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1. **New apparel research: Analysing the category battlegrounds**  
   - Worldwide apparel and footwear sales increased by 4.5% in 2014.  
   - Sportswear is in demand. Sales grew by 7% in 2014.  
   - Menswear grew faster than womenswear.  
   - Positive outlook for childrenswear.  
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2. **OECD’s policy dialogue on global value chains**  
   - ITMF participated in OECD’s meeting on global value chains in Paris.  
   - One of the sessions focused on textile industry.  
   - Textile industry remains an important stepping in industrialisation.  
   - Degree of integration into global value chains varies across countries.  
   - OECD plans a Business Consultative Platform for September 2016  
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3. **Transforming and upgrading of China’s textile industry**  
   - Sun Ruizhe updates on Chinese textile industry at ITMF’s workshop.  
   - China’s economy is moving from export-led to domestic demand driven.  
   - Textile machinery exports to other Asian countries grew strongly in 2014.  
   - China’s textile industry shifts from factor-driven to innovation-led industry.  
   - ‘Made in China 2025’ strategy will influence textile sector.  
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4. **Denim fabrics study (Germany, Austria, Switzerland)**  
   - Brands/retailers source on average from 6 denim weavers.  
   - Good relationship between denim weaver and jeans brand/retailer.  
   - Quality, reliability and price are 3 most important criteria for brands/retailers.  
   - Denim function are important, especially shaping and abrasion resistance.  
   - Share of stretch-denim in menswear increase from 55% to 63%.  
   - Top reasons to end partnership with a denim weaver: bad quality, delays and unreliability.  
   - Top reasons to source from a denim weaver: air price, fashionable innovation and quality.  
   - At the POS fashion is much more important than function.  
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5. **Brazilian textile and apparel industry mobilised for development**  
   - Brazil’s economy stagnated in 2014. Industrial production fell by 3.2%.  
   - Demand for clothing is expected to improve in the coming years.  
   - Textile sector remains strong. Important generator of jobs.  
   - Strategies to develop and enhance Brazilian’s textile industry.  
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6. **Monthly chart update**  
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