to modern influences, making it a vibrant and ever-evolving expression of individual and collective identity.

The appearance or lifestyle industry in India and the concept of spectator society are intertwined. The appearance industry shapes and influences people's choices, while spectator society reflects the active observation and consumption of appearances and lifestyles. Industry, media, influencers, and consumers form a dynamic interplay that contributes to India's changing cultural landscape.

An inclusive environment is essential for the fashion and lifestyle industries. This promotes body diversity, self-acceptance, and mental well-being. It emphasizes the importance of inner beauty, confidence, and individuality by showcasing a diverse range of models and influencers. The industry can play a major role in challenging unrealistic beauty standards.

Functionality in fashion and lifestyle products extends beyond mere utility and can serve as a powerful tool for identity expression and communication. These products allow individuals to visually communicate their preferences, values, lifestyle choices, and cultural affiliations. By selecting functional items that align with their needs and aspirations, individuals create a distinct identity and engage in non-verbal communication with others.

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### Ludhiana textile units tensed as US buyers develop uncertainties

At Shingora Textiles, a cloth manufacturing unit in an industrial cluster on the outskirts of Ludhiana, a group of workers are at work. They are handling a large weaving machine that churns out “performance fabrics.” These are materials that go into making clothing items that are resistant to gases, water, and chemicals. There are rows of such machines spread over the massive 200,000 square feet factory area.

One of the supervisors told reporters that workers are unaware of the problems that their employer is facing at the moment.

Ever since the US has announced doubling of the additional tariff on India to 50% from 25%, Shingora’s US customers have put their shipments on hold, and asked the company to wait until there’s clarity on the tariff rate. Going by Washington’s current plan, the 50% tariff, which includes a punitive levy of 25% for importing oil from Russia, will take effect from August 27.

The Indian industry is pinning hopes on the attempts being made to resolve the Russia-Ukraine conflict. On its part, the government has made it clear that as long as Russian oil helps cut the country’s huge energy import bill, imports from Russia can’t stop.

Nearly 30% of the textile units in Ludhiana have exposure to the US market. Like Shingora, many other companies have been asked to put shipments on hold.

Amit Jain, managing director of Shingora Textiles, told reporters that even though none of his US customers has cancelled orders, hoping that some resolution might come before August 27, a pause on shipments has badly affected his cash flows. “My investments have already gone into labour and raw materials. The customer is not going to pay me till she gets the goods. So, I have become a virtual warehouse.”

Shingora has a three-way exposure to the US, including direct selling to US offline retailers, indirect exports to the US through tie-ups with global retailers based in Japan, Spain, etc, also having presence in the US. It also supplies fashion fabrics to Indian companies which export to US

customers. “About 35% of the revenues are coming from the US. In the next 15-20 days. I may not fire people. However, after that, I will have to weigh how many people I really need,” said Jain.

At an aggregate level, textiles and yarn units here have about 30% of their exports going to the US. Main exports items include readymade garments, yarns, terry towels, etc.

Sanjay Chawla, additional executive director, Wool & Woollens Export Promotion Council (WWEPC), said it’s not practical for local companies to operate at 50% tariffs. “In Ludhiana alone, there are over a million people employed in textile-related jobs, with less than 30% of them having direct employment. Nearly 20-25% jobs will be under there if the situation doesn’t improve in a couple of months,” Chawla said.

Sudarshan Jain, founder of Iris Textiles, said his exposure to the US market was negligible but when Donald Trump imposed 37% tariffs on Bangladesh in April this year — compared to 26% on India — two US-based buyers engaged with him to shift some of their sourcing to India.

However, since the US has increased the India tariff — and reduced Bangladesh’s tariffs to 20% — they have back-tracked. “We were at an advanced stage of the deal. These retailers had already approved the samples, and prices were also negotiated,” Jain said.

He said though the likely cancellation of deals will not impact his 400-strong work-force, it could hamper their earnings. “We usually operate our three factories between April and November. For the remaining months, employees go to their hometowns or engage in other works. If we had got these US orders, the factories would probably be running throughout the year, thereby generating extra wages for workers,” Jain said.

Chumman Kumar, a warehouse supervisor at Shingora, said stalled shipments have raised concerns within his department, and caused anxiety among workers. Kumar, who has been working with the company for more than a decade, said he is the sole earning member of the family, and hopes for a speedy resolution to the US-India tariff issue.

The companies are now urging the government to enable them to handle the crisis. “While the government is working out a deal with the US,

the industry needs to find alternates as well. The government should get the FTA with the UK operationalised soon, and fast-track the pact with the European Union," said a textile exporter on condition of anonymity.

Besides making a plea to the government, many Ludhiana-based units have started exploring alternate export destinations to sell their products. "Following the tariff announcements, we have planned exhibitions in France and Australia," said WVEPC's Chawla. □

### Port curbs on Bangladeshi jute to protect local industries: officials

A day after India imposed a fresh round of port restrictions on a range of jute products, officials justified the move as necessary because Bangladesh's subsidies were "killing" local Indian industries.

The items listed in recent order by the Directorate General of Foreign Trade (DGFT) included bleached and unbleached woven fabrics of jute or of other textile fibre, twine cordage, rope made of jute, and sacks and bags of jute that have a large market in India. "Imports from Bangladesh shall not be allowed from any land port on the India-Bangladesh Border. However, it is allowed only through the Nhava Sheva seaport," the order issued by DGFT said.

"Bangladesh exporters were misdirecting goods under other HS (Harmonised System) codes. Export subsidies by the Bangladesh government in different names were killing local industries. Anti-dumping duty was being circumvented by clubbing it with other exports at volumes well above their production capacity," an official said.

The recent order of jute is aimed at further tightening the import of jute, and products made from Bangladeshi jute. On June 27, India banned the entry of a certain range of jute items through land ports, leaving the Nhava Sheva port in Maharashtra open for the same items. That decision followed a May 17 declaration of port restriction by the DGFT targeting ready-made garments from Bangladesh.

The order also banned export by Bangladesh of fruits, fruit flavoured drinks, and processed food items (baked goods, snacks, chips, and

confectionery); cotton and cotton yarn waste; plastic and PVC finished goods except pigments, dyes, plasticisers, and granules; and wooden furniture via the land ports of Assam, Meghalaya, Mizoram, and Tripura. The same goods were also banned from entering India through the Land Customs Stations of Changrabandha and Fulbari.

Textiles and jute constitute two of the major areas of India-Bangladesh trade, and India's targeting of these items intensified against the backdrop of Bangladesh Chief Adviser Muhammed Yunus's visit to China in March, during which he describe Bangladesh as the second largest ready-made garment manufacturer after China, and invited China to take advantage of Bangladesh's business potential. □

### India's 80% apparel exporters unable to bear 50% tariffs

Unable to bear the burden of 50 per cent reciprocal tariff, an estimated 80 per cent of small Indian apparel exporters supplying to the US are expected to incur losses and get wiped out, while bigger players will be forced to offer discounts and hunt for alternative export markets, say exporters.

"No exporters, be it big or small, will be able to absorb such high tariffs. Many of the smaller exporters — with a low financial base and reserves — will be wiped out as buyers have started cancelling orders and are refraining from placing new orders, Suhir Sekhri, Chairman of Apparel Export Promotion Council (AEPCC), told reporters recently.

"Of the total exporters we have, 80 per cent of exports is done by 20 per cent of the exporters, while 20 per cent of the exports is done by 80 per cent of the exporters that are micro and small ones. So, 80 per cent of the exporters will not be able to bear the losses and may have to wind up," he added.

He also pointed out that buyers in the US have categorically told Indian exporters that they will move some of the orders out of India to destinations like China.

"Big exporters will be able to withstand the crisis for the next three months. They will be able to absorb the losses for sometime. But even they will find it difficult after this period as they will have to bear the brunt of these tariffs," Sekhri added. It could lead to the closure of textile units and mass layoffs, fear exporters.

## EXPORT PROSPECTS AND MARKETS

"If this additional 25 per cent tariff is imposed, buyers will move sourcing out of India, many layoffs and even closure of some units can happen, and this will create a catastrophe for the textile industry," said Thirukkumaran Natarajan, Chairman of the Tiruppur-based Esstee Exports India Pvt Ltd.

One of the biggest textile exporters to the US market, Bengaluru-based Gokaldas Exports has decided to "put on hold" decisions regarding future capital expenditure till the situation around US tariffs and geopolitical situation becomes more clear. The company is also exploring the European Union (EU) and the UK markets as alternative export markets.

"India is negotiating with the EU for a FTA, which creates a strong ability to expand the industry in India. In anticipation, we are stepping up our European investments... We are actively engaging with customers in the EU and the UK to diversify," said Siva Ganapati, Managing Director, Gokaldas Exports, while addressing investors on August 6, just hours before the US President raised tariff on goods imported from India to 50 per cent.

Though Gokaldas is looking to expand production with three factories to be commissioned in the third quarter of the current financial year in Bhopal, Kolar and Ranchi and a brownfield expansion in Africa, the company is stalling all future capex spends.

"For now, we will stop capex expansions. We will wait and watch, and see how all the tariffs and geopolitical situation plays out before taking further capital investment decision... We have a strong plan for capacity addition. We are not acting on it. We do not want to make mistakes in our capex choices," said Ganapati. Pointing out that US tariffs, going above 25 per cent, will put Indian exporters at a disadvantage as businesses might look for alternative sourcing locations, the official said export volumes from India are expected to go down in such a scenario.

The company said the supply chain will not be able to absorb the tariffs, and a portion of it will be passed on to the end consumer in the US.

While the affordable luxury brands have started passing on the price increase, the larger retailers

are expected to increase prices post-Christmas or engage in other cost-cutting exercises, including shrinkflation (practice of reducing size of quantity while keeping the prices constant).

"I do not think that the large portion of this tariff can be absorbed by the supply chain, whether it is us or fabric or yarn suppliers," added Ganapati. □

### Textile industry calls for quick rollout of export incentives

Indian textile and apparel industry players of late raised concerns over the revised US tariff and sought immediate government intervention, including renegotiations with the US or an immediate rollout of export incentives in cash to minimise the impact on exporters. Industry bodies also batted for speedy implementation of a bilateral trade agreement (BTA).

The US is India's largest market for textile and apparel exports, and had clocked around \$4.59 billion worth of exports during the January-May 2025 period, up 13 per cent compared to the same period last year, when the figure stood at \$4.05 billion.

"This is a huge setback for India's textile and apparel exporters as it has further complicated the challenging situation we were already grappling with. It will significantly weaken our ability to compete effectively vis-a-vis many other countries for a larger share of the US market," said Rakesh Mehra, chairman of the Confederation of Indian Textile Industry (CITI). He said that a well-rounded BTA with the US, which takes proper care of India's sovereign interests and is also fair and balanced, could be a win-win proposition for both nations.

"Only solution is to give an immediate export incentive in cash, with country-centric focus. Then we can stand up and negotiate," said Sanjay Kumar Jain, managing director of textile producer TT Ltd. "This is a very difficult situation for India, especially for exporters. All the labour-intensive sectors are being hit. There are companies in the sector that have even 10,000 employees with almost 60 per cent of exports to the US. They are in a spot," he remarked.

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CITI said that the government should fast-track the introduction of measures to limit the hardship likely to be faced by local textile and apparel exporters following the most recent US tariff decision. After a promising performance in the first quarter of the 2025 calendar year (Q1CY25), there was a notable slowdown in textile and apparel exports from India to the US in June.

“It is our fervent appeal to the government to urgently take steps to come to the aid of India’s textile and apparel sector during these hugely testing times, given the government’s strong commitment to increase the competitiveness of local industry,” Mehra emphasised. □

### Textiles, footwear expect billion-dollar gains from deal

The signing of the India-UK Free Trade Agreement (FTA) is expected to boost the labour-intensive Indian export sectors like textiles and footwear, among others.

According to industry estimates, the deal may bring in additional business of around ₹7,000 crore to the textile and apparel (T&A) industry in India, taking it forward to the 2030 target of \$100 billion exports. Similarly, footwear (leather and non-leather) and other leather products’ trade is expected to touch \$1 billion in two years, from \$440 million now. The deal may turn advantageous for footwear brands like Clarks, Superdry, Marks & Spencer (M&S), and John Lobb that source from India.

“It has the potential to significantly transform the fortunes of the entire Indian textile sector, and provide the kind of impetus that is necessary to help India realise its ambitious goal of achieving textile and apparel exports of \$100 billion by 2030,” said Rakesh Mehra, chairman of the Confederation of Indian Textile Industry (CITI). Tiruppur Exporters’ Association also expects that through the FTA, the share of UK exports from the textile hub to double from ₹5,000 crore or 9 per cent to around 20 per cent of the hub’s total revenue.

“India’s strong presence across the value chain — with readily available raw materials and intermediate goods, and minimal import dependency — is a USP (unique selling proposition). Coupled with the duty free advantage under the FTA, India is well-positioned to scale up exports. The industry aims to increase its UK market share from 6 per cent to 10 per cent over the next two

years, unlocking an estimated ₹6,000-7,000 crore in additional business, with steady and gradual growth expected,” said Prabhu Dhamodharan, convenor, Indian Textpreneurs Federation (ITF).

