

Birla Cellulose hosts LIVA partner conclave in Jaipur

MUMBAI, AUG. 13—

Birla Cellulose last week hosted the LIVA Partner Conclave 2015 in Jaipur. The conclave saw its collaboration with the Garment Exporters Association of Rajasthan.

The focus was on Liva SS16 collection specially highlighting Indo-Western and ethnic garments.

This collection had a high ting of innovation in line with consumer trends forecasted by International Design Consultants.

Liva has been a vital ingredient in the entire gamut of

For all your requirement in Linen/Flax Fibres, Tops and Yarns Cottonised flax fibers for cotton spinning in natural and bleached from Wester Europe origin:
Nv Jos Vanneste Belgium
Contact:
Eve Fabrics Pvt. Ltd.
ckmody@evfabrics.com

fashion wear - Western, Skirts, Kurtis, Palazzos etc.

Mr. Manohar Samuel, President, Marketing & Business Development, Birla Cellulose

By Our Staff Reporter

while addressing the LIVA partners and garment exporters said: "We are pleased to associate with the Garment Exporters Association of Rajasthan for the LIVA Partner Conclave 2015. Our vision of taking brand LIVA to the consumer along with our Brand associates and the LIVA Accredited Partner Forum Members has now reached greater heights with the inclusion of leading Garmenters of the Garment Exporters Association of Rajasthan".

Reputed domestic apparel brands attended the LIVA Partner Conclave interacted with leading garmenters and Liva Accredited Partner Forum members.

Leading domestic brands who attended were: West side, Lifestyle, Global Desi / AND, Madame, Max Retail, Shoppers Stop, People - Madura Garment, Crimsoume Club, Pantaloon, Ethnicity, BIBA, Fab India, Big Bazaar, Aditya Birla On-line Fashion, W-TCNS and Reliance Trends

Birla Cellulose also launched a unique concept called "Liva Accredited Partner Forum" - (LAPF), of aggregated

partners in March 2015 which saw a continuation in this meet. LAPF is a community of Spinners, Fabricators, & Processors who work closely with Birla Cellulose on innovation, quality & technology to deliver Liva fabrics to consumers.

LIVA Accredited Partner Forum Members who attended were: SSM Processing, The Ruby Mills Ltd, Ujjawal Textiles, Chandhok Textiles Enterprises, Mafatal Industries, Pee Vee textiles Ltd, Swan Energy, Gokul Tex Print,

Sree Thangam Weaving Mills, Krishna Dyeing & Printing Mills, Nahar Industrial Enterprises Ltd, Jayavinayaga & Co, Svarn Tex Prints, VSM Weaves India Limited and Rajkrishna Weaves.

Mfrs. of personal protective clothing focus on comfort, style and sustainability

MUMBAI, AUG. 13—

Several trends have emerged in recent years which are having a major impact on the personal protective clothing industry, according to a report on Performance Apparel Markets from the UK-based business information company Textiles Intelligence.

These trends include: a widening perception that comfort is a necessity rather than a desirable option in an item of clothing; growth in the importance of design and fashion; and a strengthening of commitment to sustainability throughout the supply chain.

To an ever growing extent, workers are demanding that their protective clothing not only safeguards their health in the workplace but is also comfortable

By Our Staff Reporter

to wear. Comfort was once given scant priority in the design of personal protective clothing but today it is viewed as critically important. Consequently, the industry has been making strenuous efforts to find the right balance between comfort and the need for protection.

Given the importance of maintaining wearer comfort, the use of high performance fabrics with moisture management and thermal regulation properties has become widespread and such factors have become powerful selling tools.

Employees in a broad spectrum of industries and services are demanding increasingly that their workwear is fashionable and stylish. Interestingly, it has been argued that employees are likely to be



more effective and have a greater motivation to work if they are wearing protective clothing which is comfortable and stylish.

Also, there is evidence that an employee is more likely to wear a protective garment or accessory if the item is fashionably designed. Companies engaged in the supply of personal protective

Continued on Page 4



Mr. Manohar Samuel welcomes Mr. Vivek Khandelwal, President of Garment Exporters Association of (GEAR)

Ritu Kumar features in Harvard Business School's Program

MUMBAI, AUG. 13—

Ace designer Ritu Kumar has become one of the first Indian women entrepreneurs to be featured in the Harvard Business School's Program.

Under the program, the designer will study and understand emerging markets through the viewpoints of successful business leaders across various domains.

As a part of an on-going initiative at HBS, they identified top business leaders who have created and managed businesses in Africa, Asia, the Middle East, and Latin America over the last four decades with the aim to offer compelling insights into their strategies and wider societal responsibilities.

For all your requirement in Nylon Fibers, Tops & Filaments Yarn Type 6 & 66 for Worsted /cotton spinning in SD, BR, TBL, PBT yarn from Japan, Korea, Taiwan and South East, Europe and USA.
Contact:
Eve Fabrics Pvt. Ltd.
ckmody@evfabrics.com

The School conducted interviews, exploring pivotal moments of corporate transition, strategic shifts, and responses to economic and political crises with a vision to show how businesses navigate turbulence, and can create value for their societies.

ITMA 2015
www.itma.com

12 - 19 NOVEMBER
FIERA MILANO RHO
MILAN, ITALY

**SOURCE INNOVATIVE
NONWOVEN & TECHNICAL
TEXTILE SOLUTIONS**

@ the world's largest integrated textile and garment manufacturing technologies exhibition

200,000 sqm exhibition space
Over 1,500 exhibitors from more than 40 economies
100,000 in visitorship from over 140 economies

- Exciting manufacturing technologies and processing techniques for advanced materials
- Collaboration opportunities with world's leading institutes at Research and Innovation Pavilion
- Industry influencers and experts at the World Textile Summit, Textile Colourant and Chemical Leaders Forum and Nonwovens Forum

Order your badge online now and save

Milan, the city of fashion and culture, welcomes you to ITMA 2015!

