

JAN - MAR 2024 / VOL. - XVII / ISSUE - 01

# HTV

## HOME TEXTILE VIEWS

HOME FURNISHING | HOME DECOR | ACCESSORIES

### HANDLOOM PRODUCTS MARKET

Threads of tradition unveiled  
in the products market

SHOW REPORTS

- Heimtextil
- DOMOTEX 2024
- Intertextile Home Textiles



# Contents

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News & Views...	5
Culp Home Fashions uses mattress fabric remnants to turn into blankets for the homeless	16
Handloom products market: threads of tradition unveiled in the products market	18
HeiQ expands application of HeiQ Allergen Tech to upholstery fabric	20
'Indie-Haat'- a unique showcase of India's traditional sector of handicrafts & handlooms	22
India's cotton yarn exports expected to grow by 85-90% in FY2024	24
India-centric changes in global textile dynamics – Deepali Goenka, Welspun	25
Heimtextil ends with an increase in exhibitors, a plus in visitors and sets new standards	28
DOMOTEX 2024	34
Memorable Trio at Maison&Objet Inspiration, Curation, Solutions	40
WELSPUN has the highest ESG rating in the category of textiles & luxury goods in 2023	44
Intertextile Home Textiles	46
Forthcoming trade events	50

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## Editor's Desk

Apparel exports are expected to see a muted recovery with around 8-9 per cent growth in revenues in FY 2025 after a nominal decline in revenues in FY2024. The revival is expected owing to the demand for stock replenishment in the US and the EU regions. The retail apparel brands in the US and EU, together account for close to 55 per cent of global apparel trade and are expected to liquidate high inventory build-up and book their orders for the summer 2024 season in H1 FY2025, according to recent report by ICRA.

A difficult operating environment had pushed back large capex investments for most players. However, based on an expectation of demand revival in FY2025 and the industry players strategies to take advantage of the China Plus One movement, it expects a pick-up in capex spending in FY2025.

According to Texprocil the export of cotton textiles for the year 2023-2024 have reached \$11,683 mn, growing by approx. 6.7% over the previous year. This accomplishment underscores the resilience, determination, and collective efforts of all the exporters who inspite of strong headwinds like geostrategic challenges on account of Russia- Ukraine conflict, Red Sea crisis and high raw material costs and fluctuating demand have achieved positive growth.

The proactive support of the government in terms of continuing with RoDTEP & RoSCTL Scheme and timely disbursement of export benefits have also helped the cotton textile industry to remain competitive.

Even though the cotton textile industry has shown positive export growth this year, there are still a few challenges that need to be addressed at the government level. Some of these include availability of raw materials at international prices; high interest cost; preferential access to key markets.

However with a new Government assuming office after the General Elections, Industry is confident that these issues will get addressed. The industry is also eagerly looking forward to the early signing of the Indo- UK and India – EU FTA after the elections, which will further boost exports in the new fiscal year 2024-2025.

Further, the PM Mega Integrated Textile Region and Apparel (MITRA) scheme will strengthen India's presence in the global apparel trade, by providing scale benefits and strengthening the country's presence in the MMF supply chain.



Arvind Kumar, Editor & Publisher

## India's cotton exports surge in 2023-24 season

India's cotton exports witnessed a remarkable surge during the October-March period of the 2023-24 season, according to the latest estimates from the Cotton Association of India (CAI). The apex trade body reported a staggering 137 percent increase, with exports reaching 18 lakh bales, compared to just 7.59 lakh bales exported during the same six-month period in the previous year.

The significant rise in exports during the initial half of the current season stands out, especially when juxtaposed with India's total cotton exports of 15.59 lakh bales for the entire 2022-23 season, concluding in September 2023.

The massive 137 per cent year-over-year increase in exports from October 2023 to March 2024 can be attributed to several factors according to trade experts. Indian cotton prices remained very competitive on the global market for a large portion of this period, making Indian supplies an attractive option for overseas buyers.