India is the fourth-largest supplier of textile and apparel products to the UK, with a nearly 6.6 per cent share in the country’s total T&A imports. During 2024, the UK imported T&A products worth about \$27 billion, with apparel and made-ups constituting 83 per cent of the total. With about a 25 per cent share in the total T&A imports, China was the leading supplier to the UK, followed by Bangladesh and Turkey, whose market shares were 15 per cent and 8.5 per cent, respectively. □

### US tariff hike a great setback for MSMEs in textiles, diamonds: Crisil

India’s micro small and medium enterprises (MSMEs) in textiles, gems and jewellery, chemicals, and seafood are bracing for a severe setback as the US doubles its ad valorem duty on Indian imports to 50%, effective August 27. These sectors—together accounting for nearly a quarter of India’s exports to the US—have significant MSME participation, with over 70% in textiles and gems, and 40% in chemicals.

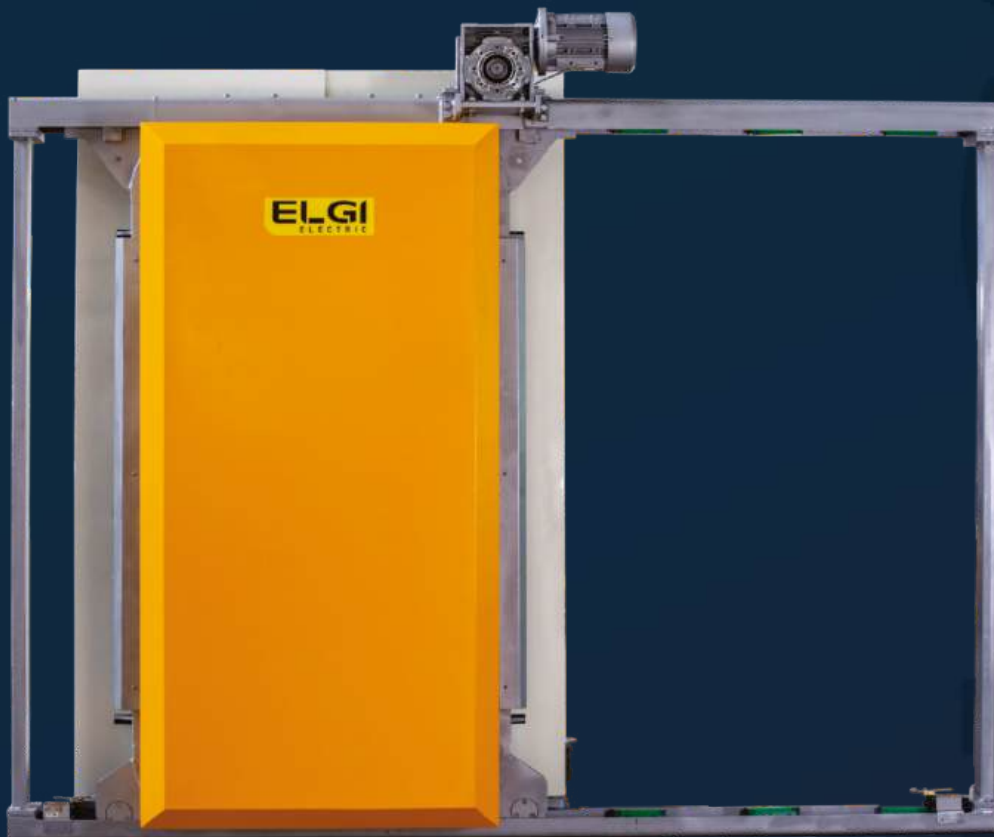
“Partial absorption of the increased product prices due to higher tariffs will put pressure on MSMEs, squeeze their already-slim margins and pose a material challenge to their competitiveness,” Pushan Sharma, director at Crisil Intelligence, said in a report.

The impact will be most acute in hubs like Tiruppur and Surat. Tiruppur’s readymade garment (RMG) exporters, who alone contribute over 30% of India’s RMG exports, will now face a steep 61% effective duty — double that levied on competitors in Bangladesh and Vietnam (31%). Surat’s diamond polishers will also be hit hard, with the US accounting for nearly a third of their overseas sales.

Seafood exporters will struggle against Ecuador, which enjoys both a lower 15% tariff and geographic proximity to the US. Chemical MSMEs risk being edged out by rivals in Japan and South Korea, who face significantly lighter duties. Auto component MSMEs are expected to experience a smaller impact overall, but suppliers of gearbox and transmission parts may still come under some pressure. ■

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## ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025

### Board Meeting

**Mr. Omprakash Mantry**, President, ITAMMA in his Chairman Speech said that 'we are fortunate to have you with us as a right person at right time, when the World is moving towards digitalization, robotics and automation'.



Mr Omprakash Mantry, President, ITAMMA delivering Chairman address

**Dr. B. Vinod**, Head- Robotics and Automation Engineering dept. at PSG College of Technology, attended the Board meeting as a 'Special Invitee' recognized for his leadership in establishing centers of excellence and spearheading research in robotics and automation. He informed about his developments in areas like humanoid robots, underwater robots, and mobile robots for nuclear waste handling, where he is the principal investigator of these projects.. Dr. Vinod's research interests include computational intelligence, memetic algorithms, blockchain, and computer vision. He explained the importance of being partnerships with leading companies like Heidenhain, Fanuc, Siemens, and others, to create centers of excellence in robotics and automation.



Dr B Vinod, Head-Robotics and Automation Engineering, PSG College of Technology) felicitated by the President & Board members as Special Invitee during 2nd MC Board Meeting at Coimbatore on 27th June 25

He has been recognized by IEEE USA for his contributions as chair of the robotics and automation society (RAS), IEEE Madras chapter, since 2019.

### Seminar on "Trends of Man-Made Textiles and the preparations for Stakeholders involved in Manufacturing and Trading of Textile Machines and Accessories" at Coimbatore

**Mr. N D Mhatre**, Director General (Tech), ITAMMA in his opening remarks mentioned that the global trend is towards man-made fibre (MMF) textiles and is increasing rapidly so it calls for our members to be prepared while manufacturing their machines and accessories especially to run man-made textiles successfully. Stakeholders from User Industry invest enormous funds in R & D to develop the fibres with a specific properties & characteristics and so it is the responsibility of Supply Industry to develop the machines and accessories so that these valuable properties are maintain upto to the delivery of the product at yarn, fabric or garment stage while they are being processed on their machines.



Mr. N D Mhatre, Director General (Tech), ITAMMA delivering Opening Remarks

**Mr. Omprakash Mantry**, President, ITAMMA in his Welcome Speech said that 'globally it is noticed that the demand for man-made fibre (MMF) textiles is increasing whereby MMF dominates global textile fibre consumption with 72: 28 ratio and further global end-use demand for man-made fibres is expected to increase by 3.7% in 2025. Accordingly we are taking forward the activities of ITAMMA Technology Cell to help our members to be ready in knowing the technology in manufacturing of Textile Machines & components for the smooth and efficiently working of man-made textiles.

ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025



Mr. Omprakash Mantry, President, ITAMMA delivering Welcome Address



Mr. Sundar Raj, Member of MC (2025/26), ITAMMA offering appreciation certificate to the Chief Guest



Launching of ITAMMA VOICE Issue No. 16

Chief Guest **Dr. S.K. Sundararaman**, Chairman, The Southern India Mills' Association (SIMA) and ITTA and Managing Director of Shiva Texyarn Limited, a well-known personality in the field of Technical Textiles in India gave the detailed statistics of man-made fibres and explained how the trend of MMF is dominating Global Textile Industry and accordingly we also need to be ready for the same. He informed that the government need to direct the indigenous MMF producers to supply their materials at international price, as the growth in textile business size and exports can be achieved only by increasing the production in the MMF value chain. He informed about the importance of MMF while considering their properties and functionality in the final product thus influencing the fashion industry also.



Mr. Omprakash Mantry, President, ITAMMA offering Memento to the Chief Guest during the Seminar



Chief Guest Dr Sundaramanan addressing during the Seminar



Mr. Vishal Masand, Hon Treasurer, ITAMMA offering CTB to the Chief Guest

Guest Speaker **Mr Suryadeb Mukherjee**, Principal Consultant – Textiles, Gherzi Consulting Engineers Pvt. Ltd, having a prominent place Globally as Consultant in the Textile Industry having completed more than 8237 projects in 85+ countries explained in details the statistical trends of Natural and MMF, Globally and the textile machines movement accordingly. He mentioned that rising trend in man-made fibres (MMF)

**ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025**

is reshaping the textile industry due to their versatility, durability, and cost-effectiveness. Global demand is shifting toward polyester, viscose, and technical fibres, driven by growth in sportswear, fashion, and home textiles. In India, government policies like PLI for MMF garments and MITRA parks are boosting MMF investment. Sustainable variants like recycled polyester are gaining traction. The way forward includes enhancing processing technology, ensuring eco-friendly practices, and promoting skill development. Strengthening MMF value chains and fostering R&D will also require the textile engineering industry and the spare part manufacturing to address the requirements of the industry.



Mr. Omprakash Mantry, President, ITAMMA offering Memento to the Guest Speaker at Seminar



Mr. Suryadeb Mukherji, Principal Consultant, Gherzi as Guest Speaker delivering his presentations at Seminar



Mr. Vishal Masand, Hon Treasurer & Mr. Ajay Shah, MC member of ITAMMA offering CTB to the Guest Speaker during Seminar

Mr. **Sundar Raj**, M C member (2025/26), ITAMMA in his Vote of Thanks said that the session added knowledge to our DATA bank and made us aware about the various aspects needed to be looked into while manufacturing our machines and accessories while using them for working man-made textiles. Also we were able to get valuable information on technical textiles and its importance in future for our community from textile engineering sector.



Mr J M Balaji , Past Convener, ITAMMA Exhibition Sub-Committee offering Appreciation certificate to Guest Speaker during Seminar



Mr Sundar Raj, MC member ITAMMA delivering Vote of Thanks during Seminar

## ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025



Ms Nanthini, Liaison officer, Coimbatore compering the event

**Ms Nanthini R.**, Liaison Officer, Coimbatore, ITAMMA compered the event very professionally.



Audience at Seminar

**ITAMMA in association with "BK Mehta Endowment Fund" organized 4th in series "B. K. Mehta Technology Networking Mission-2030" at Hotel Gokulam Park, Coimbatore**

**1st session (Virtual and was open to all)**

Started with a documentary film of the luminary Shri B.K. Mehta highlighting his yeoman services to the cause of the textile engineering industry in general and ITAMMA in particular.



Late Shri B K Mehta, Visionary and Philanthropies

**Mr. N D Mhatre**, Director General (Tech), ITAMMA in his Introductory Speech, explaining about the initiatives taken by B K Mehta to form this

Mission with the help of Balbhai Film stated that the objective of the task force is to Engage Academia, Research, Government and Industry stakeholders at National and International level, Support and highlight various key innovations in the Textile sector, Creating objectives & strategic roadmap towards engaging stakeholders and Developing pilot project initiatives in partnership with the Stakeholders. This Networking Mission will give an opportunity to Students from different Textile Institutes to interact with the Industry Experts, Industrialists and Govt. Bodies from Textile Engineering and Textile Industry and implement their Projects/innovations under various Govt. schemes.



Mr. N. D. Mhatre, Director General (Tech) explaining about the initiatives taken by B K Mehta to form this Mission with the help of Balbhai Film

**Mr. Omprakash Mantry**, President, ITAMMA in his Welcome Address said that this Mission is helping Indian Textile Engineering Industry to develop their technological set-up and bringing on the surface the talent and the low-cost technologies available with the Students.

The Technology Development activities never ends or should not end as it helps in making the Entrepreneur self-sustained in the Challenging Global Market. And keeping in mind this aspect ITAMMA will be continuing this activity by connecting Academician, Experts, Stake Holder and Government Bodies on one platform under B K Mehta Technology Networking Mission.

I thank Mrs. Hansaben Mehta, for taking forward the family tradition and generously strengthening the "B K MEHTA ENDOWMENT FUND" which has helped us in organizing such useful events.

Further encouraging the student community to come out with out of box ideas & innovations which can be experimented or transformed into a production capacity at our member's factories, ITAMMA has formulated a 'ITAMMA Technology Fund' for the benefit to the Institute in order to promote such activities.

**ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025**



Mr. Omprakash Mantry, President, ITAMMA delivering Welcome Address

**Industry experts Industry Experts**

**Dr. P. Alli Rani**, Director, Sardar Vallabhbhai Patel International School of Textiles & Management Coimbatore informed that there is a lack of support of Research which needs to be pursued in order to encourage students to take interest in developments of hi-tech technology projects especially for small scale industries who are in actual need of the same.



Session-1 Expert Dr. P. Alli Rani, Director, Sardar Vallabhbhai Patel Textile International College & Management addressing the participants

**Dr. Prakash Vasudevan**, Director, SITRA, Coimbatore, informed that today we are comfortable with the quality of machines and spares which are being imported, however we need to work on substitute for the same in India as today the machinery eco-system is good in India, and so we need to take a call on R & D funds.



