

apparel



Witnessing a Youthful Flourish

Here's a look at the Consumer Preference and Shopping Tendencies of Shoppers post lockdown in the Kidswear segment

RCEP and its Impact on Indian Trade

An analysis of how the Trade Hub will create an Impact on India's trade position in the future

A FUTURISTIC GROWTH



Antiviral Clothes are the New Black!

As the pandemic continues to claim its victims around the world, safety has become a priority. This has led anti-bacterial and anti-viral clothing make a strong comeback to wardrobes writes Bindu Gopal Rao

Antimicrobial technologies have progressed very rapidly this year. Earlier the coatings were able to eliminate microbes such as viruses and bacteria in hours. Now new coatings are being developed with no cytotoxicity that can be washed over 50 times and still eliminate microbes quickly.

DO THE NEW

During this pandemic, people have started giving more importance to safety. These lifestyle safety gears ensure protection for an individual, as they step out of their house. Kavin Kumar Kandasamy, founder and CEO of MY says, "The new launches from MY include scarves and overalls with anti-viral and anti-microbial properties that can prevent possible viral penetration. In heavily polluted areas and places where risks due to air-borne contaminants are high, MY scarves can help

one stay protected from pollutants. MY Overalls are another fashionable garment that prevent viral penetration while traveling in public spaces. Designed as a coverall worn over clothes, this full-body protection cloak keeps one protected for the entire duration of the journey, be it on a plane, a taxi, a metro or any other form of public transport. It can be taken off after reaching one's destination." All Turms products have anti-bacterial, anti-fungal and anti-germ properties. They have also added anti-viral clothes to their existing products including recent launches such as Turms innerwear, socks and new lines such as the Winter 2020 collection with Warm-in, Turms tricotees, Turms super-stretch jeans, etc.

GARMENT SHIELDS

There are several clothing finishes available that

ward off viruses; such as ViralOff and Viroban. However, the problem with most of these brands is that they deal with droplet issues. While this kind of material proves useful for masks, since those don't need to be washed so frequently, it is not so useful when it comes to proper clothing. "Another launch has been that of CoVest and CoVer. They offer better protection than just a surface finish. CoVest is a SMART Jacket with inbuilt technology that helps in prevention from Covid-19 and allows the wearer to follow all the required guidelines prescribed by the World Health Organisation (WHO) and ICMR. CoVest comes with a ViroBan nano finish. It also receives additional protection from air-borne bacteria and viruses, while the inside has a fragrant finish to de-stress the wearer. Made in Ajrakh printed fabrics by Crafts too has been integrated for the first time in to SMART wear," says Prof Somesh Singh, Co-founder of Craft Village and India Craft Week. Dollar Industries Limited has also joined hands with Australian-based company, HealthGuard to curate a new range of anti-viral products. "Our anti-viral product is treated with safe cosmetic based chemistry of HG AMIC which not only ensures an efficiency of about 99.94 per cent against coronavirus and other similar viruses, which but is also 100 per cent skin-friendly. It continues to retain anti-viral abilities even after multiple washes," says Vinod Kumar Gupta, Managing Director, Dollar Industries Limited.

COVEST COMES WITH A VIROBAN NANO FINISH. IT ALSO RECEIVES ADDITIONAL PROTECTION FROM AIR-BORNE BACTERIA AND VIRUSES, WHILE THE INSIDE HAS A FRAGRANT FINISH TO DE-STRESS THE WEARER.

GREEN FASHION

Joy of Life in collaboration with Navya Fashions has launched a unique range of truly sustainable technical textiles called 'Nature Shades' that caters to Green Fashion and Active wear with comprehensive herbal hygiene function (6 in 1) that includes Antimicrobial, Anti-viral, Anti-fungal, Anti-odour, UV Resistant and Mosquito Repellent properties tested as per AATCC 100-2012 standards in the most reputed laboratories. "Internationally Patented Technology (US, Europe and India) known as 'ENLIVEN - 100 per cent Herbal and Safe, comprehensive Hygiene Function (6 in 1) with Self Binding Technology' can