Show Owner



Organiser



MP Expositions Pte Ltd

CEMATEX Associations

ACIMIT (Italy)
AMEC AMTEX (Spain)
BTMA (United Kingdom)
GTM (Netherlands)
SWISSMEM (Switzerland)

Visit Us Now



RELIANCE INDUSTRIES RIL - PSF

0.8 Semi Dull	83-75
1.0 Semi Dull	80-50
1.2 Semi Dull	80-25
1.4 Semi Dull	79-50
2.0 Semi Dull	79-50
1.2 Super HT Brt	85-50
1.2 S HT (OW)	89-25
1.2 Optical White	85-00
1.2 Super Black	96-00
1.4 Super Black	95-50
Tow Normal	94-50
Tow TBL	104-50
Tow Super Black	109-50
2.0/2.5 TBL	82-75

RIL - POY CST price/kg.

51/14 SD	-----	75/108 SIM	111-00
130/34 SD	-----	75/108 HIM	110-00
235/34 SD	-----	75/34 NIM BI DD	108-00
250/48 SD	-----	75/34 HIM BI DD	111-00
510/72 SD	-----	80/72 HIM BI DD	111-00
115/108 SD	-----	80/72X2 HIM BI DD	109-00
160/144 SD	-----	80/72X2 HIM F DD	109-00
250/108 SD	-----	100/36 NIM	100-00
520/72 SD	-----	100/36 HIM	99-00
80 Weft	-----	100/108 SIM	110-00
80 Roto	-----	100/144 SIM	114-00
80/108 Micro	-----	150/48 NIM	94-00
155 Weft	-----	150/48 SIM	97-00
155 Roto	-----	150/48 HIM	97-00
155 Micro	-----	150/48X2 SIM	99-00
330 Roto	-----	150/48X2 HIM	99-00
80/72 Cotluc FD	-----		
80/72 Cationic	-----		

Art-Silk

EX-BHIWANDI	
TAXES/OCTROI EXTRA	
CENTURY RAYON	
75/24 Brt I	509-00
75/24 Brt III	502-00
75/40 Brt I	512-00
75/40 Brt III	506-00
100 Brt I	409-00
100 Brt III	403-00
120 Brt I	376-00
120 Brt III	37-00
120 Dull I	400-00
120 Dull III	394-00
120 COL I	403-00
120 COL III	400-00
150 Brt I	358-00
150 Brt III	356-00
450 Brt I	241-00
600 Brt I	237-00
INDIAN RAYON	
75/24 Brt I	506-00
75/24 Brt III	502-00
75/40 Brt I	509-00
75/40 Brt III	506-00
100 Brt I	404-00
100 Brt III	401-00
120 Brt I	381-00
120 Brt III	378-00
120 Dull I	-----
120 Dull III	-----
120 COL I	404-00
120 COL III	396-00
150 Brt I	355-00
150 Brt III	353-00
450 Brt I	242-00
600 Brt I	238-00
KESORAM RAYON	
75/24 Brt I	504-00
75/24 Brt III	500-00
75/40 Brt I	507-00
75/40 Brt III	504-00
100 Brt I	402-00
100 Brt III	399-00
120 Brt I	379-00
120 Brt III	376-00
120 Dull I	-----
120 Dull III	-----
120 COL I	402-00
120 COL III	394-00
150 Brt I	353-00
150 Brt III	351-00
450 Brt I	240-00
600 Brt I	236-00

Luwa
Textile Air Engineering
Details make the difference
www.luwa.com

Texturised GREY

ALOK INDUSTRIES

5/34 NIM wvg	102-00
75/36 SIM knit	103-00
75/36 HIM	104-00
80/72 SIM	104-00
80/72 HIM	105-00
75/108 SIM	111-00
75/108 HIM	110-00
75/34 NIM BI DD	108-00
75/34 HIM BI DD	111-00
80/72 HIM BI DD	111-00
80/72X2 HIM BI DD	109-00
80/72X2 HIM F DD	109-00
100/36 NIM	100-00
100/36 HIM	99-00
100/108 SIM	110-00
100/144 SIM	114-00
150/48 NIM	94-00
150/48 SIM	97-00
150/48 HIM	97-00
150/48X2 SIM	99-00
150/48X2 HIM	99-00

150/300 TW	111.00	75/36 HIM	100-00
150/48 NIM B DD	100.00	75/108/MICRO	105-00
150/48 HIM B DD	102.00	150/288/MICRO	103-00
150/108 SIM	98.00	150/144/MICRO	105-00
150/108 HIM	100.00	150/48/BLROTO	98-00
300/72 NIM	93.00	150/48/ROTO	92-00
300/72 IM	94.00	150/48/DB ROTO	93-00
300/72 HIM	95.00	150/108/MICRO	93-00
320/72 x 2 HIM	96-00	150/48/TEX	91-00
320/72 x 2 SIM	96-00	320/72/LIM	91-00
300/96X3 HIM	97-00		
450/96 HIM/WIM	97-00		
300/96 NIM BL DD	98-00		
300/96X2 HIM BI DD	100-00		
220 Easy	131-00		
360/73/1 Easy	125-00		
330/73/1 Easy BI	135-00		
100/72 HIM SBR	108-00	320/72/ROTO	92-00
150/48 HIM SBR	103-00	300/72/BLROTO	98-00
300/144 SIM SBR	107-00	130/DEN HM/GK	124-00
300/144X2 SIM SBR	102-00	160/DEN DISCAT	114-00
Mix Yarn Job Lot	65-00	80/108 MIC TW	129-00
Mix Yarn BI DD Job	70-00	80/34/ROTDW	126-00
80/108/MICRO	105-00	80/72/FD TW	130-00
80/34/ROTO	102-00	80/72/D FD TW	130-00
80/72/ CATONIC	123-00	80/72/CAT TW	147-00
80/72/ D CAT	123-00	80/72/D CATTW	147-00
80/72/FD ROTO	106-00	80/72/B TW	132-00
80/72/D/FDRO	106-00	80/72/D BL TW	132-00
80/34/BLROTO	106-00	150/48 ROTW	116-00
80/72/BLROTO	108-00		
80/72/DB BL RO	108-00		
80/34/ ROTO	104-00		
75/36 NIM	98-00		