CAI President Atul Ganatra noted that for some time Indian cotton prices were lower by Rs 3,000-4,000 per candy



compared to prevailing international prices based on the Cotlook Index benchmark. However, the CAI cautioned that with global cotton prices easing in recent weeks, the pricing advantage for Indian supplies has now neutralised. Indian cotton is currently priced at par or slightly higher than global benchmarks.

Even with exports expected to moderate in the coming months, CAI still projects India's total cotton exports for the full 2023-24 season to surpass 22 lakh bales, well above last season's 15.59 lakh bales ■

## AMHSSC at India Skills 2024, empowering future talent in fashion technology



The Apparel Made-Ups & Home Furnishing Sector Skill Council (AMHSSC) proudly announces its presence at India Skills 2024, a prestigious national competition aimed at showcasing and nurturing talent across various vocational domains. Held at Yashabhoomi, the event witnessed a confluence of industry experts, jury members, and AMHSSC representatives, all united in their commitment to guiding and evaluating candidates in the area of fashion technology. On Saturday, AMHSSC's CEO, Dr. Vijay Kumar Yadav, visited Yashabhoomi to encourage the candidates.

The AMHSSC team, alongside esteemed experts and jury members from the industry, welcomed 22 candidates hailing from different states across the country. Assembled at the fashion technology stall, the candidates were greeted with enthusiasm and encouragement, setting the stage for a transformative experience.

A crucial aspect of the event on Day 1 was the "familiarisation session" conducted by experts and jury members, where candidates

were briefed about the intricacies of the competition. This session not only provided valuable insights into the competition format but also served as an opportunity for candidates to interact with industry professionals and gain valuable guidance.

Throughout rest of the days at the India Skills Competition, participants in the area of fashion category will showcase their skills in a variety of tasks, including illustration, drafting, draping, and stitching. These tasks not only test the candidates' technical proficiency but also their creativity, precision, and ability to perform under pressure.

India Skills 2024 represents a pivotal platform for young talent to demonstrate their capabilities and gain recognition on a national stage. By participating in such events, AMHSSC reaffirms its commitment to empowering the future workforce in the field of fashion technology, equipping them with the skills and knowledge necessary to excel in the industry.

"India Skills 2024 is a vital conduit for identifying and nurturing the next generation of talent in the area of fashion technology. It offers young individuals a unique platform to showcase their skills, gain invaluable insights, and interact with leading industry professionals. Our involvement underscores AMHSSC's dedication to fostering skill development and innovation. By championing such initiatives, we are not only contributing to individual growth but also to the broader progress of our industry and economy", stated Dr. A. Sakthivel, Chairman at AMHSSC. Dr. Vijay Kumar Yadav, CEO at AMHSSC shares the similar vision.

AMHSSC extends its gratitude to all the participants, experts, jury members, and stakeholders involved in making India Skills 2024 a resounding success. The council remains committed to fostering a skilled and competitive workforce in alignment with the nation's vision of economic growth and prosperity ■

## MyTrident launches a new campaign for home decor space

Setting new standards in the home décor industry, myTrident is excited to introduce its latest campaign starring their enigmatic brand ambassador Kareena Kapoor Khan alongside the iconic Sharmila Tagore. This extraordinary collaboration highlights the harmonious and elegant relationship between a mother-in-law and daughter-in-law, marking a notable shift from the traditional narratives typically portrayed in brand campaigns. This initiative sets a new standard in creative storytelling, celebrating the evolving dynamics of modern family relationships.

Crafted with cinematic finesse, the campaign unveils an enchanting television commercial produced by Dharma 2.0 under the leadership of Punit Malhotra that showcases the exquisite chemistry between Kareena Kapoor Khan and Sharmila Tagore. Radiating grace and sophistication, the duo immerses themselves in the sanctuary of their home, luxuriating amidst the opulence and comfort offered by myTrident's premium home essentials. This unparalleled collaboration not only celebrates their innate charm but also serves as a testament to the impeccable design, beauty, and craftsmanship synonymous with myTrident's ethos.