Session-1 Expert Dr Prakash Vasudevan, Director, SITRA addressing the participants during the event

**2nd Session**

Students who were shortlisted from the following colleges presented their innovative projects to the Experts panel.

Sr. No.	College Name	Student's details	Details	Project Details
1	Sardar Vallabhbhai Patel International School of Textiles & Management, Coimbatore, Tamilnadu	S. Harish	Physical	Design and Development of Mulch mat using Natural Plant source
		Ananya Rastogi, M.Vijay Manikandan	Physical	Development of Cotton Stretch Gauze fabric
2	Kumarguru College of Technology, Coimbatore, Tamilnadu	Boomika.S, Dharshini.M,	Physical	Sustainable Natural Super Absorbent Core Composite for Hygiene Pads
3	PSG College of Technology, Coimbatore, Tamilnadu	Harish Atithya S, Sarvesh S	Physical	Development of thin natural composite for advanced acoustic and packaging solutions
		Saravana Kumar B and Mebishiya S L		Development and characterisation of self-healing coir reinforced composite
4	RNGPIT, Surat, Gujarat	Megh Tarwadi, Shivani Patel, Dhruv Patil	On-Line	Margdarsh AI – Gen AI based chat assistance for Academic Excellence
		Ahmed Raza, Ayushi Chauhan, Pooja Chauhan	On-Line	Knee Osteoarthritis Classification using Artificial Intelligence
5	DKTEs Textile and Engineering Institute, Kolhapur, Maharashtra	Manal M. Kadale	On-Line	Development of Catechu Fiber Based Agro-Textile
		Bhagyashri Chandrakant Khade, Sayali Uttam Sutar, Vrushali Vijay Vhanugare, Saniya Liyakat Pathan		Design and development of sustainable and hygienic sanitary napkin from water hyacinth –addressing the social issue

**ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025**



Session-2 - Students of students of PSG,KCT & SVPIT Institutes attending the even interacting with Experts



Session-2 - Students making physical presentations of their projects

**Sardar Vallabhbhai Patel Textile International College & Management & ITAMMA signs MoU for exploring Technical Textile Projects among students and ITAMMA Member stakeholders**



SVPT & ITAMMA signs MoU for exploring Technical Textile Projects among students and ITAMMA Member stakeholders

**Felicitation of Experts**



Felicitation of Dr. P. Alli Rani, Director , Sardar Vallabhbhai Patel Textile International College & Management by Mr. Omprakash Mantry, President, ITAMMA



Felicitation of Dr Prakash Vasudevan , Director , SITRA Mr. Omprakash Mantry, President, ITAMMA

**Recognizing the work of Students for their Project work by offering Certificate of Appreciation and a Token of Love**



Recognizing the work of Students for their Project work by offering Certificate of Appreciation



Encouraging Students for their Project work by a token of love

**Mr. Vishal Masand**, Hon' Treasurer, ITAMMA while delivering his Vote of Thanks informed that while preparing and working research projects we need to give importance to the various testing standards which will guide us on the right path during the project work.

**ITAMMA organised various events at Coimbatore held on 27th & 28th June 2025**



Mr Vishal Masand, Hon Treasurer, ITAMMA delivering Vote of thanks

Visit to Textile Machine Tool Division of Lakshmi Machine Works Ltd (LMW) was made on 28th June 2025 by ITAMMA Delegation of 12 ITAMMA Members.



Mr. Omprakash Mantry, President, ITAMMA addressing the delegation

**Mr. Omprakash Mantry**, President, ITAMMA, who was leading the delegation informed during the start of the visit that, ITAMMA have organized such factory visits to SITRUST- the Global Skill Centre for Occupational Safety, Siemens whereby stress was given on learning “Zero –Harm Culture in Manufacturing’ & GoldSeal – SAARGUMMI India Pvt. Ltd where the members learnt about LEAN in Automobile Industry and today we are getting opportunity to visit LMW factory which is the leading textile machinery manufacturer in India and one among the few in the world to offer complete spinning solutions to the customer.



Mr. Vijaya Sekar S - General Manager, making presentations



Delegation at Group Photo at the entrance of Textile Machine Tool Division of Lakshmi Machine Works Ltd (LMW)

President thank Mr. M. Sankar, Director-Operations, Machine Tool manufacturing plant, Lakshmi Machine Works Ltd (LMW) for arranging this visit and extending the hospitality and Mr. Vijaya Sekar S - General Manager, for his excellent presentations and valuable guidance extended to the delegation members throughout the visit.

**For further information, please contact :**  
**N. D. Mhatre, Director General (Tech)**  
**Indian Textile Association & Machinery Manufacturers Association**  
**Bhogilal Hargovindas Building,**  
**18/20, K. Dubash Marg,**  
**Kala Ghoda, Mumbai-400001**  
**Tele : (022) 40121421/40124828/8928144886,**  
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## Everlane's Seven-Year Head Start on California's New Microplastic Regulations

Everlane presents its current products made with recycled polyester

Everlane's Recycled Collection showcases current products made with certified recycled polyester and/or nylon — materials that cut dependence on virgin plastic, helping to conserve natural resources and reduce the environmental impact of raw material extraction.



But that's just one piece of the bigger picture.

Materials account for roughly 60% of a product's environmental footprint, and Everlane has committed to ensuring 100% of materials meet certified recycled, organic, renewable, or responsibly-sourced standards by the end of 2025. Their internal Preferred Materials Standards weigh everything from GHG emissions and water use to chemical toxicity and traceability, guiding smarter sourcing decisions across the board. When it comes to fossil-based



fibers, Everlane applies a precautionary principle to its microplastic risk reduction approach, prioritizing the reduction of synthetic use from the start. They actively partner with leading research institutions to inform their approach and mitigation strategies to reduce microplastic risks both upstream in the supply chain and at the finished product stage.

The recycled collection helps conserve natural resources, reduce the environmental toll of extraction, and lessens the destructive impacts of mining, drilling, and deforestation associated with sourcing virgin materials.

Today

- ▶ 96% of Everlane's polyester and nylon materials are certified recycled
- ▶ Less than 10% of the brand's total materials use synthetics, half of which are used exclusively in durable, tight-woven products like bags, outerwear, and footwear, which are all products that have a low likelihood of being washed frequently, if at all, and therefore lower-risk for shedding harmful microplastics
- ▶ 100% of packaging is virgin plastic-free
- ▶ They have eliminated 90% of virgin plastic from their entire supply chain



Industry Standard for context

- ▶ Only 0.3 % of textiles globally are from recycled sources (Circularity Gap Report – Textiles)

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- ▶ Approximately 87% of global synthetic fiber production is virgin, with only about 13% coming from recycled sources (Textile Exchange, Materials Market Report 2024)
- ▶ Around 45–55% of packaging is still made from virgin plastic (Ellen MacArthur Foundation's Global Commitment)

Rather than a reactive pivot, this underscores Everlane's decade-long leadership in radically transparent, forwardlooking sustainability; setting a higher standard than newer brands just entering the conversation. If you're working on stories related to sustainability leadership, recycled materials, microplastics, or California's new policy efforts, we'd be happy to coordinate a conversation with Katina Boutis, Everlane's Senior Director of Sustainability.



#### As a reminder, Katina can speak to

- ▶ Everlane's strategy to reduce synthetic fibers by limiting their use to rarely washed items or where highperformance, scalable alternatives don't exist.
- ▶ Lessons learned by Everlane's team during the transition to recycled synthetics.
- ▶ What California's proposal could mean for fashion and beyond.
- ▶ How Everlane leadership is a case study for the industry.

#### Materials

- ▶ [View all imagery here](#)
- ▶ [Link to styles created with recycled materials \(Women\)](#)
- ▶ [Link to styles created with recycled materials \(Men\)](#)

With California poised to become the first U.S. state to formally regulate microplastics in consumer products under its new July 2025 proposal, brands across fashion and retail are racing to evaluate their materials, manufacturing, and packaging systems.

For most brands, this represents a significant operational shift.

But for Everlane, this isn't new territory - it's the future they've been building toward for years. Everlane eliminated 90% of virgin plastic from its supply chain in 2021 - four years ahead of the regulatory curve.



We wanted to share this with you ahead of a wider announcement to see if you'd be interested in covering or developing a larger story around Everlane's leadership on this issue.

In 2018, Everlane made a bold commitment to remove virgin plastic across its entire supply chain. From ReNew outerwear made from recycled bottles to one of the industry's earliest adopters of curbside-recyclable polybag alternatives made from FSC-certified paper, Everlane has consistently positioned itself ahead of regulatory curves.

Today, more than 90% of their product and 100% of their packaging materials are free from virgin plastic. While Everlane prioritizes the use of natural materials like organic cotton and responsibly sourced linen, in the small portion of styles that include synthetic fibers (less than 8% of materials by volume), 97% of the polyester and 95% of the nylon are certified recycled. The company continues to invest in long-term solutions that minimize microplastic pollution.

We believe this moment offers a powerful lens into what leadership looks like in the sustainability space - not only in compliance, but in anticipating legislation and setting the pace for others. Everlane offers a case study in proactive sustainability strategy.

We would be honored to offer interview access to the expertise of Katina Boutis, Everlane's Senior Director of Sustainability to explore:

- ▶ How Everlane proactively redesigned their products using materials that greatly reduce microplastic shedding?
- ▶ Lessons learned by Everlane's team during the transition to recycled synthetics?
- ▶ What California's proposal could mean for fashion and beyond.
- ▶ How Everlane leadership is a case study for the industry.

Let us know if this is something you'd be interested in covering. You can find Everlane's 2024 impact report attached, and we're happy to share additional background, visuals, and product examples that reflect Everlane's stance on the issue.

From the Desk of

Dawson <everlane@chapter2agency.com>wrote □

## COLORJET announces launch of 'Colorjet Academy' to empower technical talent in Digital Printing Ecosystem

ColorJet, India's largest manufacturer of digital printing solutions, has announced the launch of ColorJet Academy, a comprehensive learning platform dedicated to advancing technical, product, process, and people capabilities across the digital printing value chain.

With the digital printing industry evolving at an unprecedented pace, ColorJet Academy is positioned as a hub for knowledge and expertise, empowering professionals, partners, and aspiring talent through structured and impactful learning opportunities. Speaking at the launch, Mr. M. S. Dadu, Chairman, ColorJet Group, said, "ColorJet Academy is more than just a training initiative – it's our commitment to empowering the entire digital printing ecosystem. We aim to develop skilled professionals, support our partners, and create future-ready leaders who can drive the industry forward."



Mr. M.S. Dadu

ColorJet Academy has been designed to cater to a wide spectrum of learners, including dealers and their sales and support teams, customer operators

and technical staff, freshers aspiring to build a successful career in the digital printing industry, and ColorJet Group employees across sales, service, manufacturing, and support functions—both new and experienced professionals.

The Academy will focus on structured learning and development through process oriented programs, nurturing technical knowledge, sharing wisdom, fostering meaningful relationships, skill building to prepare next leaders and a strong pool of skilled human resources to meet the growing demands of the industry.

Through this initiative, ColorJet aims to establish itself as a learning-driven organization that contributes to the wider community, strengthens dealer, partner and customer's networks with upskilled resources, and fosters a culture of continuous learning and innovation across the digital printing ecosystem beneficial for one and all. To ensure maximum accessibility and effectiveness, ColorJet Academy adopts a blended learning approach, combining classroom sessions, digital self-paced modules, live instructor-led training, and multi-location training programs.

With the launch of ColorJet Academy, the company seeks to transform the mechanism of digital printing industry as procedure oriented approaches in learning and development, fostering a skilled, future-ready workforce capable of driving growth and innovation in the sector.

For further information, please contact:

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## Aiming at expansion policy MyDesignation Sets New Fashion Benchmark with Grand Opening of First Bangalore Flagship, Fourth Store Marks Market Expansion Beyond Kerala

In a move that marks a significant milestone in its expansion journey, MyDesignation, Kerala's beloved homegrown fashion and lifestylebrand, is all set to open the doors to its first-ever store outside the state and its fourth overall, right in the heart of Bangalore's fashion-forward neighbourhood, 100ft Road in Indiranagar.

After establishing a loyal customer base with three successful outlets across Trivandrum, Kochi, and Calicut, MyDesignation is now set to introduce its hallmark design innovation and customer-first ethos to one of India's most competitive and premium retail locations. This is more than just

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another store opening; it marks a decisive step forward in the brand's journey, signalling its strategic shift into the national spotlight

The 1500 sq. ft. outlet is thoughtfully designed to deliver a shopping experience unlike any other. It features a distinctive yellow façade, the only one of its kind on the entire road. The store breaks traditional retail molds. Instead of mannequins and standard setups, the space offers dynamic seating, a striking wave ceiling design that starts from the façade, and a uniquely open floor layout that encourages exploration and conversation. Complementing its bold design, the store showcases the complete range of MyDesignation's apparel, ensuring customers can experience the full breadth of the brand's collection in this innovative setting.

In a nod to its new home, the brand is introducing exclusive Bangalore-themed carry bags, designed especially for this outlet. This hyper-local, celebratory touch reflects the brand's love for storytelling and its commitment to staying rooted in context.