EVERFLOW PETROFILS REGENERATED POLYESTER SPUN YARNS

RECYCLED SPUN YARNS AND CLOSE TO VIRGIN		VISCOSE YARNS		POLY VIRGIN YARNS	
Ne 20/1	128-00	Ne 24/1	188-00	Ne 20/1	130-00
Ne 24/1	132-00	Ne 30/1	198-00	Ne 24/1	132-00
Ne 30/1	-----	Ne 40/1	220-00	Ne 30/1	138-00
Ne 40/1	137-00	RECYCLED DOPE		Ne 40/1	158-00
Ne50/1	-----	DYED YARN		AAA+	
Ne 60/1	160-00	Ne 30/1	165-00	Ne 20/1	132-00
DOUBLE YARNS		DOPE DYED		Ne 24/1	134-00
Ne 20/2	-----	Ne 20/2	165-00	Ne 30/1	139-00
Ne 30/2	155-00	Ne 30/2	175-00	Ne 40/1	160-00
Ne 40/2	175-00	Ne 40/2	295-00	ALL PRICE (INR/KG)	
Ne 50/2	195-00	Ne 50/2	215-00	Ex-Bhiwandi	
Ne 60/2	205-00	Ne 60/2	225-00		

VISCOSE

ANJANEYA	60s Micro Modal	----	PALLAVAA
40s Excel	----	VSF - 100%	30/1 Viscose RS
MOTHI SPINNERS	30's KPN	----	30/1 Viscose LLT
20s viscose	----	MODAL	Lenz Micro Modal 60/1
30s viscose	----	KPN	30/1 Cotton/Modal R
40s viscose	----	COTTON/MODAL	24/1 CVC 60C/40P Vortex
2/40s viscose	----	30's JPP	30/1 PC65/35 Vortex

JITENDRAKUMAR LALBHAI

COTTON YARN PRICE UPDATES Ahmedabad Prices

Cotton Ring spun yarn		Indicative Prices		
NE 24/1 CH		174 to 172		
NE 26/1 CH		176 to 174		
NE 30/1 CH		182 to 180		
NE 32/1 CH		186 to 184		
NE 40/1 CH		197 to 195		
NE 40/1 CH		207 to 205		
Ring Yarn	A+ (Air Jet / shuttle less quality)	A (Normal Loom quality)	Open End Yarn	1850 CSP
NE 20/1 KW	152	150	7s	99
NE 30/1 KW	165	163	9s	101
NE 40/1 KW	190	188	10s	102
NE 30/1 KH	163	162	12s	106
NE 20/1 CW	172	170	16s	123
NE 30/1 CW	185	183	20s	132
NE 40/1 CW	202	200		
NE 30/1 CCW	191	189		
NE 40/1 CCW	212	210		
NE 40/2 Eli twist	188	188		
NE 40/2 CW TFO	241	239		
NE 16/1 KWCSY	190	188		
NE 20/1 KW CSY	200	199		

Disclaimer: All prices/rates information provided in Tecoya Trend is provided for information purposes only and are only indicative. Although every reasonable effort is made to present current and accurate information, Tecoya Trend takes no guarantees of any kind of the published prices/rates. In no event shall Tecoya Trend be held responsible or liable, directly or indirectly, for any prices/rates provided in the newspaper.

National Textile Corporation

(EX-MILL RATE IN KG) MAHARASHTRA REGION

Grey Cotton Yarn on Cone		44 Carded (Auto Cone)	187-00
		40 Carded (Compact - Auto Cone)	183-00
		58 Carded (Compact - Auto Cone)	218-35
		40 Combed (Compact - Auto Cone)	207-00
		50 Combed (Compact - Auto Cone)	225-00
		60 Combed (Compact - Auto Cone)	263-00

MADYA PRADESH REGION

Grey Cotton Yarn on Cone		27 Carded (Auto Cone)	155-00
		30 Carded (Auto Cone - Special)	163-00
		30 Carded (Auto Cone)	161-00
		32 Carded (Auto Cone)	165-00 to 166-00
		36 Carded (Auto Cone)	170-00 to 171-00
		38 Carded (Auto Cone)	178-00 to 179-00
		40 Carded (Auto Cone)	183-00
		42 Carded (Auto Cone)	184-00 to 186-00
		44 Carded (Auto Cone)	188-00 to 190-00
		46 Carded (Auto Cone)	191-00 to 193-00
		56 Carded (Auto Cone)	214-00
		58 Carded (Auto Cone)	216-00

100% Polyester Yarn

40 100% Poly	141-90 to 143-80
50 100% Poly	158-10 to 160-00
55 100% Poly	165-75
60 100% Poly	165-75 to 167-65
62 100% Poly	166-70 to 169-55
65 100% Poly	169-55 to 171-45
70 100% Poly	185-75
76 100% Poly	183-35 to 186-70

Grey Blended Polyester Cotton Yarn

30 PC (67/33)	132-40
32 PC (67/33)	133-80
45 PC (70/30 - Auto Cone)	153-35 to 156-20
48 PC (67/33 Auto Cone)	154-30
50 PC (70/30)	150-50 to 156-20
54 PC (70/30 Auto Cone)	168-60
60 PC (70/30 Auto Cone)	168-60 to 177-15
62 PC (70/30 Auto Cone)	180-00
64 PC (70/30 Auto Cone)	178-10 to 184-80
70 PC (70/30 Auto Cone)	182-85
70 PC (75/25 Auto Cone)	181-90
70 PC (70/30)	180-00
72 PC (75/25 Auto Cone)	186-70
30 PC (65/35 Combed Auto Cone)	148-60
40 PC (65/35 Combed Auto Cone)	157-15
64 PC (70/30 Combed Auto Cone)	195-25
70 PC (70/30 Combed Auto Cone)	202-85
74 PC (70/30 Combed Auto Cone)	208-60
74 PC (75/25 Combed Auto Cone)	206-70