"This campaign embodies a jubilant tribute to the contemporary Indian family, transcending stereotypes to embrace a tapestry of inclusivity. Kareena Kapoor Khan and Sharmila Tagore, quintessential embodiments of sophistication, elegance, and timeless allure, resonate deeply with the essence of our brand. At myTrident, we



firmly believe that every home deserves the transformative touch of elegance and comfort that our offerings bring. Through the harmonious union of Kareena Kapoor Khan and Sharmila Tagore in our latest campaign, our mission is to ignite a spark within families, urging them to embrace the inherent beauty of their bonds and curate living spaces that authentically reflect their distinctive dynamics", says Neha Gupta Bector, Chairperson, myTrident.

"Working with Sharmila Tagore, for this campaign has been a deeply fulfilling experience. Together, we're delighted to celebrate the essence of family bonds and the beauty of shared moments at home with myTrident, a brand that resonates deeply with both of us. It's a brand we genuinely love and admire for its commitment to enhancing the warmth and unity within households. We are excited to inspire

families across India to embrace love, respect, and harmony in their living spaces through this campaign." said Kareena Kapoor Khan

Breaking new ground within the industry, myTrident's pioneering campaign, showcasing a harmonious mother-in-law and daughter-in-law duo, underscores our unwavering dedication to championing diversity and cultivating a profound sense of belonging for all. As one of the most loved brands in luxury and premium home furnishings, myTrident takes immense pride in its commitment to catering to the ever-evolving needs of contemporary Indian households. myTrident's extensive range of meticulously crafted products is meticulously designed to elevate every nook and cranny of the home, ensuring that each member of the household finds solace and sanctuary within its offerings.

This innovative campaign is set to resonate with audiences nationwide, inspiring them to embrace the beauty of familial bonds and create homes that are a true reflection of their love and harmony. Today, the campaign unfolds across a multitude of prestigious platforms, including leading news channels on television, prominent digital media outlets, and expansive social media syndications. Furthermore, strategic partnerships with esteemed premium and luxury platforms amplify our message, ensuring widespread exposure to discerning audiences. Following this expansive digital rollout, an innovative out-of-home campaign will sweep across the North and West regions, captivating audiences with its creative flair and impactful messaging ■

## T-Nethanna app launched for handlooms & textiles

To learn and address the issues faced by the powerloom unit owners and workers, the Handlooms and Textiles department has developed the T-Nethanna app. The department said that by downloading the app on Google Play Store and registering through the application, those involved in the textiles sector can lodge complaints with geo-tagged photos, learn the eligibility for relevant schemes, and receive immediate SMS notifications about any changes or additions to the schemes, including the Thrift Fund Scheme and Netanna Bhima.

The department has also mandated all employees, labourers, and allied workers of the sector involved in the Thrift Fund Scheme to register their details on the app by April 30. It said that failure to do so will result in the withdrawal of funds credited to respective accounts under the scheme by the department.

Several powerloom unit owners, mutually aided cooperative societies and small-scale Industries (SSIs) will be holding an event at Shivalayam in BY Nagar in Sircilla at 11 am on Monday to secure orders from interested buyers. Textile businesses from Patarghat in Hyderabad, will be in attendance to place cloth orders as needed ■



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## US Knitter Culp, Inc. announces major restructuring initiative

Culp, Inc. has recently unveiled a substantial restructuring initiative, outlining plans to gradually shutter its manufacturing plant in Quebec, Canada. Concurrently, the company intends to consolidate its knitting and finishing operations at its facility in North Carolina. This strategic move appears aimed at enhancing operational efficiency, potentially lowering costs, and capitalizing on synergies within the North Carolina location. However, it's important for Culp to navigate this transition thoughtfully, considering the implications for the local workforce and communities affected by the plant closure.