This launch also unlocks the next chapter in MyDesignation's growth story. With Bangalore already being the brand's top-performing city in India in terms of online traction, the physical outlet will serve as a hub to directly engage with its vast digital consumer base, with nearly a few lakh customers residing within a 10 km radius of the store.

**Speaking about the new store launch, Mr. Swaroop Krishnan, Co-founder, MyDesignation, stated,** "Launching our latest flagship store on Indiranagar's 100ft Road marks a defining moment for MyDesignation. Bangalore represents not just a new market but an energetic fashion landscape where ideas and individuality thrive. We see this expansion as both a commitment to our loyal customers and a statement about where Indian retail is headed towards premium experiences and bold design."

"Our presence in Bangalore signals our ambition to be at the forefront of contemporary fashion, expanding our ethos of creativity, quality, and customer-centric approach to one of the country's most iconic retail avenues. We're excited to invite Bangalore's shoppers to experience MyDesignation's full collection and join us as we set new benchmarks in the world of Indian fashion," added Mr. Swaroop

Speaking on the Milestone, Mr. Vishal Venugopal, Vice President, Media, MyDesignation, commented, "What began as a dream in a small room, driven purely by belief and relentless effort, now takes shape in the heart of Bangalore. This milestone is more than just a store, it's a testament to what's possible when you stay hungry, show up every single day, and refuse to settle for anything less."

Backed by strong consumer demand and data-led decisions, the brand has achieved capital break-even and profitability within three months of launch at each of its three existing outlets and aims to replicate this track record in Bangalore.

With in-house surprises planned for the grand launch, which began with the electrifying beats of Chendamelam, the energy building with every drumbeat into a live countdown that connected the crowd, the store, and the moment. With the store set to become an iconic visual landmark, MyDesignation is all set to stand out, not just in terms of design and pricing, but in its philosophy of crafting luxury-inspired, high-quality products at accessible prices, a move few have dared to cross.

#### About MyDesignation:

Founded in 2020, MyDesignation is a D2C fashion and lifestyle brand delivering Expressive Fashion to India's youth. Headquartered in Thiruvananthapuram, it offers high-quality, affordable apparel with luxury craftsmanship, catering to a mass audience without compromising style or comfort. The brand is building a nationwide movement around identity-based fashion, powered by community-driven innovation and direct customer engagement.

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## Business expansion Through Partnership TEXTILCOLOR AG and Chemdyes Sdn. Bhd. Join Forces in Asia

We are pleased to announce the beginning of a strategic and forward-looking partnership between TEXTILCOLOR AG, Switzerland, and Chemdyes Sdn. Bhd., Malaysia.

As part of this collaboration, Chemdyes Sdn. Bhd. will take on the role of official distributor, production site, and agent for TEXTILCOLOR AG in the key markets of Malaysia, Vietnam, Thailand, and Pakistan.

This alliance brings together the innovation-driven excellence of TEXTILCOLOR AG and the strong regional expertise of Chemdyes Sdn. Bhd. The goal of this partnership is to enhance service quality, streamline product availability, and strengthen technical support for customers in these dynamic and fast-growing textile regions.

By combining Swiss precision with Southeast Asian agility, we are confident this partnership will deliver exceptional value, responsiveness, and reliability to the industry.

We look forward to a long-lasting and mutually beneficial collaboration.

### About TEXTILCOLOR AG

TEXTILCOLOR AG stands for the development, manufacture, and distribution of textile auxiliaries, textile dyes, pigments, and optical brighteners. Based in Sevelen, Switzerland, TEXTILCOLOR AG supports its customers with in-depth know-how and technical consulting across all stages of textile production and finishing.

With decades of experience in application technology, product development, and product safety - and a presence in over 50 countries - TEXTILCOLOR AG is a trusted partner for sustainable and innovative solutions tailored to the needs of the global textile industry.

### About Chemdyes Sdn. Bhd.

Chemdyes Sdn. Bhd. has established itself as one of the leading companies for textile auxiliaries in Malaysia. The company specializes in high-performance textile chemicals for weaving, pre-treatment, dyeing, printing, finishing, optical brighteners, injection printing, and textile coating.

Thanks to its commitment to quality, innovation, and customer service, Chemdyes has built a strong reputation in the regional textile industry. Their local expertise and modern infrastructure make them an ideal partner for expanding the reach of

TEXTILCOLOR AG's premium product range and technical support across Southeast Asia and beyond.

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## Guess Airwash™, developed by Jeanologia, makes history by replacing traditional stonewashing with air

From July 4 to 12, Harajuku, Tokyo's iconic fashion district, hosted "The Next 40 Years of Denim", an immersive exhibition presented by GUESS to celebrate the past and future of denim. This unique experience blends heritage, innovation, and sustainability to mark the beginning of a new chapter, the era of air.

Already showcased in Florence and Amsterdam, the exhibition arrived in Tokyo, bringing its global message to one of the world's most trendsetting cities.

At the center of this transformation is Guess Airwash™, disruptive technologies developed by Jeanologia that replaces traditional stonewashing. Using air, light, and nanobubbles, it eliminates pumice stones, drastically reduces water consumption, by up to 80%, and avoids harmful chemicals and excessive energy use, while maintaining the iconic authentic denim look.



"We are proud to partner with GUESS in bringing this revolution to Japan," says Carmen Silla, Marketing Director at Jeanologia. "Guess Airwash™ represents the perfect fusion of fashion, technology, and environmental responsibility. Its

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arrival in Japan is a milestone in our shared mission to transform the denim industry.”



The exhibition features a live Airwash Lab, offering behind-the-scenes insight into sustainable denim production with Jeanologia’s cutting-edge technologies, laser, e-flow, and G2 ozone. Visitors can also enjoy a customization area, where they receive a denim tote bag to personalize with high-precision laser engraving. Local artists such as Ryota Daimon and A Love Movement add personal touches.

Additionally, the newly opened GUESS flagship store in Shibuya now features Jeanologia’s Nano laser technology, offering in-store customizations with a fast, precise, and eco-friendly process.

“The Next 40 Years of Denim” is more than an exhibition, it’s a statement. It proves that denim can be authentic, creative, and sustainable all at once. And Tokyo, with its forward-thinking spirit, is the perfect place to take the next step.

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## Lenzing, Marchi & Fildi S.p.A, and manufacturing partners launch premium quality for recycled natural fibers with TENCEL™ Lyocell

- ▶ Four established Italian manufacturers partner with Lenzing to address recycled natural fiber quality inconsistencies, transforming textile waste challenges into premium fabric solutions using TENCEL™ Lyocell

- ▶ TENCEL™ Lyocell - LF, TENCEL™ Lyocell - LFH and TENCEL™ Lyocell - A100 proven to improve the performance and feel of mechanically recycled cotton, silk, and wool
- ▶ Scalable commercial applications across knitting, weaving, and corespun constructions to be presented at Milano Unica, July 8–10, 2025 (Fiera Milano, Hall 3, booth A16)

The Lenzing Group, a leading supplier of regenerated cellulosic fibers for the textile and nonwovens industries, has unveiled innovative fabric blends that address one of fashion’s most persistent circularity challenges: maintaining premium quality while incorporating significant recycled content. Through strategic manufacturing partnerships, Lenzing has successfully demonstrated how its responsibly sourced and resource-efficiently produced TENCEL™ Lyocell fibers transform the unpredictable quality of mechanically recycled natural fibers into consistent, commercially-viable fabrics.



The innovations, developed in partnership with spinner Marchi & Fildi S.p.A, knitter Maglificio Maggia, weaver Destro Fabrics, and knitwear manufacturer Madiva, showcase how TENCEL™ Lyocell - LF, TENCEL™ Lyocell - LFH, and TENCEL™ Lyocell - A100 fibers overcome the inherent irregularity and inconsistent quality typically associated with recycled natural fibers.

“As brands increasingly commit to incorporating recycled content, they are tirelessly seeking practical solutions that maintain quality standards,” said Carlo Covini, Textile Accounts Manager for Italy/Switzerland at Lenzing. “By combining the inherent qualities and environmental benefits of our TENCEL™ Lyocell fibers<sup>1,2</sup> with mechanically recycled cotton, silk, and wool, we’re bridging the quality gap that has limited recycled content adoption. This isn’t just a material innovation – it’s a pathway for brands to explore what’s possible in circular fashion while delivering on the premium quality consumers expect.”

### Targeted fiber selection unlocks recycled material potential

The approach leverages distinct TENCEL™ Lyocell fiber variants, including those with Micro technology, to address specific recycled material challenges. Low-fibrillating TENCEL™ Lyocell - LF and TENCEL™ - LFH fibers contribute exceptional softness and processing stability, while non-fibrillating TENCEL™ Lyocell - A100 enables brilliant color uptake and performance in functional and home applications. These attributes are particularly valuable when working with inherently inconsistent recycled fibers.

This precision approach has yielded diverse applications: premium knits combining TENCEL™ Lyocell - A100 with recycled silk, wool or cashmere; versatile apparel fabrics blending TENCEL™ Lyocell - LF with varying percentages of recycled cotton; and performance constructions incorporating world-first, Cradle to Cradle-Certified™ elastane ROICA™ V550 alongside TENCEL™ fibers and recycled content.



"This project allows us to take our expertise in mechanical fiber recycling to the next level," says Alberto Grosso, Business Development Manager at Marchi & Fildi Group. "Exploring new potential applications for recycled fibers in collaboration with internationally recognized companies is a unique opportunity for us to expand our yarn offering with varieties tailored to specific market demands."

"We are very happy to be involved by Lenzing in its projects since supply chain projects are always the most successful ones; in this case, the chance to use recycled silk together with TENCEL™ is a great opportunity to mix both sustainability and luxury. We really hope the brands will appreciate this project", explained Giovanna Maggia, Board Director at Maglificio Maggia.

Alberto Ottocento, Sales Manager, Destro Fabrics added: "Destro has an important part to play within this collection and we are committed to using recycled

materials, including cotton and poly yarns. Thanks to the collaboration with Lenzing, it allows us to expand our collection, incorporating the recycled TENCEL™ fibers, blended with our recycled cotton, that enables us to offer a softer, more comfortable range of recycled fabrics with a pleasant touch."

Paola Botta, Production Manager at Madiva explained, "We are thrilled to be part of this innovative project alongside Lenzing and Marchi & Fildi. We strongly believe in the value of research and sustainable innovation, and being able to contribute our know-how and Italian machinery to the production of cutting-edge yarns is a source of great pride for us.

The two tests carried out – one with a composition of 70% TENCEL™ Lyocell and 30% raw recycled cotton, the other with 50% TENCEL™ Lyocell and 50% raw recycled cotton, both designed for piece dyeing – gave life to a compact knit, with a final weight of 120 g/m<sup>2</sup>, obtained using a yarn with a count of 1/50,000.

Combining Italian craftsmanship with our valued supply chain partners to create high-quality fabrics is at the heart of our work."

### Circularity without compromise

The partnership demonstrates that circular materials need not compromise quality or performance. By strategically combining mechanically recycled natural fibers with TENCEL™ Lyocell fibers, which are made from wood, a natural raw material that is both gentle on the skin and the environment<sup>2,7</sup>, the resulting fabrics deliver both sustainability benefits and premium performance.

Crucially, this approach addresses the challenge of scale in circular materials. While recycled fibers have traditionally been limited to small percentages due to quality concerns, these blends maintain commercial performance with recycled content ranging from 25% to 50%, depending on the application.

These fabric innovations, to be showcased during Lenzing's appearance at Milano Unica, July 8–10, 2025, at Fiera Milano (Hall 3, booth A16), represent Lenzing's broader vision of driving collaborative innovation across the global textile value chain – proving that when fiber technology aligns with manufacturing expertise, circular principles can move from aspiration to implementation across diverse market segments and product categories.

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# TEXTILE EVENTS

## ITMA 2027 Stand Space Application now launches

Stand space application is now open for ITMA 2027. The 7-day exhibition will be held at MesseGelaende Hannover, Germany from 16 to 22 September 2027. Featuring the theme Co-creating the Future of Textiles, the exhibition is expected to bring together global leaders and innovators to shape the industry's future.

Following the success of ITMA 2023 in Milan, leading textile and garment machinery manufacturers are invited to secure their presence early at the industry's most influential platform to launch their technologies, forge partnerships and grow their businesses worldwide.

Alex Zucchi, President of CEMATEX, owner of ITMA, said: "In 2027, ITMA returns to Hanover after 36 years. More than a platform for the promotion of innovative technologies, it is a turning point in the textile industry. As we evolve from Industry 4.0 to 5.0, we're not just automating, we're humanising technology. Together, we'll accelerate the shift towards a circular economy – one that is built on collaboration, innovation and regeneration."

Dr. Janpeter Horn, Chairperson of VDMA Textile Machinery Association, said: "We expect to have a strong presence of VDMA companies as our members are excited that ITMA will be staged in Germany after a long break. Supported by Hanover's best-in-class exhibition infrastructure, ITMA 2027 will be an excellent platform for them to launch their latest innovations, focusing on efficiency, automation, digitalisation and sustainability."

The exhibition is expected to gross 200,000 square metres and draw over 1,500 exhibitors. Well known as the Olympics of textile machinery exhibitions, the upcoming edition prepares the industry to meet new challenges and opportunities amidst tighter sustainability regulations and rapidly evolving technological developments. To apply for space, visit [www.itma.com](http://www.itma.com).