100% Polyester Yarn (High Twist)

45 Poly HT (TPI 35 Auto Cone)	179-05
45 Poly HT (TPI 37 Auto Cone-EYC)	180-00
50 Poly HT (TPI 37 Auto Cone-EYC)	181-90
50 Poly HT (TPI 38 Auto Cone)	185-75
60 Poly HT (TPI 38 Auto Cone-EYC)	208-65
70 Poly HT (TPI 38 Auto Cone-EYC)	215-25

GUJARAT REGION

Grey Cotton Yarn on Cone		28 PV (65/35 Auto Cone)	147-00
		38 PV (65/35 Auto Cone)	161-00
		40 PV (65/35 Auto Cone)	163-00
		45 PV (65/35 Auto Cone)	181-00

Books of Your Interest

SR. NO.	AUTHOR	NAME OF BOOK	PRICE
51	LEE	PRINTING ON TEXTILE BY DIRECT AND TRANSFER TECHNIQUES (NDC)	Rs.-0600.00
52	LORD	WEAVING CONVERSION OF YARN TO FABRIC	Rs.-0800.00
53	MOORTHI	NONWOVEN	Rs.-0700.00
54	MANDAL	GEOSYNTHETIC WORLD	Rs.-0350.00
55	MARSH	AN INTRODUCTION TO TEXTILE BLEACHING	Rs.-0250.00
56	MARSH	TEXTILE SCIENCE (SH) SPECIAL PRICE	Rs.-0100.00
57	MARSH	AN INTRODUCTION TO TEXTILE FINISHING	Rs.-0250.00
58	McKELVEY	FASHION FORECASTING	Rs.-0995.00
59	MERILL	COTTON COMBING	Rs.-0200.00
60	MERILL	COTTON DRAWING AND ROVING	Rs.-0200.00
61	MERILL	COTTON OPENING AND PICKING	Rs.-0200.00
62	MERILL	COTTON RING SPINNING	Rs.-0200.00
63	MERILL	COTTON CARDING	Rs.-0200.00
64	MITTAL	POLYIMIDES	Rs.- 0250.00
65	NANAL	HIGH SPEED SPINNING OF POLYESTER AND ITS BLENDS WITH VISCOSE	Rs.-0450.00
66	NIIR	"COMPLETE TECH BOOK ON TEXTILE PROCESS "EFFLUENT TREATMENT"	Rs.-1000.00
67	NIIR	"COMPLETE TECH BOOK ON TEXTILE SPINNING WEAVING, "FINISHING & PRINTING"	Rs.-1100.00
68	NIIR	HANDBOOK ON NATURAL DYES FOR INDUSTRIAL	Rs.-1100.00
69	NIIR	HANDBOOK ON NATURAL DYES FOR INDUSTRIAL(APPLICATIONS)	Rs.-1100.00
70	NIIR	FASHION TECHNOLOGY HANDBOOK	Rs.-0325.00
71	NIIR	DRUGS AND PHARMACEUTICAL TECH HANDBOOK	Rs.-1075.00
72	NIIR	COMPLETE BOOK ON NATURAL DYES AND PIGMENTS	Rs.-1100.00
73	NIIR	MODERN TECHNOLOGY OF TEXTILE DYES AND PIGMENTS	Rs.-1100.00
74	NIIR	COMPLETE TECH BOOK ON DYES	Rs.-1100.00
75	NIIR	NATURAL FIBRES HANDBOOK WITH CULTIVATION & USES	Rs.-1275.00

For more Details Write : **TECOYA INFOTECH**
D-66, Oshiwara Industrial Centre, Ground Floor, Goreagon (West), Opp. Bus Depot, Mumbai 400 104.
Phone : 22-66978535 Fax : 22-28793022 E-Mail : tecoya@vsnl.com

KEN ENTERPRISES**Ichalkaranji***** Prices of Grey Fabrics ((Ex-Mills)**

16S*8S / 84*28 63"	@ Rs.	56.75/-
40S*20S / 165*72 63"	@ Rs.	80.00/-
40S*40S / 132*72 63"	@ Rs.	65.00/-
60S*60S / 132*120 63"	@ Rs.	77.25/-
60S*60S / 165*80 48"	@ Rs.	52.00/-
60S*60S / 205*110 63"	@ Rs.	91.50/-
80S*80S / 92*88 63"	@ Rs.	55.50/-

EXPORT PRICES**ACME INTERNATIONAL**

ALL PRICES MENTIONED ARE USD/KG FOB BASIS

Cotton Ring yarn

NE 20/1 CH	2.70	
NE 24/1 CH	2.80	
NE 26/1 CH	2.90	
NE 30/1 CH	2.95	
NE 32/1 CH	3.00	
NE 40/1 CH	3.25	
NE 32/1 KW	2.70	
NE 21/1 KW	2.40	
OPEN END YARN	1850 CSP	1650 CSP
7s	1.65	1.60
10s	1.75	1.65
16s	2.00	1.90
12s	2.10	2.00

SYNTHETIC YARN

NE 30/1 Poly	2.30
NE 30/1 PV	2.40
NE 30/1 Viscose	2.70
NE 150/48/1 SD NIM RW	1.40
75/34/1 SD NIM RW	1.45

TIRUPATI YARNS - MUMBAI India

Ne 21/1 100% Cotton Carded Weaving	US\$ 2.35/kg
Ne 32/1 100% Cotton Carded Weaving	US\$ 2.65/kg
Ne 40/1 100% Cotton Carded Weaving	US\$ 2.95/kg
Ne 20/1 100% Cotton Combed Knitting	US\$ 2.65/kg
Ne 30/1 100% Cotton Combed Knitting	US\$ 2.90/kg
Ne 40/1 100% Cotton Combed Knitting	US\$ 3.25/kg

