



Journal du Textile

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PUBLICITÉ

## LE DENIM

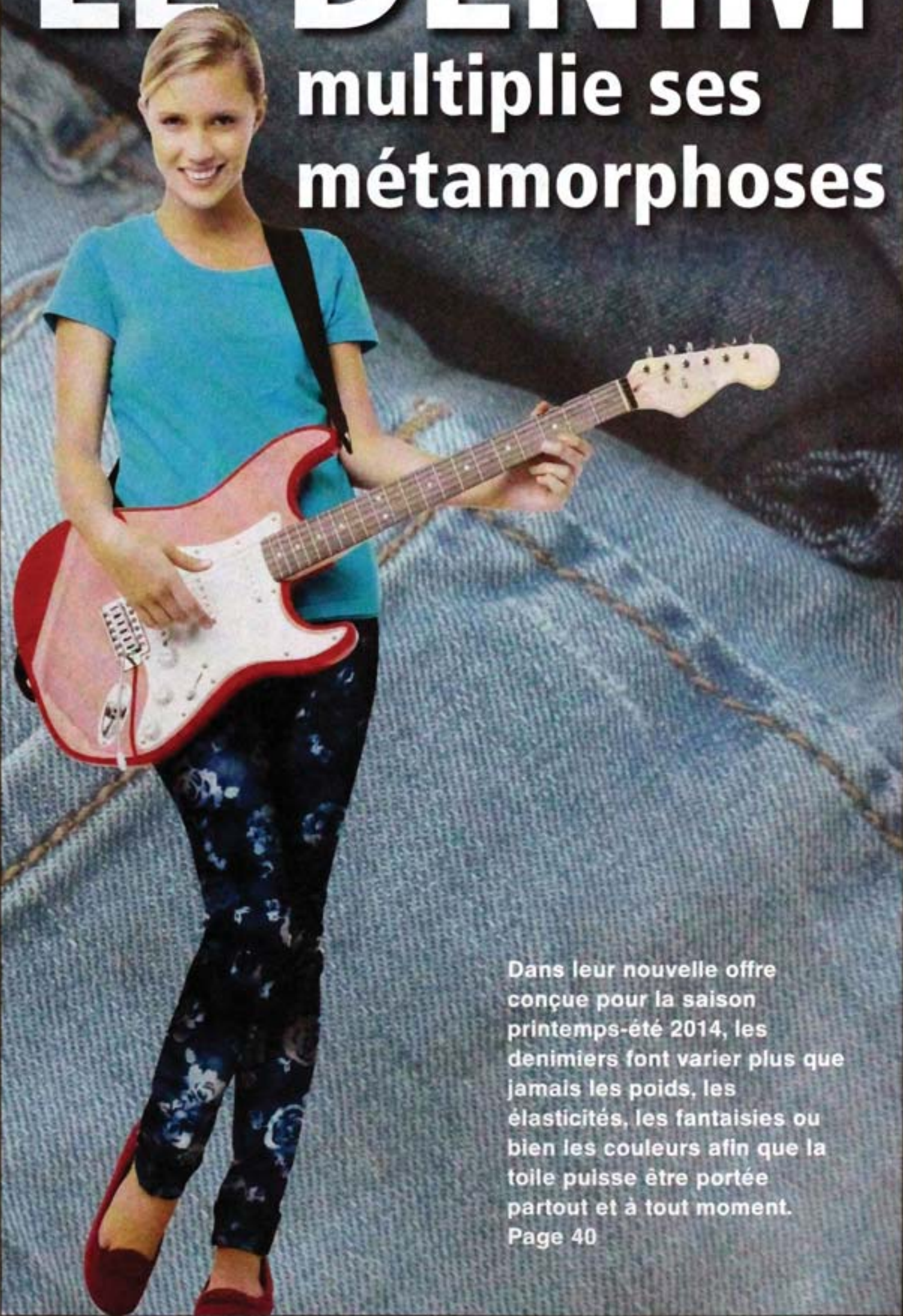
multiplie ses métamorphoses



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Page 40

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Page 40

**he denim producers vary the weight, elasticity, fantasies  
r colors for that the fabric can be worn everywhere and at any time.**

WHILE cotton prices have stabilized and put (less) pressure on the denim market, denim specialists have to do with consumption that remains problematic. According Dislich Thomas, CEO of Vicunha Europe, a market recovery could occur by the spring-summer 2014, but in the meantime, "the market is unstable, and it is even more difficult to manage a recession, to which we should adapt. "

This is most visible in European stores that offer jeans. Here, clients and customers are cautious. "We are talking with store managers who all tell us that the economic crisis slows purchases. This fear of the future complicates production. For us, this translates into a slowdown in orders and smaller quantities," says Johan Van den Heede, marketing director of Uco Tesatura. The U.S. market is a little better, "but again orders arrive very slowly," says Johan Van den Heede.

Monette Walkers, who manages Europe and the United States for the Brazilian Santanense, draws the same conclusion, as does Pakistani denimier U.S. Denim. "Cotton has returned to more normal levels, but it has a real slowdown in Europe. However we receive orders from Bangladesh ... for brand and European distributors," says Koopmans Rinze, consultant for U.S. Denim.