### CEMATEX grants

ITMA 2027 will feature 20 product sectors, encompassing the entire textile and garment manufacturing value chain. One of the sectors is Research and Innovation. Research and educational institutions applying to exhibit in this sector will be able to leverage a CEMATEX grant to defray 50 per cent of their participation costs.

CEMATEX will also be providing a grant to fully subsidise the participation of up to 20 young companies with innovative products and services

for the textile industry. Launched in 2023, 15 companies were selected to participate in the Start-Up Valley.

One of the exhibitors, TreeToTextile - a Swedish-based cellulose fibre producer - was delighted with the outcome of their participation. Ida Alnemo, Head of Application & Sustainability, enthused:

"ITMA has been a great platform for future collaboration needed to scale breakthrough innovations like ours, to make a positive change in the textile industry in offering better fibres to all."

Information on the two grants can be found on the exhibition website.

More information on ITMA 2027 is also available at the upcoming ITMA ASIA + CITME, Singapore 2025 exhibition which will be held at Singapore Expo from 28 to 31 October 2025. Visit stand H5-D304 to learn more about the exhibition, venue, accommodation options and Hanover city from the ITMA Services team and partners.

The last ITMA exhibition was held in Milan in 2023. It featured the participation of 1,709 exhibitors from 47 countries, and visitorship of over 111,000 from 143 countries.

### About CEMATEX & ITMA

The European Committee of Textile Machinery Manufacturers (CEMATEX) comprises national textile machinery associations from Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland and the United Kingdom. It is the owner of ITMA and ITMA ASIA. Considered the 'Olympics' of textile machinery exhibitions, ITMA has a 74-year history of displaying the latest technology for every single work process of textile and garment making. It is held every four years in Europe.

### About ITMA Services

Headquartered in Brussels with a subsidiary in Singapore, ITMA Services is the appointed organiser of ITMA 2027 and future ITMA branded exhibitions. It is managed by professionals with extensive experience in organising ITMA and other major trade exhibitions around the world. It aims to maintain and expand ITMA's unique selling proposition and relevance to a global audience.

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## Invitation—International Textile & Apparel Conclave, 7–8 Oct, Ahmedabad

All Textile stakeholders are invited to the 8th edition of "Intexcon 2025", scheduled for October 7th & 8th, 2025 at the JB Auditorium, AMA, Ahmedabad.

This year's theme, "Technology Innovision & India Opportunities for Strategic Investment in Textile & Apparel Industry," sets the stage for a dynamic exchange of ideas and innovation. This gathering aims to deliberate on current challenges and emerging opportunities, with a special focus on:

- Implications of recent Tariff Escalations by the USA on India's Textile & Apparel exports
- Strategic avenues for expanding India's presence in other Global Markets
- ESG financing & Carbon Credits in Textile & Apparel Industry
- Technology-led competitiveness and Circularity imperatives
- Policy Initiatives & Investment opportunities across the value chain

The Conclave will bring together Industry leaders, Economists, Policymakers, Startup Innovators,

Researchers and Investors to chart a forward-looking roadmap for the sector.

### Key Highlights:

- Insightful deliberations showcasing cutting-edge Technology Innovations, Management Outlook & Global Opportunities for our Industry.
- Prestigious Innovision Awards, celebrating excellence and leadership in the industry.
- Exclusive networking opportunity with leaders from Textile & Apparel Industry.

Join over 400 senior leaders for two days of strategic insights, networking, and collaboration in India's rapidly evolving Textile & Apparel landscape. For participation as a Delegate, Sponsor, or Nominate your organization for Innovision Award, please visit [www.intexcon.in](http://www.intexcon.in)

We look forward to welcoming you to Intexcon 2025 !

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## HanoiTex 2025 — Vietnam Hanoi Textile & Garment Industry Expo 2025

16 - 18 December, 2025, ICE, Hanoi, Vietnam

Vietnam Textile & Apparel Association (VITAS) has raised Vietnam's 2025 export target for textiles, garments, and yarn to \$47–48 billion. Vietnam needs to import more textile and garment machines and parts from overseas for self production, to meet the low tariff requirements for the US market.

### Why Hanoi emerges as lucrative business centre? A New Production Base in Vietnam

- **Cost Efficiency:** Giving its lower labour, production, and land costs compared to Ho Chi Minh City, Northern Vietnam presents a lucrative opportunity for businesses.
- **Infrastructure Development:** The Vietnamese government is investing heavily in infrastructure in Northern Vietnam, making it an attractive area for production facilities.
- **Strategic Location:** Compared to Ho Chi Minh City, Hanoi offers cheaper land transport for supplies from China, thanks to its proximity, ensuring a seamless supply chain.
- **Growing Industry Presence:** A significant number of local and international textile and garment factories are already setting up operations in Northern Vietnam, capitalising on the region's advantages.

### Don't miss out on the chance to present at HanoiTex 2025!

Despite the organizers having opened an additional hall for HanoiTex 2025 (for a total of 3 halls), over 80% of the booths have already been booked. Register now to secure your booth! For more details or to register, please visit [www.vhanoitex.com](http://www.vhanoitex.com) or contact Mr Jason Chow in Hong Kong (Tel: +852 25117427, Fax: +852 25119692, Email: [jason@cpexh.com](mailto:jason@cpexh.com), [cpexh@yahoo.com](mailto:cpexh@yahoo.com), Wechat: cpexhibition) or our representative in your region.

We look forward to your participation!

**For further information, please contact:**

**Vietnam Hanoi Textile & Garment Industry Expo 2025**

**Organizing Committee** □

## TEXTILE EVENTS

### Uniform and Sportswear Expo 2025, Mumbai

26-28 November, 2025

Nehru Centre, Near Nehru Planetarium, Worli, Mumbai, Maharashtra, India.

#### Uniform & Sportswear Expo 2025 Dates Announced

With 3 successful editions, the show again beckons exhibitors and visitors to Nehru Centre, Mumbai from November 26-28

When three consecutive successful editions of an event reconfirm its preferred status among exhibitors and visitors alike, it has indeed become an integral part of their calendars and businesses. Uniform & Sportswear Expo (USE) 2025 along with co-located event, Daily Wear Expo being held parallelly, once again beckons all stakeholders to Nehru Centre, Worli, Mumbai, from November 26-28, marking the next step of its evolutionary journey as it strides forward on the path to progress.

This three-day event provides the freedom to interact in a focused manner with a relevant visitor profile, while showcasing varied products and related services in an enabling environment. The venue is centrally located, offers ample parking space and is easily accessible by public transportation, making it a preferred destination for exhibitors and visitors.

Commenting on the upcoming edition of USE, Devang N. Sheth, Director, Vibgyor Expositions, said, "With each edition of Uniform & Sportswear Expo, the response from exhibitors and visitors rises to greater heights. Since our goal is to ensure even greater returns to both of them, we are making all efforts to ensure that the upcoming edition of the show will be even bigger and more impactful than its predecessors. Our database expands further and our promotional activities like roadshows, print and social media marketing enable us to make a greater impact. We are looking forward to further progress in the 2025 edition with the support of prominent associations like Screenprinting and Graphics Association of India (SGAI) and industry publications as always."

USE 2025 will be a catalyst for transformation leveraging the strong textile base and printing facilities in India. This initiative will enable manufacturers from this country to export all over the world; facilitating the 'Make in India' efforts as

they progress and achieve a level of true success. The visitor profile will include the following:

- Educational / Schools / Pre-Schools / Colleges
- General / Manufacturing Sector
- Pharmaceutical Manufacturing Sector
- Police / Armed Forces
- Hotels / Hospitality Sector
- Hospitals/Clinics/Fertility Centres
- Garment / Apparel Exporters
- Sourcing Managers (Domestic / Exports)
- Fitness / Sports Sector
- Advertising / Promotions Industry
- Printing Industry

The enthusiastic response to USE 2024, the previous, hat-trick edition, clearly reflected how the constant emphasis on raising benchmarks and expanding the scope of the event each time has paid rich dividends for all stakeholders associated with the show. USE 2024, was noteworthy in many ways. The co-located event, Daily Wear Expo made a noteworthy debut and a Panel Discussion on 'Sustainable School Uniforms: Dressing Future Generations Responsibly,' was also conducted.

Most importantly, the 'Top 25 School Educators in Mumbai' Awards were then presented to some of the leading names from the field, which included senior educators, principals and senior management. Their presence at the exhibition and during the panel discussion session provided them a rare opportunity to grasp the different facets relating to sustainability and uniforms and also interact with key stakeholders, ensuring a holistic approach and participation across the spectrum.

The exhibitor feedback to USE 2024 was full of praise for the organisers and the event in terms of facilities and visitor turnout, with a visible impact on their businesses. Tushar Sanghvi, Silkflex Polymers India Ltd. Kolkata, said, "USE 2024 was a unique opportunity to interact with the uniform and sportswear manufacturers coming from all over India. We also got a good learning as to what are the industry dynamics and how it is moving. The event was also an ideal platform provided at the right time to promote our textile printing inks. The presence of Mumbai's Top Educators who were especially invited to attend the Panel Discussion on 'Sustainable School Uniforms: Dressing Future Generations Responsibly,' made the eye-opening session even more significant."

Shailendra Gupta, Director, R. K. Sewing Machines, Mumbai, said "This Expo is a unique platform catering to the needs of and services for all the segments of uniform and sportswear industries sourcing requirements from raw material to finish end products at one platform. This expo was professionally managed and trade visitors were coming from various parts of western and southern India."

Dhaval Tejani, Sumiro Trends, Surat, said, "It was a good experience for us to participate in a trade show and exhibit the range of our company. We received a very good response from visitors coming from various parts of India. Participation at expo helped us to create more awareness about our products and meeting with new clients."

Dhruv Shah, Vimla Prints, Surat, emphasised, "We had a fantastic experience at the exhibition! The event was well-organized, and we received an excellent response from visitors who appreciated our collection. The support from the organizing team was commendable, making everything smooth and efficient. Thank you for providing such a great platform to showcase our products. Looking forward to the next one!"

Amar Gupta, CEO, Uniform Solutions, Mumbai, expressed, "The expo was well organized. The panel discussion on Sustainability in School Uniforms was insightful with vendors and principals joining to address a crucial issue. We enlisted two new vendors."

The market for uniforms and sports apparel is set to grow exponentially but it needs a dedicated platform to achieve that potential. USE 2025 will again provide precisely that. Stakeholders connected with these segments will have yet another ideal opportunity to interact face-to-face and reap big benefits going forward thereafter.

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## BCGTX

### Bangladesh China Green Textile Expo

**23-25 October, 2025**

**International Convention City Bashundhara (ICCB), Dhaka, Bangladesh**

Another innovation launched. Another competitor securing eco-conscious partnerships. Another opportunity slipping by while others go green and go global!

Bangladesh is the second-largest exporter in Textile & Garments industry after China. With the sector growing at a 5.81% CAGR\* and global demand surging for sustainable, eco-friendly apparel and production practices, the need for innovative green technologies and responsible sourcing has never been more critical.

Bangladesh China Green Textile Expo – BCGTX 2025 is your direct gateway. Powered by Chinese Enterprises Association in Bangladesh (CEAB) and with 85% of attendees being decision-makers, manufacturers, and buyers from Bangladesh & China; this is where the future of sustainable textile business unfolds.

#### Why should you be there?

- First ever Bangladesh – China Bilateral Trade Expo.
- Focused on a very unique segment of textile industry – "Man Made Textile".
- Supported by the Embassy of the People's Republic of China in Bangladesh.
- Meet 8,000+ targeted buyers and industry professionals focused on sustainable textile solutions
- Get Guidance from CEAB (Chinese Enterprises Association in Bangladesh) for Chinese companies to enter the Bangladesh market.
- Convert in-person meetings into lasting partnerships and sustainable business growth

In today's global supply chain, sustainability isn't a choice—it's the new standard. And opportunity doesn't wait.

Bangladesh China Green Textile Expo – BCGTX 2025 (23-25 October 2025, Dhaka, Bangladesh) is more than just an exhibition—it's a powerful platform that strengthens the strategic partnership between Bangladesh and China in sustainable textile innovation. Join us in driving the next chapter of green manufacturing, where collaboration fuels progress and innovation shapes the future of the textile and garments industry across Asia and beyond.