Culp has stated that its restructuring plan, primarily focused on its mattress fabrics segment and to a lesser extent on its upholstery fabrics segment, aims to cut costs, enhance asset utilization, and foster performance and profitability. As part of these efforts, approximately 240 positions will be eliminated from the mattress business, constituting roughly 35% of the segment's total workforce.

Plans also include improving efficiency and through-put by optimising volume and equipment at its mattress fabrics operation in Stokesdale, North Carolina, to reduce costs and improve quality; and transitioning the mattress fabrics segment's weaving operation to a



strategic sourcing model through the company's long standing supply partners.

Iv Culp, President and Chief Executive Officer of Culp, Inc., have announced that the restructuring process will commence immediately and is anticipated to be largely finalized by the end of the calendar year.

"Our industry faces unprecedented challenges, including macro-economic headwinds pressuring consumer discretionary spending and housing markets, as well as changes in consumer spending patterns," he said. "Through the third quarter of fiscal 2024, we were pleased with the sequential improvement we were making in a tough demand environment, especially the approximately 20% year-over-year revenue growth in our mattress fabrics segment during both the second and third quarter of the fiscal year.

"However, the industry demand backdrop in both of our businesses experienced significant deterioration during the fourth quarter of fiscal 2024, with much of our customer base advising of sales declines of at least 20%.

"These challenges have reduced demand for our products, resulting in excess capacity and an unsustainable cost structure at current volume levels within our mattress fabrics business. With no ascertainable catalysts that might be expected to drive industry recovery in the near term, we now believe the operating environment will remain pressured for some time.

"As a result, we are taking aggressive action to bring our manufacturing costs and capacity in line with current and expected demand trends. Importantly, the changes we are making to remove redundancies and transition to a more agile model will not hinder our ability to grow our business going forward, but they will enable us to grow more efficiently and profitably with a lower level of fixed assets."

In total, the restructuring plan is expected to generate US\$10.0 to \$11.0 million in annualised cost savings and operating improvements when fully implemented by the end of the calendar year, with most of the resulting benefit realized during the second half of the fiscal year ■

## Walmart explores sourcing opportunities in India, targets \$10 bn in annual exports by 2027



American retail major Walmart has cumulatively sourced products worth US \$ 30 bn from India over the last two decades even as it's working towards an annual sourcing target of US \$ 10 bn by 2027. This was revealed by Andrea Albright, Executive Vice-President – Sourcing. During Walmart's inaugural major sellers' development summit in India, Albright delivered a speech with the

main focus being on expediting the chain's export commitment from the nation. The two-day sellers' meet in New Delhi, on 13th-14th February, is the second time that Walmart is hosting its flagship summit outside the US.

"We are on track to hitting our commitment of US \$ 10 bn annually by 2027," said Albright. Although she could not provide an estimate of the present level of sourcing from India, industry estimates placed it at approximately US \$ 3 bn per year. Walmart would have to increase its exports thrice over the next four years in order to meet its target of US \$ 10 bn by 2027. India is the first country, outside the US, where the retail major has announced an export target.

"We have brought members from our supply chain team in the US, members from Flipkart and PhonePe, as well as our Sourcing Innovation Team, to hear pitches from companies," Albright said. "Investing in high growth markets like India helps us strengthen our relationships with established suppliers but also developing relationships with new ones to build long-term surety and diversity and global supply," she added.

The categories for sourcing of Indian products include apparel and home textiles. India-sourced products are sold the most in the US market ■

## 7 Universal Fiber®'s new high bulk | low weight fibre for interior design solutions



Innovation has always been at the heart of Universal Fibers® Operations, driving the company to continually push boundaries in the realm of interior design solutions. With over 50 years of expertise, Universal Fibers® proudly highlights a breakthrough in fibre technology: High Bulk | Low Weight, a game-changing innovation poised to redefine the industry landscape.

