

Openness and win-win cooperation is the way to sustainable world of textiles: ITMF President

By Rakesh Kumar & Mohit Sharma

DAVOS (SWITZERLAND), SEPT. 21—

“Openness and win-win cooperation is the right way to a sustainable world textile industry. Looking into the future, we should follow the trend of history and the trend of globalization, reinforce our confidence and walk hand in hand to create a great tomorrow for our great industry,” opined Mr. Sun Ruizhe, President, International Textile Manufacturers’ Federation (ITMF) and China National Textile and Apparel Council (CNTAC), here.

Addressing the annual conference on “Climate Change and a Sustainable Global Textile Value Chain” organised by ITMF, Mr. Sun Ruizhe noted that after the outbreak of the pandemic, we are facing a more unstable, unsure, and unsafe international situation.

The world has entered a new period of turbulence and transformation. The textile industry has struggled to recover from difficulties, and demonstrated strong resilience and vitality of industrial and supply chains.

In 2021, the world textile industry witnessed a stable growth, with the natural fiber, man-made fiber and spun-laid fiber market size increasing by 3.7% to 127.1 million tons. The world natural and man-made fiber production rose by 4.6%, a record high in three years, to 118.5 million tons. The man-made fiber production went up 8.8% to 88.2 million tons, he informed.

Stating that textile and apparel industry share the common challenges and must seize the crucial time for economic recovery, Mr. Sun Ruizhe said: “We need to build a community with a shared future for the world textile industry and guide the industry toward sustainable development through win-win cooperation.”

Firstly, ITMF President said that we should stay committed to common prosperity and open economy. Globalization is an irreversible trend of history. However, affected by the pandemic and geopolitics, some de-globalization forces are rising.

The report of UNCTAD shows that in the first quarter of 2022 the number of global new projects, cross-border acquisition and merger activities and international financing projects dropped by 21%, 13% and 4% respectively. It has been proved by history and practice that openness and cooperation is the only way for the world textile industry to find the best answers to its development. Only openness and cooperation can bring the complementarity of



industries, the compatibility of markets and the diversity of cultures into full play.

We will uphold the multilateral trading system, deepen industrial cooperation and promote the removal of trade, investment, and technical barriers. We will seize the opportunity of RCEP to build high-quality partnerships. Industry associations will serve as a bridge for international communication and industrial connection, and as a platform for global cooperation on specialization and branding, Mr. Sun Ruizhe

Secondly, ITMF Chief said that we should follow the science and technology trend to foster innovative development. The new round of scientific and technological revolution is leading the way of global industrial transformation. Basic research sets the tone for industry development patterns, values and core competence. We

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realme Design Studio partners with Lakmé Fashion Week

NEW DELHI, INDIA, SEPT. 21—

realme, the most trusted technology brand, has announced the first-ever collaboration of realme Design Studio with Lakmé Fashion Week for Season 2. The association of the world’s fastest-growing, trendsetting brand with the country’s premier fashion event, presents an elevated and in-depth exploration of trendy style through world-class fashion concepts that further manifest realme’s strong imprint in the realm of design and lifestyle.

Lakmé Fashion Week 2022 will be happening on ground in Mumbai during the second week of October.

In the March edition of FDCI X Lakmé Fashion Week this year in New Delhi, realme had teamed up with renowned designers Shantnu and Nikhil to present creative, sustainable, and eco-friendly design features on Day 1. realme is excited to work with Lakmé Fashion Week for the second season as it moves forward and aspires to support emerging designers all around India. realme will collaborate with a designer who ‘Dare to leap’ with avant-garde and unconventional ideas and hopes to inspire a fresh wave of young designers in India. Stay tuned for more!

Commenting on the development, Madhav Sheth, CEO - realme India, Vice President - realme and President - realme International Business Group, said, “As an industry pioneer, we believe in consistently expanding the boundaries of innovation through thrilling surprises. realme Design Studio was established

to support the most recent design trends and set trends across the industry, as well as build products by engaging in local culture with the support of a strong young local team. Our collaboration with Lakmé Fashion Week for the upcoming season is a statement of our uncompromising design and aesthetic ambition with a love for extreme beauty.”

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