“WE HAVE REDESIGNED OUR EXISTING FACE MASK TO PROVIDE USERS WITH THE ULTIMATE PROTECTION AGAINST COVID-19, ALONG WITH THE NECESSARY TESTING AND REGULATORY CLEARANCES TO SUPPORT IT.”

also be incorporated on all kinds of natural and manmade fibres-based textile products. ENLIVEN is a vegan decoction/ mixture of healing herbs, ‘generally recognised as safe (GRAS– USFDA)’, and is universally known for its natural immunity boosting, skin-fortifying and anti-oxidant properties. It is a gift from Mother Nature for mankind and is non-toxic for the planet,” says Rajiv Rai Sachdev, CMD, Advantage Nature, a unit of ATPL, Joy of Life. ‘Nature Shades’ textiles are truly sustainable as they are made of Organic Cotton, Recycled Polyester, Bamboo, Linen, Silk,

Wool, Modal, Tencel, Viscose, Eco-Vera, hemp, etc and their blends are dyed herbally alongside ENLIVEN.

MASKING IT

A must have accessory today is the mask. Several organisations are coming up with masks that eliminate viruses in a few seconds. INMASK will soon launch masks that will eliminate up to 99 per cent viruses in 60 seconds. It is essential to have High Filtration Efficiency masks in order to make use of antiviral coatings. Sanjeev Swamy, Inventor, Founder and CEO, Livinguard AG explains, “We have redesigned our existing face mask to provide users with the ultimate protection against COVID-19, along with the necessary testing and regulatory clearances to support it. We have also launched a first-of-its-kind reusable antimicrobial N95 ULTRA face mask with four layers of protection. Treated with the patented revolutionary Livinguard Technology, it has been proven to destroy almost 99.9 per cent of bacteria and viruses, including SARS-CoV-2, the virus that causes COVID-19. Most recently, we launched reusable street gloves treated with the same Livinguard Technology.”

TECH TALK

Currently Nano-Silver and Copper based coatings are available to eliminate viruses within 24 hours. “Antimicrobial technologies are now going green too by using plant-based additives. Since they are used in masks, heavy metals such as copper



and silver are not recommended because they may interact negatively with the body. New coatings are also being developed with no cytotoxicity. Soon to be released, the INMASK Saviour 2.0 mask will be the first of its kind to use these coatings,” says Gaurav Logani, Founder, Inmask. Livinguard Technology is entirely different from other technologies since it is non-leaching and is permanently bound to the textile. It has also been found to be safe for use on skin and mucous membranes. This makes the technology the safest of its kind. Rameswar Misra, CEO and Co-Founder, Turms explains. “Turms products were always anti-bacterial. This was achieved with a unique Zinc Ion Technology. We have now taken this Zinc Ion technology further by combining it with special organic compounds found in coconuts with fatty alcohol chemistry to create our anti-virus technology. This also helps in giving a special nano-finish to all our products.” Textile nano finish is also being explored for better finish and protection, since it has durability and can stand washing conditions. From using active Silver to Copper as nano materials in finishes, a lot of focus has been given to minerals and materials that offer better protection thus embedding them in different fabrics - woven or non-woven. Antimicrobial, antiviral and antibacterial solutions for textiles and apparel have gone into overdrive in the last few months. Metal-based treatments to ammonium-quart based active ingredients all lend properties to fabrics as well.

“WE HAVE NOW TAKEN THIS ZINC ION TECHNOLOGY FURTHER BY COMBINING IT WITH SPECIAL ORGANIC COMPOUNDS FOUND IN COCONUTS WITH FATTY ALCOHOL CHEMISTRY TO CREATE OUR ANTI-VIRUS TECHNOLOGY.”

PANDEMIC IMPACT

Almost all reputed brands and textile companies have launched their textile products using different antimicrobial technologies across world. The awareness and demand for textiles which can really help in safeguarding a human body from Covid-19 virus and have made people more receptive and willing to use these collections over conventional textile products. Anti-viral and anti-bacterial clothing were already present before the world was hit by Covid-19. ■