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**Cell : +8801708813469** ■

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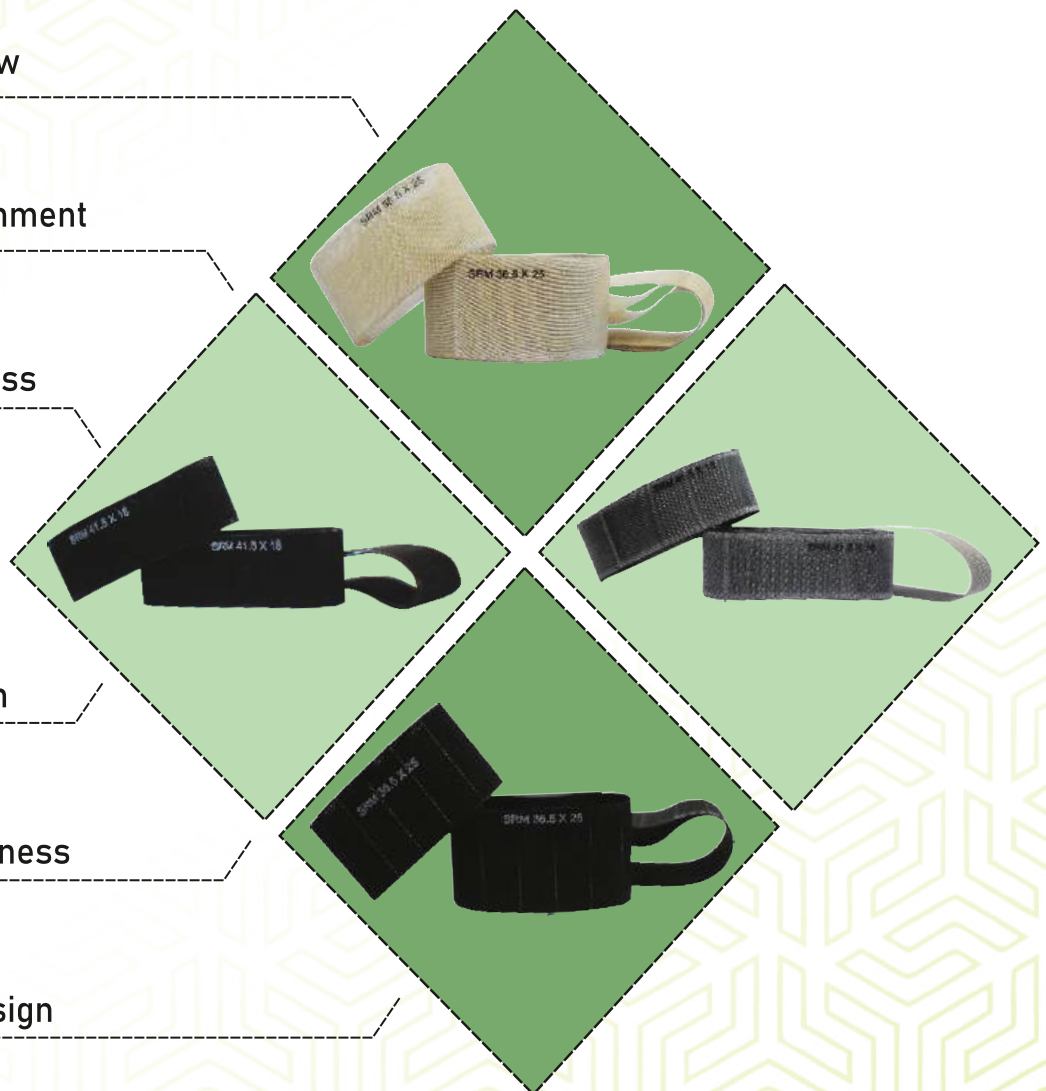
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🌐 [www.srm-technologies.co.in](http://www.srm-technologies.co.in)

## MAG steps in 35th Year of Quality & Innovations

### MAG aims at customer-satisfaction

MAG Solvics Private Limited is celebrated its Founders Day on 26th August 2025 on completion of 34 successful years in the field of textile testing instruments and online monitoring system and entering into its 35th year.



Unveiling of 35th year logo by Senior Most Employees

On the occasion of entering into the 35th year, MAG sincerely thanks all its customers for having the trust on its products and making the success. MAG thanks its channel partner and associates for its valued support rendered all along its journey.

MAG celebrated the Founders Day at its premises by unveiling the 35th year poster by their Senior Most Employees in the presence of Directors and Employees. On the occasion, employees who had associated with MAG for more than 20+, 15+ and 10+ years were honored and a token of gift was given to all employees for the remembrance of day.

Committed quality product and service to customers is one of the MAG's strongest driving forces which results its sustainability in the field. MAG has around 9000+ installations with a strong base of 3600 satisfied customers from 15+ countries worldwide and keep attracting more customers in its fold by supplying quality products.



Honouring Employees who worked more than 20+, 15+ & 10+ Years



Group photo with employees

With the pledge of all employees on the occasion of the Founders Day, MAG will continue to deliver the value products to customers in the coming years too.

For further information, please contact:

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Email: [sb@magsolvics.com](mailto:sb@magsolvics.com), Web : [www.magsolvics.com](http://www.magsolvics.com)

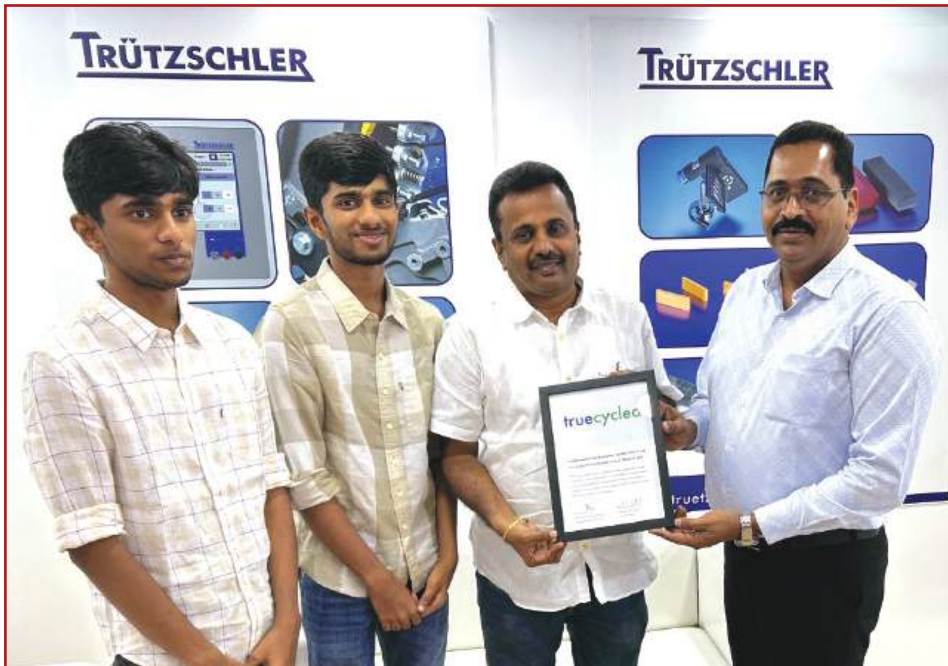
## From waste to useful : State-of-the-art TRUECYCLED installations in India

Demand for recycled yarn is growing. And the number of TRUECYCLED installations in India is growing too! More and more future-facing companies are driving progress toward a more sustainable textiles industry by producing high-

This big milestone demonstrates that TRUECYCLED is gaining traction in India, where demand for recycled yarn is growing rapidly.

### A community of committed companies

Our TRUECYCLED pioneers in India are taking



Anangoor Textile Mills (based in Kangayam): Produces 30 tons of blended open-end yarn (Ne 20 to Ne 40) per day, using more than 50 percent raw materials from pre-consumer waste.

action to promote more sustainable, circular value chains in the textile industry. Their yarns contain a substantial amount of textile hard waste, manufactured in a line of Trützschler machinery configured specifically for recycling. For example, all use the T-BLEND blow room line and Trützschler carding machines. This setup is the prerequisite for their market success. Aravind Prabhu, Joint Managing Director of Sri Velayudhaswami Spinning Mills, says: "By using Trützschler's innovative T-Blend system for recycling, we are able to meet high

quality yarn from waste – through specialized equipment and process know-how from Trützschler.

expectations for export quality."

TRUECYCLED is Trützschler's complete solution for state-of-the-art recycling of pre-consumer and post-consumer textile waste. It encompasses all process steps – from cutting and tearing textile waste through to carding and drawing secondary fibers. Last but not least, Trützschler's technological expertise enables partner companies to produce recycled yarns with the best possible quality from hard textile waste. In India, USHA YARN was awarded as the first TRUECYCLED reference customer in 2023. Now we celebrated ten more reference customers.



Eco spin yarn (based in Derabassi): Specialized in 100 percent cotton and poly-cotton blended yarn. This company produces 18 tons of recycled yarn (Ne 10 to Ne 40) per day. It mainly uses 100 percent pre-consumer waste for cotton and up to 20 percent rPET fibers for poly-cotton blends.

**From waste to useful : State-of-the-art TRUECYCLED installations in India**

- ▶ Anangoor Textile Mills (based in Kangayam): Produces 30 tons of blended open-end yarn (Ne 20 to Ne 40) per day, using more than 50 percent raw materials from pre-consumer waste.

- ▶ KS Spinning Mills (based in Panipat) : Specializing in cotton and poly-cotton blended yarns with a capacity of 36 tons per day, this company produces a wide range of recycled open-end yarns from Ne 1 to Ne 40. For



Fabtech International Hosieries (based in Tirupur): Manufactures 8 tons of blended open-end yarn (Ne 20 to Ne 40) per day, using more than 50 percent raw materials from pre-consumer waste.



KS Spinning Mills (based in Panipat): Specializing in cotton and poly-cotton blended yarns with a capacity of 36 tons per day, this company produces a wide range of recycled open-end yarns from Ne 1 to Ne 40. For cotton yarn, the company uses 100 percent raw materials from pre-consumer waste. Poly-cotton blended yarns are produced with a blend of up to 20 percent recycled polyester and up to 80 percent pre-consumer waste.

- ▶ Eco spin yarn (based in Derabassi): Specialized in 100 percent cotton and poly-cotton blended yarn. This company produces 18 tons of recycled yarn (Ne 10 to Ne 40) per day. It mainly uses 100 percent pre-consumer waste for cotton and up to 20 percent rPET fibers for poly-cotton blends.
- ▶ Fabtech International Hosieries (based in Tirupur): Manufactures 8 tons of blended open-end yarn (Ne 20 to Ne 40) per day, using more than 50 percent raw materials from pre-consumer waste.

cotton yarn, the company uses 100 percent raw materials from pre-consumer waste. Poly-cotton blended yarns are produced with a blend of up to 20 percent recycled polyester and up to 80 percent pre-consumer waste.

- ▶ Maatrishakti Cotspin (based in Panipat): An open-end yarn expert, manufacturing 18 tons of cotton and poly-cotton blends per day (Ne 10 to Ne 40), using 70 to 80 percent raw materials from pre-consumer waste.
- ▶ Oasis Textiles (based in Derabassi): Each day, this producer makes 36 tons of recycled yarn

## From waste to useful : State-of-the-art TRUECYCLED installations in India



Maatrishakti Cotspin (based in Panipat): An open-end yarn expert, manufacturing 18 tons of cotton and poly-cotton blends per day (Ne 10 to Ne 40), using 70 to 80 percent raw materials from pre-consumer waste.



Oasis Textiles (based in Derabassi): Each day, this producer makes 36 tons of recycled yarn – using more than 70 percent raw material from pre-consumer waste (Ne 10 to Ne 40).



Shreeji Cotfab (based in Neemarana): Produces 18 tons per day of open-end yarn made from cotton and poly-cotton blends (Ne 10 to Ne 30), primarily using more than 70 percent of recycled materials.

– using more than 70 percent raw material from pre-consumer waste (Ne 10 to Ne 40).

- » Shreeji Cotfab (based in Neemarana): Produces 18 tons per day of open-end yarn made from cotton and poly-cotton blends (Ne 10 to Ne 30), primarily using more than 70 percent of recycled materials.

- » Shri Pachaiamman Spinners (based in Coimbatore): Turns more than 50 percent pre-consumer waste into hosiery yarn (Ne 10 to 30), producing 13 tons per day and using 100 percent recycled materials.

- » Sri Velayudhaswamy Spinning Mills (based in Dindigul): This customer produces 14 tons of recycled yarn (Ne 20 to Ne 40) per day from a blend of recycled cotton and polyester, using more than 50 percent pre-consumer waste.

- » Tirumalai Textiles (based in Coimbatore): Using more than 50 percent of pre-consumer waste, this manufacturer produces 17.5 tons of open-end yarn (Ne 10 to Ne 30) per day for weaving and hosiery applications.

### Expanding worldwide

The TRUECYCLED installations in India join a growing group of companies around the globe that is recognizing the advantage of Trützschler solutions for textile recycling. This includes Trützschler customers in Türkiye as well as across Europe. Looking ahead, experts at Trützschler are striving to further expand the number of TRUECYCLED reference customers worldwide. Together, we can unlock maximum value from textile waste by leveraging the power of state-of-the-art machinery – and producing high-quality yarn that supports a more sustainable future for this industry.

**From waste to useful : State-of-the-art TRUECYCLED installations in India**



Shri Pachaiamman Spinners (based in Coimbatore): Turns more than 50 percent pre-consumer waste into hosiery yarn (Ne 10 to 30), producing 13 tons per day and using 100 percent recycled materials.