Basis: CIF Far East Port, AS

Indonesia

Ne 30/1 100% Polyester Spun yarn	US\$ 1.87/kg
Ne 30/1 100% Viscose Spun yarn	US\$ 2.52/kg
Ne 30/1 100% Viscose Spun yarn - SLUB	US\$ 3.00/kg
Ne 30/1 Polyester/Viscose 65:35 Spun yarn	US\$ 2.15/kg

Basis: CIF Nhava Sheva Port, AS

China - Pima Cotton

Ne 80/1 100% Combed Weaving Compact (24+ RKM)	US\$ 7.30/kg
Ne 80/1 100% Combed Weaving Compact (26+ RKM)	US\$ 8.10/kg

Basis: CIF Nhava Sheva Port, AS

China - Xinjiang Cotton

Ne 80/1 100% Combed Weaving Compact (20+ RKM)	US\$ 6.40/kg
---	--------------

**GREY CLOTH
PEE VEE TEXTILES LTD.**

Quality	Weave	Width (inches)	Exmill rate /Mtr
100 % COTTON FABRIC			
40X40/124x96	1/1	63	68
60x60/92x88	1/1	63	52
2/40x100E/128x47	Dobby	reed space 64"	--
40x40/130x73	2/1	67"	63
100% VISCOSE FABRIC			
40x40/96x80	1/1	63	59
30X30/68X64	1/1	63	52
POLY COTTON FABRIC(65:35)			
45PCX45PC/130x72	1/1	63	52
100 % ORGANIC COTTON FABRIC			
Quality Weave Width(inches)	Exmill rate/Mtr		
40X40/124x70	1/1	63	62
40X40/1124x94	1/1	63	72
STRETCH FABRIC			
Quality Weave reed space	Exmill rate/Mtr		
30X20+20Ly/ 128x76	3/1	72	---
30x20Ly/160x92 Dobby	73		115
30X20+20Ly/ 120x76	4/1	74"	77

VSM Weaves India - Tamil Nadu**Air Jet Grey Woven Fabrics**

330Viscose x 30Viscose 68 x 64 63" 1/1 Plain	51.00
30Viscose x 30Viscose 68 x 64 48" 1/1 Plain	40.00
30Viscose x 30Viscose 92 x 64 63" 2/2 Twill	61.00
60Micro modal x 60Micro modal 92 x 84 63" 1/1 plain	67.00
50Micro modal x 50Micro modal 92 x 84 63" 1/1 plain	75.00

Strong buyer profile confirms Intertextile Shenzhen as industry's leading fair in Southern China

By Our Staff Reporter

MUMBAI, AUG. 13—

Southern China's leading apparel fabrics and accessories fair, Intertextile Pavilion Shenzhen, successfully concluded earlier this month. A total of 667 exhibitors from eight countries and regions (2014: 674) took part in the fair which was held at the Shenzhen Convention & Exhibition Center from 9 - 11 July. Exhibitors showcased a wide selection of high-quality ladieswear, casual wear and suiting fabrics, as well as the latest knits, lace and embroidery, yarns and fibres, and accessories across 30,000 sqm (2014: 30,000). The fair attracted 14,855 buyers from 26 countries and regions (2014: 17,522).

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd, explained that the drop in this year's visitor number was likely due to Typhoon Linfa which struck the city on the first day of the fair and disrupted many participants' travel plans. "Despite the lower visitor figure due to the adverse weather, we feel that overall the fair can be considered a success due to the quality of buyers that attended. We saw a large number of buyers from leading local brands visit the fair, as well as those from renowned European and American garment labels that have buying offices in nearby Hong Kong. This shows that quality buyers regard this fair as the leading event on the Southern China apparel fabrics and accessories industry calendar."

Exhibitors impressed by high visitor quality

Following the final edition of Interstoff Asia Essential in Hong Kong last year, Intertextile Pavilion Shenzhen is now seen by many in the industry as the ideal replacement, with a number of Hong Kong buying offices attending such as Crocodile, Diesel, G2000, Initial, Miss Sixty, Mothercare, Pepe Jeans London, Replay, s.Oliver and Zara. Big-name Chinese brands also see the fair as the region's leading event to source quality apparel fabrics and accessories, with the likes of BBLUUEE, INSUN and Urban Revivo attending.

Exhibitors were impressed by the high quality of buyers such as these that visited their booths. Mr C.L Wu from Fabrix Plus, a denim and functional fabrics manufacturer from Taiwan said: "I'm very impressed by the domestic buyers' quality. They're very clear about what they are looking for and make decisions quickly, so it is easier for us to do business with them."

Mr Ryu Hong-Ku, General Manager of Korea Textile Center was also pleased to meet quality buyers. He said: "We have had a number of serious and genuine buyers visit our booth." Mr Ryu also believes the fair is the ideal place to capture the opportunities in the south of China, explaining: "The fair is definitely an effective platform for us to present new products and to target the Southern China market. We will return to the fair next year."

Exhibitors affirmed the abundant opportunities in Southern China market

Despite the slower economy in the country as a whole, exhibitors are still optimistic about the potential in the Southern China market. "We have been participating in this fair for four to five years, and although the economy is not as bright as before, we still have faith in this part of the country, and believe that there are still many opportunities for us to explore," said Mr Jason Kuo, Head of Sales of Royal Maye Chie Ent. Inc, a Taiwan high-end embroidery manufacturer. Also from Taiwan, Unitex Material Corp's Mr Joseph Chang revealed: "We're very positive about the Southern China textile market. The ample potential that is here will continue to grow for at least 10 more years. This region contains the whole supply chain, so without a doubt, the market here will keep getting better."

Ms Chen Xiao Yan from Uni Textil Inc, a Japanese ladieswear fabrics manufacturer, shared the same sentiment. "Being in this market for many years, I can see the demand for overseas fabrics continues to increase, and we believe this demand will keep growing for the next few years. Intertextile Shenzhen is the best platform for us to meet new clients, so we will be back for sure."