Years of meticulous research and development have culminated in High Bulk | Low Weight, a proprietary finishing capability

that merges technical prowess with cutting-edge technology. This innovation introduces a highly bulked fibre with voluminous coverage at significantly lower weights than the industry average, setting a new standard for luxurious texture and aesthetic appeal.

“Our commitment to innovation drives us to rethink what’s conventional and develop solutions that not only enhance design possibilities, but that also offer tangible benefits to our customers and to the environment itself,” said Steve Barrett, Director of Global Product Development at Universal Fibers.

Beyond its striking visual appeal, High Bulk | Low Weight technology presents a multitude of advantages. By requiring approximately 20% less fiber per square meter, it delivers substantial cost savings and reduces environmental impact. Furthermore, its lower energy consumption during production translates to decreased CO2 emissions, aligning with sustainability goals. “Reduced fiber content can also translate to easier maintenance and faster cleaning, providing long-term conveniences for end-users,” said Barrett.

As Universal Fibers® continues to pioneer innovation in the interior design industry, High Bulk | Low Weight technology stands as a testament to the company’s unwavering commitment to excellence, sustainability, and customer satisfaction ■

## 7 O9 Solutions upgrade of its clothing & home planning systems

O<sup>9</sup> Solutions, a leading software platform provider for integrated planning and decision-making, has announced that it will be supporting M&S’ Clothing & Home business in the digital transformation of its end-to-end planning systems as the retailer reshapes for sustainable growth and value creation.

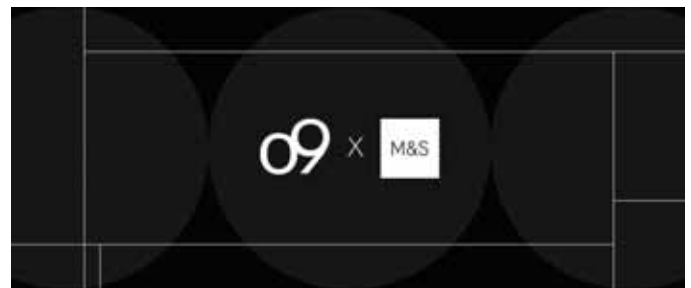
o9’s AI-powered platform – Digital Brain – will replace and modernize M&S’ existing systems across merchandise planning, sales stock & intake, and range planning – bringing them together into a singular integrated platform. Phase two of the program will see M&S’ current forecasting and replenishment systems also replaced and integrated onto the platform.

The roll-out of the platform over the next three years will enable M&S’ Clothing & Home business to become more agile, joined-up and better able to respond to customer needs and emerging trends.

o9’s Digital Brain platform was selected due to its ability to integrate all key retail planning capabilities across departments onto a single, flexible, and extensible data model powered by o9’s proprietary technology, the Enterprise Knowledge Graph.

From Merchandise Financial Planning and Assortment Planning down to downstream planning processes like Forecasting, Allocation, Replenishment, Promotion and Markdown Optimization and including Supplier Collaboration (capacity and material planning and purchase orders) will all be managed through the platform.

Richard Price, Managing Director of Clothing & Home at M&S, said, “As we reshape for growth, we are investing to



modernise and upgrade our systems so we can create greater visibility and collaboration between teams and suppliers, improve planning & availability and enable us to be more tailored and localised with our ranging. By having an end-to-end planning platform, we will be able to better use data and AI to inform decision making and future planning so we can continue to be more relevant, more often to our customers.”

Chakri Gottemukkala, Co-Founder and CEO of o9 Solutions, said, “We are thrilled to be partnering with M&S on such a transformational project for the company. We have a unique opportunity to help an iconic brand jump into the future with our next-generation platform as it reshapes for growth.”