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**About the Trützschler Group**

The Trützschler Group SE is a German textile machinery manufacturer headquartered in Mönchengladbach, Germany. The company is divided into three business units: Spinning, Nonwovens and Card Clothing. Trützschler Spinning is the global technology and market leader in spinning preparation in the cotton and man-made fiber sector. With TRUECYCLED, Trützschler Spinning offers a complete solution for state-of-the-art recycling of textile waste – from cutting and tearing textile waste through to carding and drawing secondary fibers, resulting in high-quality, sustainable yarns. Trützschler Card Clothing is the global market leader in the production of high-performance card clothing for cards and roller cards. Trützschler Nonwovens is a leading supplier of complete production lines and machinery for needle-punched, hydroentangled

(spunlaced), through-air and chemical bonded nonwovens. Trützschler machines, installations and accessories are produced and developed in nine locations worldwide. This includes four factories in Germany (Dülmen, Egelsbach, Mönchengladbach, Neubulach), as well as sites in China (Jiaying and Shanghai), India (Sanand), the USA (Charlotte) and Brazil (Curitiba). Local service companies in Türkiye, Mexico, Uzbekistan and Vietnam and local service teams in Pakistan, Bangladesh and Indonesia provide customer proximity in key regions for the textile processing industry. For more information visit: [www.truetzschler.com](http://www.truetzschler.com)

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## Oerlikon

### Emphasise on sustainability throughout the entire process chain

With a clear focus on sustainability, Barmag, a subsidiary of the Swiss Oerlikon Group, will present comprehensive solutions from its Oerlikon Barmag and Oerlikon Neumag product brands for the plastics industry at K 2025. Under the motto "Barmag Recycling Technologies – Closing the Loop. Opening Potential," Barmag will inform trade visitors about its wide range of services in the field of plastics manufacturing and processing from October 8 to 15. The team of experts from Barmag and its joint ventures BB Engineering (BBE) and Oerlikon Barmag Huitong Engineering (OBHE) will be waiting to welcome visitors in Hall 10, Booth H12.

"Our technologies enable our customers to achieve a closed-loop economy in the plastics industry, particularly in the packaging and chemical fiber industries. From melt preparation and cleaning to melt conveying, granulation, and spinning—we have all the technologies in-house, everything from a single source," says Barmag CEO Georg Stausberg, referring to innovative technologies for polycondensation and extrusion systems, new recycling solutions, sustainable manufacturing processes for filtration applications, and high-quality gear pumps.

### Polycondensation and sustainability

High-quality melt has a direct impact on the end product. It forms the basis for high-quality bottle, film, and fiber polyester. OBHE's homogenization technology stands for the thermomechanical recycling of processed post-industrial polyester waste such as bottle flakes and film. The Oerlikon Barmag Homogenizer ensures a homogeneous melt, enabling a targeted increase in viscosity to produce defined rPET precursors for further processing, such as melt, granulate or fiber material for direct spinning.

### Extrusion and recycling – extrusion pumps as a key factor

Ever more precise product tolerances are a key feature of the further development of modern products such as capacitor films, packaging films, monofilaments, stretched film strips, tubes, and window profiles. At this year's trade fair, Barmag will be presenting extruder pumps that significantly improve extrusion processes: The product flow is conveyed homogeneously thanks to constant pressure build-up and reduced

pulsations. The result is extruded end products of consistently high quality. At the same time, the extruder is relieved, which leads to less wear. Another advantage is that fluctuations in material viscosity are compensated by the extruder pump. The wide product portfolio of the GE and GC series covers delivery volumes from 4.7 to 12,800 cm<sup>3</sup>/rev, offering tailor-made solutions for a wide range of extrusion requirements.



OBHE's homogenization technology stands for the thermomechanical recycling of processed post-industrial polyester waste.

### Pump solutions for polymer production and processing

Another focus is on the monomer, pre-polymer, and polymer discharge pumps of the GL and GD series. With delivery volumes from 4.7 to 21,100 cm<sup>3</sup>/rev, these pumps are suitable for different production capacities and a wide viscosity range—for maximum versatility in various processes. All pump models are also available as complete units, including the drive train and other components. This allows for individually tailored system solutions.

The ZP series continues to offer high-precision gear pumps that are ideal for demanding applications such as viscosity measurement thanks to their exceptional metering accuracy and wide viscosity range.

### Precision that sets standards – metering technology for versatile industrial applications

The precise dosing of demanding media plays a central role in many industrial sectors. Whether in the chemical, plastics, paint, or coatings industry, Barmag pumps handle even the most complex PUR applications reliably and efficiently. The highly accurate and safe handling of toxic or low-viscosity media is particularly challenging. With the GM and GA series and the matching components, Barmag offers the ideal solution for these sensitive areas of application. Pumps in the

GM series achieve precise dosing thanks to low-pulsation feed of the flow rate. The multi-stage GM pump conveys low-viscosity media even under high pressure. Ideal for precise dosing processes under the most demanding conditions.

The Barmag drum pump is specially designed for pumping and dosing highly viscous media such as adhesives or silicones. It enables reliable extraction directly from drums or other large containers – even under pressure conditions of up to 250 bar. What makes it special is not only that it discharges highly viscous materials from the drum, but also that the medium can be dosed directly without any further intermediate stops.



COBRA: The new COBRA continuous large-area fine filter from BB Engineering with automated valve switching and self-cleaning function

The proven durability of Barmag gear pumps enables sustainable, efficient production and makes an important contribution to conserving resources.

### Solutions for plastic recycling

Barmag's joint venture company BB Engineering (BBE) has been an expert in extrusion and filtration for decades. Its single-screw extruders are designed for a wide range of polymers such as PP, PET, rPET, PA, and PE and are particularly suitable for demanding applications in film production, synthetic fiber spinning, and high-quality PET recycling. With screw diameters ranging from 30 to 360 mm, the systems cover a wide processing spectrum and enable throughputs of 3 to 6,000 kg/h, depending on the material and process requirements. In addition to single-screw extruders, BBE also offers extrusion cascades for high output rates combined with the highest quality requirements.



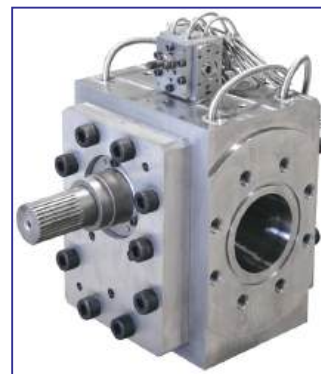
Visco+: BBE's Visco+ liquid state polycondensation unit for precise viscosity adjustment in PET recycling processes.

### Efficient filtration for the purest melt qualities

As an ideal complement to extrusion technology, BBE offers a wide range of melt filters, including the new COBRA filter, which sets new standards in continuous polymer filtration. This high-performance system is equipped with automated valve switching and integrated inline intermediate cleaning. This ensures uninterrupted operation with consistently high filtration quality – a decisive advantage, especially when processing recycled materials with varying input consistency. With a maximum filter area of 24 m<sup>2</sup> and a throughput of up to 4,000 kg/h, the COBRA filter offers exceptional performance density and process stability.

### Integrated recycling solutions for high-quality rPET melts

BBE has been intensively involved in the development of efficient technologies for plastics recycling for many years. In addition to a broad portfolio of extruders, melt filters, and the Spinnanlage VarioFil® R for PET recycling, the company offers VacuFil®, a fully integrated system for innovative PET LSP recycling (liquid state polycondensation).



VacuFil® combines large-area, gentle melt filtration with precise IV control, ensuring consistently high quality of the rPET melt. The modular system concept allows flexible adaptation to different material qualities and application areas in the recycling process. The central component of the system is Visco+®, a liquid phase polycondensation unit for precise viscosity adjustment. Continuous adjustment of the IV results in a homogeneous melt with optimum processing properties – ideal for high-quality end products in the fiber, film, or packaging industry.

Versatility from a single source: Oerlikon Barmag offers a comprehensive portfolio of extrusion pumps with delivery volumes from 4.7 to 12,800 cm<sup>3</sup>/rev – precisely tailored to a wide range of applications and requirements.

### Open House at the Recycling Technology Center

Thanks to its proximity to the trade fair, visitors to the BBE Technology Center can experience live how PET waste is turned into high-quality recycled yarn (POY). On two days of the trade fair (October 10 and 13, 2025), there will be an open house where visitors can also see how the

## SCIENCE IN INDUSTRY

yarn produced is further processed using the JeTex air texturing system with a new auto-doff unit. (Participation by individual invitation).

**About Barmag**

Since 2025, the Swiss Oerlikon Group has continued its manmade fiber business as a subsidiary under the traditional name Barmag. This includes the established product brands Oerlikon Barmag, Oerlikon Neumag and Oerlikon Nonwoven. As a future-oriented company, research and development are focused on energy efficiency and sustainable technologies (e-save).

Barmag is one of the leading suppliers of filament spinning systems for manmade fibers, texturing machines, BCF systems, staple fiber systems and solutions for the production of nonwovens. Together with its range of polycondensation and extrusion systems and their key components, Barmag thus covers the entire manufacturing process - from monomer to textured yarn - and supports it with customer-oriented engineering services. The product portfolio is rounded off by automation and digitalization solutions. In addition, Barmag offers high-precision gear metering pumps for the textile industry and other sectors, including the automotive, chemical and paint industries.

The main markets for the Barmag product portfolio are in Asia, particularly in China, India, Turkey and the USA. Barmag employs around 2,500 people worldwide and is represented by production, sales and service organizations in 120 countries. In the research and development centers in Remscheid, Neumünster (Germany) and Suzhou (China), highly qualified engineers, technologists and technicians develop innovative and technologically leading products for the world of tomorrow.

Oerlikon (SIX: OERL) is a global leader in surface technologies. Headquartered in Pfäffikon, Switzerland, the Group has over 12,000 employees at 199 locations in 38 countries with sales of CHF 2.4 billion in 2024.

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**Durak Tekstil**

**Durak's new thread prevents seams from being damaged by strong heat and high energy**

**Durak Laser Safe sewing thread adds value and longevity to denim products**

Durak Laser Safe sewing thread prevents seams from being damaged by high heat and energy



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during laser application on denim products, meanwhile meeting the quality and longevity demands of both manufacturers and consumers with its superior properties.

Durak Tekstil, a leading manufacturer of industrial sewing and embroidery threads, has developed a new solution to eliminate the problems caused by laser applications in denim apparel. Durak Laser Safe sewing thread offers superior sewing performance and strength, resisting damage from high heat and energy during laser etching/abrasion and pattern applications on denim.

Durak Tekstil's Laser Safe sewing thread, developed through interdisciplinary efforts by an expert R&D team, saw collaboration with both core thread and denim manufacturers. Durak Tekstil collaborated with a globally recognized brand in this field to test the new thread's laser performance, achieving successful results. The new thread, which meets all the quality, safety, and health standards of Durak Tekstil's Poly-Strong PC thread series, is being introduced to the market with the concept of safe denim production and long-lasting comfort.



**“We have developed the most suitable sewing thread for laser processing on denim”**

Yiğit Durak, Vice Chairman of the Board of Durak Tekstil, stated that laser etching has become a widespread standard in the denim industry. “Considering the burden of the old etching method on both human health and the environment, laser technology represents a significant advancement. Lasers, which create etching/abrasion effects and patterns on denim, often cause burns, seam breaks, and deterioration in standard sewing threads due to the high heat and energy. The Durak Laser Safe thread, developed by Durak Tekstil, maintains its

strength and provides long-lasting use in areas exposed to laser light,” he said.

The new thread, which shows superior resistance to different laser intensities with its special core structure, maintains its functional properties for a long time both in production and use with its washing fastness, low shrinkage and features that prevent the effects of microorganisms.



**High strength even in the most intense laser application**

Durak Laser Safe thread, a polyester-cotton blend, was tested on denim products using four different laser intensities (light, medium, intense, and very intense). According to the tests, this solution achieved up to twice the strength and less strength loss compared to similar products on the market, even after high laser intensity. The thread's ability to maintain seam integrity, even at high laser intensities, is a key distinguishing feature.

Developed specifically for the denim industry, this thread offers manufacturers an advantage with its ease of sewing, high performance, and durability. Available in Ticket 30 and 50 thicknesses and in any color, Durak Laser Safe, with its superior structure, provides denim manufacturers with ease of use and optimal performance, while also helping denim enthusiasts achieve long-lasting products. This innovative sewing thread can be used in denim clothes, as well as in suits, furniture, bedding/quilting, shirts, lingerie, home textiles, and workwear, all at the same high standards.

Yiğit Durak stated that they initially targeted the Turkish, Egyptian, and Pakistani markets

## SCIENCE IN INDUSTRY

for Durak Laser Safe thread. "We believe this new product, with its high laser resistance and long-lasting structure, will become a benchmark product for the denim industry," he said. "With the rapidly changing nature of denim fashion and the ever-expanding scope of laser applications, the need for our new thread will increase daily. Manufacturers can freely apply laser applications without worrying about seams, creating high-value-added products. Users will enjoy their favorite denim products for a long time with the assurance of Durak Tekstil."



## About Us

Founded in 1972 in Bursa, Durak Tekstil develops and produces sewing and embroidery threads and sells them domestically and internationally. Durak Tekstil has a production facility in Türkiye, as well as several sales offices and representatives abroad. The company, which cooperates with global brands from Türkiye and abroad, responds to the textile industry's growing demand for quality and qualified products.

The products developed and produced by Durak Tekstil are preferred in garment / apparel, embroidery, denim, outdoor, automotive, bedding / quilting and similar application areas.