Mr Tommy Yong from Hong Kong accessories manufacturer Zeng Cheng Industrial Co Ltd expressed his positive insight about the Southern China market. He said: "Because the European market is weaker, my company has shifted our focus to this region of China. We realise that this market is really big and contains extensive opportunities. If I can capture only 1% of the market share, then it's already enough."

The organiser of the Taiwan pavilion, Taiwan Textile Federation (TTF), also explained the advantages they saw in Southern China. "China's current economic plan is focused on developing this market," Mr Arthur Chiang said. "The market here is huge and the potential will continue to get bigger. It is going to bring numerous opportunities to our suppliers, so many of our exhibitors see this fair as a stepping stone to capture the market opportunities and expand their business here."

Fair seen by exhibitors as ideal entry point to growing Southern China market

Many exhibitors at the fair confirmed that it was the right place to expand their business in the region. Mr Chang from Unitex Material Corp said: "Intertextile Shenzhen has been helping us to expand our business in Southern China, and it's an important stepping stone for us to connect with new clients. This year, we

met many ladieswear manufacturers and designers. The overall result is better than last year." Korea's Hyundai Chemical Co Ltd's Overseas Sales Team Manager Mr Y.S. Jang agreed. "This fair is a good opportunity to approach the Chinese market as it gives you access to a good variety of buyers. We focus on the high end of the market as our fabrics have a higher quality than domestic suppliers, and there's definitely a market here in China for these products."

Mr Kuo from Royal Maye Chie explained the reasons for their continual participation in the fair, saying: "We already have a regular client pool here, and the fair is an ideal platform for us to meet them to maintain good relationships and explore new opportunities. Participating in Intertextile Shenzhen is one of the best ways to expand our presence here." Exhibiting for the first time, Mr Yong from Zhen Cheng Industrial said he had already seen the advantages of the fair. "The convenient location, strong visitor flow and high quality of buyers make this fair the ideal platform to enter the Southern China market. This is the right place for me to seize the abundant opportunities on offer and expand my business."

Buyers impressed by high quality products and latest trends on display

Visitors to the fair were not only impressed by the range of high quality products on offer, but many of them also expressed that they were pleased to find the latest trends through the products on display. Ms Lixin You, Logistics Manager of Shenzhen Mai Kew Anjia Co Ltd said: "This fair gathers a wide range of fabrics and accessories suppliers, so it helps me to get the latest market information. The product quantity and quality are also very impressive."

Mr Jason Chan, General Manager of Gino Design Ltd from Hong Kong was also inspired by the product variety. He said: "We came here to source fabrics for spring 2016, so it's very inspiring to see the fabric designs from overseas suppliers. I also think that the range of products this fair offers is even more than similar fairs in Hong Kong, while the product quality here is much higher than last year." Another Hong Kong buyer Mr Rodolphe Heller, Vice President of Brilliant Global Ltd agreed, stating: "We're very happy with what's on offer here and have found a lot of fabrics we could use to design garments. For example, we found some innovative Korean products that we really like. We've been looking at suppliers from Japan, China and Korea, and the range you have here is definitely good."

Deputy General Manager of India's Hayleys MGT Knitting Mills PLC, Mr Ajith Senaratne, found his visit rewarding, explaining: "Coming here, I have gotten inspiration to develop new products for our customers. This is a rewarding trip because I've seen some new trends and met many potential suppliers from China and other countries. They offer very high quality products at a good price. This is an excellent platform for us to explore the latest products and trends." Mr Nolan Mecham from Saatu Apparel USA was also satisfied with the return from his sourcing trip. "It's a good opportunity to meet Chinese suppliers, and they offer high quality products at a good price. We have been meeting many potential suppliers. Overall, we are very happy about the result of our trip."

Brand new seminar programme added significant value for fair's participants

For the first time, a seminar programme was held alongside the fair. Experts from different sectors shared the latest industry updates on various themes, such as fashion trends, market information, branding strategies and more. Due to constant change in the global textile market, a seminar programme like the one held at the fair is beneficial for the entire industry, according to Mr Michael Leow, Hong Kong Marketing Head for Close-Up Fashion Publications. "China competes in a global world so there is a lot of potential for trends to be relevant here. And Western companies are shifting more onus for product development onto their suppliers to save costs, rather than doing it in-house, so companies that can provide their own designs have an advantage, hence a seminar programme like this is very useful."

In addition, many audience members appreciated the expertise of the speakers and the content. Mr Davis Wang, President of Huzhou Blossom Knitting Co Ltd, said: "As a fabrics and garments manufacturer, we need to develop new products every season. Therefore, this seminar is an excellent means to equip myself with the latest industry knowledge and new business strategies." Ms Yan Jin, a Designer at Hangzhou RBCA Garment Co Ltd, also found the seminar fruitful, revealing: "It's such a pleasure to have the opportunity to be taught by the industry's experts as I have learned the latest fashion trends. The inspiration I gained here will be used in my future designs."

The next Intertextile Pavilion Shenzhen will take place in mid July, 2016 at the Shenzhen Convention & Exhibition Center again. The next Messe Frankfurt apparel fabrics and accessories fair in China is Intertextile Shanghai Apparel Fabrics - Autumn Edition 2015 which will be held in Shanghai from 13 - 15 October.

Intertextile Pavilion Shenzhen is organised by Messe Frankfurt (HK) Ltd; the Sub-Council of Textile Industry, CCPIT; the China Textile Information Centre and the Shenzhen Garment Industry Association.

Prices steady

By Cotton Man

MUMBAI, AUGUST, 13—

The cotton prices continued to maintain a steady trend in subdued market conditions.