The sector is witnessing a shift in the production of jeans to Cambodia, Vietnam and Bangladesh. Countries where even the Chinese garment manufacturers are now sourcing. Turkey continues to focus on her European production, for the immediate / short term, but a redefinition of custom duty into the country over the last year causes the denim producers some concern.

aced with this, André Tornelles, head of the European branch of the Brazilian Canatiba, however, wants to remain optimistic. "The crisis is there, but there are still many opportunities for denim producers that bring quality and service," says he. For all professionals in the sector, it is in fact through their collections that the difference can still be made. Thus, to recover the heart of all the denim trends, such as sportswear, ready-to-wear, the proposals of the spring-summer 2014 continue to vary the weight, but also expand the elasticities, range of colors, fantasies surface. The goal: to ensure that denim can now be

worn anywhere and at any time of the day. Make it indispensable in a wardrobe, a dressing room and did not limit its role to men's pants comfortable to wear for the weekend. "As the Denim market is difficult, it is necessary to diversify," declares Rinze Koopmans (U.S. Denim).

**Category lightweight.**

Many proposals in lightweight denim make a season spring-summer 2014 where the shirts but also denim dresses will be favored. Like for leggings and skinny jeans, if the stretch is there. These lightweight combined with fantasies of surfaces and color, all ingredients that renew and personalize denim. For Uco Tesatura, it is the lightweight and Ultralight 4 to 5 oz that are highlighted. "It's very clean, you can perfectly see the twillines. These are now indigo but with a softness," describes Johan Van Den Heede. In this segment with cotton / modal are mixed (Canatiba) to enhance the fluidity and lightness. In this research there are also the linen and cotton mixtures involved for light and soft denims. Candiani offers a program that offers softness called Candy Fibers, dedicated to fiber blends that make the fabrics

asonable, however, as for example from 8.75 to 12 , 75 oz at Bossa Denim, which assumes the weight of rigid structures and stretch, not forgetting to emphasize again the softness through fabric finishes.

**Custom Denim.** Denim continues to work its effects through surface and colors. Bossa Denim plays on the weft of the fabric with associations of colored and indigo weft. At Uco Tesatura, Santanense and many others, the effects of glitter, smoother surfaces, iridescent, pearly, "beaded" - is the new buzzword - on denim colors bring fantasy. U.S. Denim, in addition to the brilliance that is often a work of coating adds flock on the fabric, or prints either positive or negative. Moreover, there are also metallic gold or silver coatings, as in Vicunha, where it is called "denim party." These fantasies continue for the next season, "it is because they are good sales," say the majority of industry experts. Personalization is important for the mens and women segment but also the childrenswear market should not be forgotten. These are both flats and denim that are playing the card of these coatings," Annette Walkers (Santanense), recalling that the segment of flats is still present. Result, men continue to wear spring-summer 2014 jeans decorated with checks, stripes (many) used for example in the manufacture of long shorts. For women, the fantasy is also needed, with motifs of animal prints, florals or butterflies. And always camouflage (Calik Denim, Vicunha, Santanense).

**Power Stretch.** Always more stretch. The percentages of elasticity continue to rise in the compositions of the fabrics. The stretch is now a given, and the denim must blend with its owner, especially when it comes to silhouettes slim or skinny. "The stretch, it became a basic even for men," translated Johan Van Den Heede (Uco Tesatura). "We are in the" super power stretch "of stretches that go beyond the standards, up almost 70%," adds Thomas Dislich (Vicunha). Bossa Denim continues to support its program Jean-skin for the female market with proposals for fabrics where the elasticity increases to 50%.

The next challenge for this race will be to ensure a perfect "growth". For this, the denimiers as Canatiba rely on technology like Lycra T400, development dualFX Invista. "We have stretches for some 98% of "snap-back" through a combination of Lycra and T400. These are references that work very well because the growth is one of the most problematic issues of the stretch. Women do not want denim that will poach knees. We also develop high quality denim with Lycra heat-set finish and allows for a stable return," explains André Tornelles (Canatiha).

**Green denim.** Since the jeans was pointed for its bad behavior Ecologically, denim producers are working hard to improve the production process and washing to be more in line with the requirements of sustainable development and the environment. Thus, recycled cotton mixed with long staple cotton, cotton blend with recycled polyester fibers, like the Eco Denim, Vicunha, Gots certification (Global Organic Textile Standard), as in Bossa Denim, reduction process water such as Eco Denim, which with Advanced Denim, saves up to 92% water all options are put forward, and each season brings new solutions.

For Italian Candiani, this attention through a new ecological dyeing system technology including N-Denim, nitrogen-based, denim washing easier, using less water and fits perfectly technologies using laser or ozone, "says Alberto Candiani. "In addition to saving water, the trend is also less dirty; adds Annette adds Walkers. In Santanense we work with such coatings like transparent resins which allow less dirty water washes "Another initiative of the Canatiba, working with the State University of Sao Paulo in the development of a process for reusing colored water by de-coloration while recycling the colored water used to 80%.

**Variety of colors.** Of pure indigo and bright, others turn green, lighten in the sky, red grenadine, yellowed greens, mint, blue, the colors are now well established in denim. To renew the offer, in addition to new color palettes and washes, "less diverse than for autumn-winter 2013-14", the experts add these color ranges of variations of dye through the warp and weft. Thus, Vicunha, with its theme Duo D plays with combinations of different colors on the front and back of denim. Also interesting, double denims; Santanense and Calik Denim, which allow again to play with the surfaces of the fabric when any producers as Bossa Denim combine colors and glossy effects, glitter as it is true that the colored denim s' also included in order to personalize it.

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