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## Mayer &amp; Cie.

## Mayer &amp; Cie. plans to expand its braiding portfolio again

## Successful development and production at headquarters

At the end of July 2025, the Albstadt-based braiding machine manufacturer Mayer & Cie. delivered its first MR-15 braiding machine with 48 carriers. An MR-11 system, also equipped with 48 coil carriers, left the plant before Christmas 2024 and has since reached the customer. The business unit has been part of the headquarters in Albstadt since 2019. Ongoing development has enabled Mayer & Cie. braiding to solidify its market position while evolving from a "little brother" into a key pillar of the company.

"We are pleased that we have now also completed an MR-15 with 48 carriers," says Patrick Moser, head of the business unit about the braiding line with two decks. "This shows that we have fully achieved our goal of strengthening in-house development in the field of braiding machines."

## Mayer &amp; Cie. Braiding – a "company within a company" with a clear course

The Mayer & Cie. Braiding division has been based in Albstadt since 2019. "We are a company within the company, an independent division within a larger construct," explains division manager Patrick Moser. In production, Mayer & Cie. works with the same process landscape, for circular knitting machines as well as for braiding machines. "The products have nothing in common with each other, but the process in the house is still the same. That's highly efficient."

Service technicians are putting the finishing touches on the MR-11 with 48 carriers. It can be equipped with both yarn and wire.

Despite the structural similarities, the markets differ significantly: While Mayer & Cie. sells circular knitting machines in around 80 countries through local representatives, the braiding sector usually operates directly. The braiding division only works with local representative offices in selected markets – for example, if there is a certain market volume or cultural or linguistic aspects make direct sales difficult. In exceptional cases, such as in India, both divisions share a representation.

The largest market for braiding machines is China, where more than 50 percent of the hydraulic

hoses manufactured worldwide are produced. The USA and Italy are also large markets. "In itself, our business is rather project-driven," explains Moser. "Where such a project is realized geographically is of secondary importance."



#### Technological development with roots in Albstadt

Since moving from the USA to Albstadt, Mayer & Cie. has been consistently pushing ahead with the further development of its braiding technology. Even during the transfer, processes and components were re-evaluated, documented and optimized. "Every step and every part was put on the table," recalls Moser, who set up a new production line together with his team in Albstadt.

One of the central innovations: the servo drive, which can be used to control each deck individually. The soundproof booth was also redesigned – among other things, because new supply chains had to be established. At ITMA 2023, the company unveiled another innovation: the SpeedBooster – a solution designed to significantly enhance machine speed and overall productivity

For Patrick Moser, innovation is a central component of the corporate culture: "I really appreciate the short distances and quick decisions at Mayer & Cie.," says the experienced technician, who has been responsible for the business unit since 2018. The Albstadt-based company also relies on modern processes in production: While induction hardening is used in the circular knitting area, dynamic simulation is used in the braiding area – a decisive basis for the successful implementation of the 48-carrier machines.

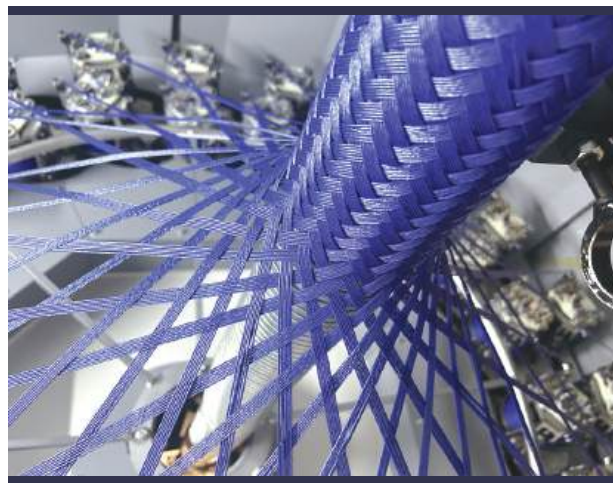
#### Larger hose diameters, longer running times

Braiding machines with 48 carriers are the latest of the braiding machine developments. This allows users to expand their range of hose inner diameters, which now range from 50 millimeters (2 inches) to 150 millimeters (6 inches).

The volume of spools with which the braiding machine is equipped remains the same – even if their absolute number increases to 48. For users, the combination means that they can process more material before a coil change is due.

#### Growth area with prospects

The positive development of the business unit makes the division manager optimistic: "We are seeing an increasing number of inquiries for interlinked systems and in-line processes in which further units are to be integrated into the braiding line," says Moser. In addition, an expansion of the portfolio to include other machine types is conceivable.



The heart of a braiding system: The carriers "dance" in the maypole principle, the yarns converge at the braiding point.

#### About Mayer & Cie.

Mayer & Cie. (MCT) is one of the world's leading manufacturers of circular knitting machines. The company offers the full range of machines needed for the production of modern textiles – from fabrics for home textiles, sportswear, nightwear and swimwear, seat covers and underwear to technical textiles. In addition, Mayer & Cie. regularly develops new approaches.

Since 2019, Mayer & Cie.'s service portfolio has been supplemented by the production of braiding machines. They are used to manufacture sheaths for hydraulic hoses, for example for use

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in aviation, the automotive industry or other, special niche applications.

Founded in 1905, Mayer & Cie. employs around 350 people, around 300 of whom work at the Albstadt site. In addition to its headquarters in Albstadt in Germany and its subsidiaries in China and the Czech Republic, Mayer & Cie. is represented in a total of around 80 countries through its sales partners in the field of circular knitting and braiding machines.

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Textilcolor AG

Preliminary report on ITMA ASIA + CITME 2025 in Singapore (28 to 31 October)

Reducing the carbon footprint is becoming more important: Swiss company Textilcolor AG showcases new technologies for saving water and energy consumption

The textile industry continues to come under pressure, sustainability is becoming a key competitive factor.



Sustainable solutions for the textile dyeing industry have been developed and produced Sevelen, Switzerland, for over 40 years.

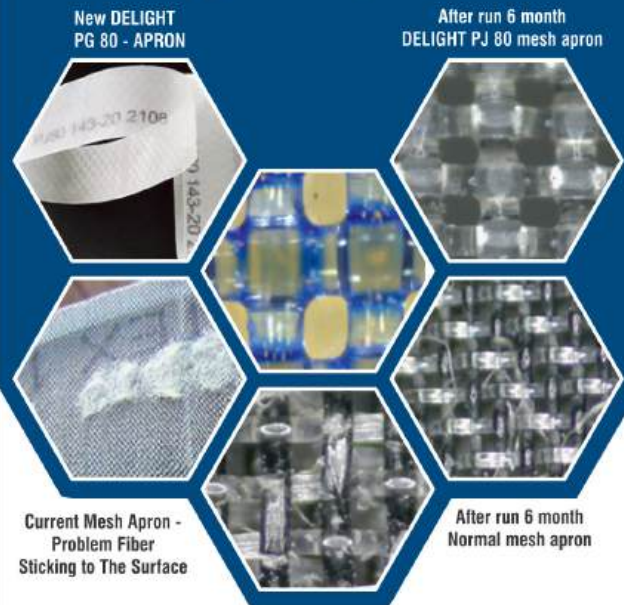
The textile industry is one of the biggest consumers of water globally, requiring approximately 93 billion cubic meters annually. This is equivalent to around 4% of the total freshwater consumed worldwide. The industry is



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facing increasing criticism as a result and is coming under pressure. Sustainability is therefore no longer just about image, but is a key competitive factor for textile manufacturers. Companies across the entire textile chain with a sole focus on conventional processes will have to address sales issues over the medium term and will be faced with ever greater regulatory pressure. At the trade fair in Singapore, the Swiss company Textilcolor AG is showcasing how textile treatments still fit for the future. Technologies such as EcoDye and EcoFix enable the company to reduce water consumption by up to 71%. These processes also allow the amount of fossil-fuel energy used to be reduced by up to half of the previous level across the entire production process. The results achieved speak for themselves. They allow a significant reduction in the carbon footprint and provide an advantage in terms of innovation for an industry currently in the midst of an ecological transformation.



Production processes are made more effective and economical as a result of innovative processes such as EcoDye

ITMA Asia + CITME 2025 is regarded as one of the leading trade fairs in textile and clothing manufacture in the Asian region. "We have always stood for innovative, sustainable and high-quality solutions in textile chemistry," explains Detlef Fischer, CEO of Textilcolor AG. "For us, the trade fair in Singapore is the right platform for effectively showcasing our technologies as part of a future-focussed industry". The slogan for this year's trade fair is 'ECO Performance Technologies from Switzerland'. Sustainability is firmly established within the corporate philosophy – the company has always developed technologies which lower resource consumption and which continue to reduce the carbon footprint of textile production. One particular focus is on using raw materials

from renewable sources. An example of this is the use of plant-based oils in order to conserve fossil resources as much as possible. In many parts of the world, freshwater is in increasingly short supply; companies are having to be ever more focussed on using this element in a sustainable way. The company has also led the market here in the development of water-saving technologies.

#### **Future developments are increasingly focused on sustainable and resource-saving technologies**

Under the EcoDye label, a process has been developed which is specifically tailored to the requirements of PES dyeing processes. Textilcolor AG was the first company in the world to successfully launch this product onto the market. The optimisation and enhancement of EcoDye has continued ever since in order to guarantee a sustainable and efficient dyeing technology and to facilitate its ongoing development. It reduces water consumption by up to 71%, and at least 34% less energy is used in the polyester dyeing (PES) process. These resource savings mean it is regarded as one of the most efficient and environmentally-friendly dyeing systems in synthetic textile dyeing, with the smallest carbon footprint. With the EcoDye process, specific work steps can be removed (e.g. prewash), a shorter heating rate means the dyeing process can be accelerated and subsequent treatment processes can be reduced. Use of this method means that, for the customer, the duration of the process is significantly shorter. One specific advantage for users is that the EcoDye process can be used with pre-existing recipes. All EcoDye components are bluesign®-approved. When combined with other technologies from the Swiss company – such as EcoFix and EcoThren, two rapid dyeing processes for reactive and vat dyeing – the reduction in the rinse baths required enables a time-saving of up to 40%. Production output can also be significantly increased, marked reductions in manufacturing costs can then be achieved and product quality can be improved. For safeguarding the entire process and for ensuring optimal dyeing results, Textilcolor has the appropriate products in its range such as levelling and dispersing agents. Other speciality products preventing the agglomeration of oligomers or for reductive after-clearing complete the product range. These products ensure the stability and reliability of the

## SCIENCE IN INDUSTRY

entire dyeing process on an ongoing basis. At the trade fair, Textilcolor AG will also have other proven technologies available such as EcoPhob, a PFC-free hydrophobicity solution. EcoPhob EXT is also an environmentally friendly product with an excellent hydrophobic effect. It is suitable for use generally with all types of fibre and, for example, has excellent washing resistance. The product also consists of the maximum possible proportion of renewable raw materials. It can also be used for manufacturing textiles which meet the requirements for class 1 products under the Öko-Tex standard.



Textilcolor's product range covers the entire textile process chain.

### Wide-ranging offer covering the entire textile process chain

Textilcolor AG is not only known for manufacturing all products in accordance with strict ecological and sustainability standards. The continual development of new products and solutions is indicative of the company's leading role in the market. These are frequently tailored to the wide range of processing requirements – often in close collaboration with customers. The broad product range has now become a further feature of the company. In contrast to other suppliers, which generally only offer products for individual processes, Textilcolor covers the entire textile process chain. The broad product range covers all steps from pre-treatment, printing and dyeing, finishing and coating, to pigmentation and optical brighteners. This also underlines Textilcolor AG's commitment, as a solution provider, to environmentally-friendly, efficient and future-oriented textile production.

We look forward to seeing you on our stand at the ITMA ASIA + CITME 2025 trade fair in

Singapore from 28 to 31 October. Come and see for yourself how our technologies and individual solutions can meet your requirements.

**TEXTILCOLOR AG** was founded in 1978 in Buchs, Switzerland, and is now a company operating internationally. Over time, the company's consistent growth meant further expansion of production facilities and laboratories and ongoing investment in environmental facilities. The formation of TEXTILCOLOR HOLDING AG in 1990 brought together a number of subsidiaries under one roof. Quality certification under ISO 9001 and 14001 then followed from the mid-1990s. The company was the first in Switzerland to implement a wastewater treatment plant based on the biomembrane process. Ongoing investment followed, from 2000 onwards, in production facilities, a sustainable energy supply as well as in company-wide infrastructure. By establishing international ventures in Germany, Turkey, India, Italy, Belgium and Brazil, the company was able to expand its global presence. The development of a proprietary app – the Textilcolor-App – allowed the company to underline its focus on innovation and customer proximity. 2017 marked the start of a new strategic orientation under the slogan of "We sure know textiles". In 2023, Textilcolor celebrated its 45th anniversary. As a manufacturer of speciality chemicals, dyes and pigments, the company has a broad product range. The company places a particular emphasis on sustainable and environmentally friendly solutions – it has a global presence, a modern infrastructure and a clear focus on the future.

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**Detlef Fischer, CEO TEXTILCOLOR AG** ■

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