Quality	Rate	Arrival in Bales	State Wise
NORTH ZONE (RATES IN MAUND)			
Punjab (New) J-34 S/G Crop	3640 / 3660	-	
J-34 R/G Crop	3670 / 3690	NIL	
Haryana (New) J-34 S/G Crop	3560 / 3570	-	
J-34 R/G Crop	3590 / 3610	NIL	
Rajasthan (New) J-34 S/G Crop	3500 / 3570	-	
J-34 R/G Crop	3530 / 3600	NIL	
CENTRAL ZONE (RATES IN BALES)			
Gujarat V-797 (Kalayan) 22mm	24000 / 25000	-	
S/6 (Average) 28.5 mm (old)	33000 / 33500	-	
S/6 29 mm (Super)	33700 / 34000	1500	
Mahara MECH - 1 29 mm 3.5 mic			
MECH 1 - 29 mm 3.8	32800 / 33300		
MECH - 1	33500 / 33800	1000	
M.P. MECH-1 29 mm 3.6 mic	33000 / 33500		
MECH - 1 30 mm 3.7 mic	33700 / 34000		
DCH-32 33-35 mm	43500 / 45000	NIL	
SOUTH ZONE (RATES IN BALES)			
A.P MECH -1(Adilabad) 29mm	33000 / 33500		
Bunny / Brahma (Warangal)	33500 / 34000		
MCU-5 (Guntur)	34000 / 34500	700	
Karnataka Jaydhar 22mm	25500 / 26000	-	
MECH-1 29mm	33300 / 33500	-	
Bunny / Brahma 30mm	33700 / 34000		
DCH-32 34-35mm	44000 / 45500	1000	
Others	-	-	-
Total Arrivals			4,200

Indian Cotton Federation

	(Per Candy)		
V-797	24600	Sankar-6	33800
Jayadhar	25800	MCU-5	34400
J-34 (SG)	35251	DCH-32	45500
MECH-1/H-4	33400		

COTTON ASSOCIATION OF INDIA

State	Grade	Staple	Mic	Per Candy
P/H/R	ICS-101	Below 22mm	5.0-7.0	32800
P/H/R	ICS-201	Below 22mm	5.0-7.0	33300
GUJ	ICS-102	22mm	4.0-6.0	24500
KAR	ICS-103	23mm	4.0-5.5	25900
M/M	ICS-104	24mm	4.0-5.5	29800
P/H/R	ICS-202	26mm	3.5-4.9	32900
M/M/A	ICS-105	26mm	3.0-3.4	29000
M/M/A	ICS-105	26mm	3.5-4.9	30600
P/H/R	ICS-105	27mm	3.5-4.9	33200
M/M/A	ICS-105	27mm	3.0-3.4	30000
M/M/A	ICS-105	27mm	3.5-4.9	31300
P/H/R	ICS-105	28mm	3.5-4.9	33700
M/M/A	ICS-105	28mm	3.5-4.9	31400
GUJ	ICS-105	28mm	3.5-4.9	32600
M/M/A/K	ICS-105	29mm	3.5-4.9	32300
GUJ	ICS-105	29mm	3.5-4.9	33500
M/M/A/K	ICS-105	30mm	3.5-4.9	32600
M/M/A/K/T/OICS-105		31mm	3.5-4.9	34100
K/A/T/O	ICS-106	32mm	3.5-4.9	35100
M(P)/K/T	ICS-107	34mm	3.0-3.8	42600

U.S. Futures Daily Cotton Market

11 Aug 2015						
Contract	Open	* High	Low	Close*	Settle	Change
Oct '15	63.12	63.12	62.73	62.73	62.71	-0.41
Dec '15	61.85	62.30	61.57	61.82	61.82	-0.14
Mar '16	61.85	62.20	61.59	61.83	61.83	-0.12
May '16	62.53	62.60	62.08	62.35	62.32	-0.09
Jul '16	62.98	62.96	62.54	62.75	62.77	-0.07

* Open and Close prices reflect the first and last trade in the market and do not correlate to any opening or closing period

Printed, Published and Edited by Rakesh L. Sharma on behalf of **TECOYA TREND PUBLICATIONS PVT. LTD.** from D-66, Oshiwara Industrial Centre, Andheri Malad Link Road, Mumbai 400 104 and Printed at **TECOYA TREND PUBLICATIONS**, D-66, Oshiwara Industrial Centre, Andheri Malad Link Road, Mumbai 400 104

Wooplr venture's into social commerce fashion discovery app - breaks new ground

BANGALORE, AUG. 13—

Wooplr - India's first fashion discovery app, has announced their foray into social commerce. The Wooplr app will not only help people decide what to buy and where, but will also let them shop in real time. The app will also provide its users a personalized feed of curated fashion products.

Consumers today rely heavily on social networking platforms to guide their purchase decisions. Wooplr's social commerce platform uses everyday interactions on the World Wide Web to personalize and enhance the shopping experience. With its latest release, the app has re-defined itself, moving from pure discovery to commerce-enabled

inspiration.

Commenting on the initiative, Mr. Arjun Zacharia, Co-founder and CEO said, "The platform has shown phenomenal growth through 2015. We've found that the app really clicks with women between the ages of 16 and 30 years, with over 30% of our user base being from Delhi alone. Our users include some of the country's top fashion bloggers, college students, and a host of other demographics. With close to 10 million product views in the month of June alone, we are now surer than ever that Wooplr is on the path to something amazing. It's only going to get bigger and better from here."

The concept of social commerce is already booming in

China, and is finding an increasing number of adopters across the globe. With companies like Mogujie having set the trend, Wooplr serves as a pioneer in the field in India. "We set out with this very vision 2 years ago, and have stayed the path", says Zacharia. "In recent times, we see more and more e-commerce brands veering towards our concept, as they realize that shopping is about a lot more than chunky discounts and endless product feeds."

The app further eliminates boundaries by offering multi-channel options, allowing users to shop from both online and brick-and-mortar stores. Wooplr has partnered with established e-commerce brands like Jabong, StalkBuyLove and

Koovs, and has exclusive associations with other known retail brands. The app is designed to be any fashion enthusiast's one-stop destination, from inspiration to purchase.