M&S serves 30 million customers each year and has a heritage of quality, style, innovation, and value for money and was recently voted the UK’s most trusted brand. In FY 2022/23, its Clothing & Home division grew sales 11.5%, with like-for-like sales up 11.2%. Last week the retailer updated the market on its Christmas trading with Clothing & Home sales increasing by 4.8% ■

## Caressa by Boutique Living: a symphony of slow living, comfort, and sustainability

In a world pulsating with hustle and constant digital buzz, the ethos of slow living is finding its expression in the sanctuary of bedrooms. Thanks to Boutique Living's latest Caressa collection. This distinctive line of bed sheets not only redefines luxury and comfort but also pioneers sustainable living with its unique blend of botanic-origin fiber.

The Caressa collection reflects Boutique Living's commitment to slow living featuring bed sheets crafted with TENCEL™, an eco-friendly fiber derived primarily from sustainably sourced eucalyptus trees. This innovative product ensures a luxurious feel and promotes a healthier sleep environment.

TENCEL™ fibers offer long-lasting natural comfort and pure living environments. These fibers are naturally gentle on skin with an exquisitely soft and silky handfeel, bringing the gentle essence of nature into the bedsheets. Compared to other materials, TENCEL™ fibers absorb moisture more efficiently. This supports the body's natural thermal regulating properties, to help the wearer's body feel pleasant and dry.

At the core of the Caressa collection is the brand's dedication to transforming bedrooms into havens of tranquility. By choosing these bed sheets, consumers not only invest in superior quality linens but also become ambassadors of a mindful and intentional lifestyle. The collection encapsulates the essence of slow living, urging individuals to savor the moments, prioritize meaningful experiences, and adopt a conscious and unhurried approach to daily living.



By launching this collection Boutique Living has taken a step ahead in the market by introducing an affordable TENCEL™-made collection. As one of the first players to embrace this sustainable and luxurious material at an accessible price point, the brand is reshaping the landscape of bedding choices. The Caressa collection invites customers to indulge in the opulence of a bed sheet, sourced from fibers of botanic origin without compromising on their budget, ushering in a new era of eco-conscious and affordable luxury.

The Caressa collection is now available on Boutique Living's website and through major retailers like Amazon, Ajio, Tata Cliq, and Pepperfry ■

## IKEA new collection of textile products made from its recycled worker uniforms



Swedish-owned homeware giant IKEA has unveiled a new collection of textile products made from its recycled worker uniforms. IKEA sourced the garments from its stores across Europe as part of a pilot project aimed at exploring how used and faulty batches of uniforms could be turned into secondary raw materials, and how to develop and manage all steps of the recycling process in-house. This ranged from collecting the textile waste to producing new products. Branded as Växelbruk, the collection contains 16 textile products including curtains, cushion covers, throws and bags.

Explaining the strategy behind the process, Luca Clerici, deployment leader new business and innovation deployment management, Europe supply, said: "For IKEA, the Växelbruk

project was an opportunity for a thorough exploration of recycling processes.

"We had to learn to navigate quite a complex landscape in terms of requirements, legislation, and logistics. The project brought a lot of cross-disciplinary learnings, not only about textiles. We're sharing these insights across IKEA to use in everything from the supply chain to product development and design."

As well as using the material recycled from the uniforms, IKEA also blended the fibres with other materials such as recycled polyester from used PET bottles and pre-consumer textile waste. Designers also introduced other fabric colours from industrial textile surpluses to create different style products.

"The making of coloured fabrics, especially multi-coloured ones, usually requires dyeing – a process that can add quite a cost to both resources and the price of the final product in stores," Clerici explained. "A key takeaway from the making of Växelbruk was being able to adjust colours without having to go through a dyeing process. All it took was a bit of playing around with the colours of the recycled fibres; combining them instead to create the desired colour effect."

Lena Julle, the company's sustainability manager, added: "Through the Växelbruk pilot project, IKEA aimed to test and learn how to turn textile waste into secondary raw materials for new products. "The project is an example of entrepreneurship that challenges current practices and develops ways of working for recycling" ■