"This release is a milestone for Wooplr", says Ankit Sabharwal, Co-Founder & Chief Product Officer. "With this, we're changing the game, not just for ourselves, but for the entire shopping industry. We recognize that shopping is much more than a personal experience. The Wooplr app is all about making fashion and shopping a more social and engaging affair. In one single app, users can now find style inspiration, and shop for it seamlessly. It's the solution to all your style needs."

#

Want TO KNOW MORE ABOUT Textiles
Write for tecoya@vsnl.com

Subscription:
Rs. 2500

Contact for details:
022-66978533
022-66978534
022-66978535

Protective clothing focus on comfort

Continued from Page 1 Col 6 clothing are therefore placing increasing emphasis on creating innovative designs in a bid to encourage greater compliance with health and safety regulations.

Furthermore, much effort in the personal protective clothing sector is being focused on the establishment of practices which are more environmentally friendly. As part of this effort, companies throughout the supply chain — from the sourcing of raw materials to retail selling — have eliminated, or at least reduced, their use of materials which are considered to be potentially harmful to humans or the environment.

In fact, many companies in the industry have shown a

greater willingness to switch to materials which may be less effective in terms of performance but are more environmentally sustainable.

The drive for sustainability has fuelled a surge in the use of post-consumer waste in the production of personal protective garments. Also, it has led to a slow but gradual shift away from materials based on petroleum towards those based wholly or partly on plants.

Looking ahead, it is expected that growing numbers of companies in the personal protective clothing industry will commit themselves to running their businesses in a more sustainable way.

Also, there is likely to be an acceleration of demand for

personal protective clothing items which perform a multitude of functions and provide durability without sacrificing comfort and aesthetics.

As a result, innovation in the industry will focus heavily on enhancing comfort properties, creating more fashionable clothing styles, and producing materials using sustainable raw materials and processes. However, overall growth in the market will ultimately be dependent on expansion in employment. This, in turn, will depend on demographic changes, levels of activity in key industries, and spending on services such as law enforcement, the military and public health care.

#

Green shoots of recovery visible: Survey

NEW DELHI, AUG. 13—

The CII ASCON Industry Survey for the April-June FY16 quarter reveals a reversal from the earlier trend of slowing growth, with indications of a recovery taking shape in the economy, albeit a slow one. Commenting on the performance of the sectoral growth trends, Dr Naushad Forbes, Chairman, CII Associations' Council (ASCON) and President Designate, Confederation of Indian Industry (CII), said that "The recent trend of slow but continuous progress in industrial growth is noteworthy. What is especially significant is that there are fewer sectors anticipating negative growth and there has been a significant and perceptible positive movement in percentage points recorded by many of the sectors which were in moderate and negative growth category a year ago."

The latest Survey, which tracks the growth of the industrial sector through responses collected from sectoral industry associations, reveals a slight improvement in growth trends in terms of production over the corresponding quarter a year ago.

The CII ASCON Industry Survey which tracks the growth of different industrial and services sectors of the economy, is based on the feedback collected from industry associations affiliated to CII. The industry

associations encompass wide range of sectors comprising of small, medium and large enterprises. In most of the cases, these account for approximately 70% of the total industry output in the respective sectors.

The Survey was conducted from mid-June till end of July 2015 and tracks the estimated growth trends in terms of Production, Sales and Exports for Q1 FY 16. Responses have been segregated in the following four broad categories: (i) 'Excellent' (growth in excess of 20%), (ii) 'High' (growth in the range of 10-20%), (iii) 'Moderate' (growth in the range of 0-10%) and (iv) 'Negative' (growth less than 0%).

Of the 93 sectors surveyed, the share of sectors that have recorded excellent growth of more than 20 percent in Q1 (April-June) FY16 quarter has surged up to 16.1 percent (15 out of 93 respondents) as against 7.1 percent (8 out of 112) recorded in the year ago period. This is a clear indication of improvement over the last year.

While the share of sectors witnessing a high growth rate of 10 to 20 percent has reduced significantly to 9.7 percent (7 out of 93) in April-June FY16 from 14.3 percent (16 out of 112) during the corresponding period a year ago, the share of sectors reporting moderate growth has declined marginally to 51.7 percent (47 out of 93) as

compared to 51.8 percent in the year ago period.

At the same time, the number of sectors recording negative growth has fallen from 26.9 percent (30 out of 112) in the first quarter last year to 23.6 percent (21 out of 93) in the first quarter this year.

On the issues and concerns impacting growth, margin pressure from stiff competition, competition from imports, shortage of power, high regulatory burden, lack of domestic and export demand, shortage of skilled labour and talent and high tax burden have been cited as the most important constraints by more than 50 percent of the respondents.

Industrial relations, transport infrastructure bottlenecks, cost and availability of finance have been quoted as moderately important factors impeding growth.

The Survey's respondents have expressed their optimism in a further improvement in the near-term growth outlook helped by continued policy actions, implementation and enhanced business and consumer confidence.

However, a sustainable recovery would be conditional on improvement in domestic demand and investment revival. While monetary easing would be beneficial, weak global demand, limited ability of the corporate sector to support revival in capex

on account of overleveraged balance sheets, moderation in rural demand along with stress due to impaired loans on bank balance sheets, will have a bearing on any upside.

Respondents have stressed on the need for reviving investments in the economy to boost demand.

The Survey has recommended an array of policy measures to boost growth. Some such steps include reduction in interest rates, speedy implementation of infrastructural projects and addressing supply-side constraints on a variety of fronts including infrastructure, energy, agriculture and labour.

Progress on reforms such as the GST Bill and LARR (Amendment) Bill, 2015 will impart greater certainty to investors on the policy front. Further, a proactive role by the Government towards creation of employment opportunities in the non-farm segment of the rural sector through food processing, construction etc. enhancing of capital spending by the states, given that they are now recipients of higher resources from the Centre, would support in the creation of demand. Such a mix of policies, if implemented, would go a long way to revive investor sentiment which in turn would reignite growth in industry and the economy.