

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

SPORTSWEAR INTERNATIONAL #294

THE
BILDER

ISSUE

THAN BLUE



GERMANY: 17,00 EUR / SWITZERLAND: 22,00 SFR / EUROPE: 19,00 EUR / USA: 19,50 USD

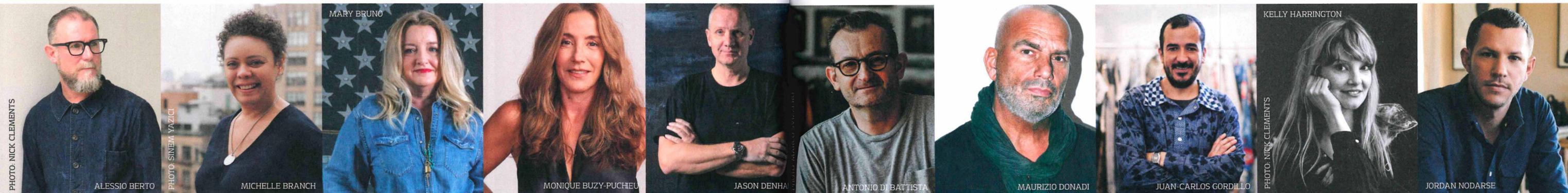


FALL 2020
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WHAT IS THE FUTURE OF DENIM PRODUCTION?

WE ASKED INSIDERS WHERE THE DENIM INDUSTRY IS HEADING AND HOW IT WILL EVOLVE AFTER THE PANDEMIC. WHAT NEW RHYTHMS, WORKING METHODS, APPROACHES IN DESIGN AND FABRIC SOURCING, GARMENT MANUFACTURING AND FINISHING WILL BE A PART OF ITS FUTURE?

Text Maria Cristina Pavarini & SI Team



Alessio Berto, The Tailor Pattern Support, Italy
 “The industry should go back to working methods used before globalization, using technology as a tool that serves human beings, but doesn’t replace them. In a few words we should focus on different parameters and change the ‘P’ of Profit with the ‘P’ of Product and the ‘O’ of Overproduction with the ‘O’ of Organization. A great challenge is going to come. I am ready for it.”

Michelle Branch, founder and creative director, Markt & Twigs, USA
 “The industry will be more consumer-led than ever before as consumers will ask more questions about how, where and who made their garments and will begin to reject the fast-fashion models we’re used to. Production capacity across the entire supply chain will be determined less by traditional methods focused on filling capacity and move closer to models based on actual sales and consumer buying algorithms.”

“Production capacity will move closer to models based on actual sales and consumer buying algorithms.”
 —Michelle Branch, Markt & Twigs

Mary Bruno, founder, Life After Death Denim, USA
 “Software for 3D virtual fittings, virtual sampling and virtual shopping experiences are available to us now. When we were forced into rapidly shutting down for Covid-19, it became obvious it was time to evolve how we built our line and how we should sell it. When brands couldn’t fit garments as we always had, we started doing video fittings even if it wasn’t exactly what we wanted to do. As we move forward in a global economy

we need to prepare for future shutdowns for pandemics, political turmoil as well as natural disasters.”

Monique Buzy-Pucheu, owner, Buckle Back Design Inc, USA
 “We must re-evaluate from the ‘More is better’ way of thinking to ‘Less is more.’ We have to start spending time on fabric innovation and quality, producing the fabric and the garment in a sustainable and socially compliant way, offering products with an added value, and charging more, but fully disclose the traceable quality, know-how and sustainable and social aspects so the consumer will see the worth.”

Lorenza Chiavarini, designer, Italy
 “Now that this industry’s crush for globalization is over it is fundamental to shorten distances, near all productive phases and losses of time. It will be indispensable building slim productive chains through consolidated partnerships by distributing and reducing risk on the weakest rings of the

chain. Companies should offer more compact and constantly updated collections that are more focused, innovative, faster to be produced and easy to be communicated.”

Jason Denham, founder, Denham, The Netherlands
 “The future is blue and bright. Covid has taught us so much and good things are already coming out of this global experience. Sustainability is at the forefront of every industry and product being food, fashion, technology and others, but bigger than that is the attitude and energy of people. In our experience, our network and community have come together and learned very quickly to work harder (together), to respect each other and our relationships. Covid made us

all think differently and reconsider how we produce, how we communicate, the size of our assortments and the timing to deliver them. We remodeled our business and are very optimistic for future ahead of us. The world has come together and woke up and the appetite for blue jeans is as strong as ever.”

Antonio Di Battista, denim designer, Italy
 “The production of denim will be always more focused on quality. After the pandemic people will mostly buy products with high content of materials, fits, durability and design. For this reason there will be a return to Made in Italy, especially for Italian brands. Rhythms and working timing will be always more hectic as seasons are overlapping—also because of the past lost ones—and everyone has to have clear ideas and produce them as fast as possible.”

Maurizio Donadi, founder, Transnomadica, USA
 “Denim will be designed by a team of experts residing in a factory following brands’ concepts, not designer tech-packs. We will see

more factories starting their own brands and brands eliminating completely design teams while outsourcing creativity. Production must respect our most important resources: the environment and us. I see two trends in selling: There might be a resurface of the jeans shop offering a combination of vintage, smaller or good unique brands and selected consignment products from the public; We may see the monotony of bigger brands looking for domination rather than relevancy.”

Adriano Goldschmied, designer and consultant, USA
 “As industry leaders we have the responsibility to redesign our business. It’s not going to be a ‘new normality’ but a totally new industry that needs to be able to give the right answer

to the new scenario. Going deep in digital is a top priority. This way we can work more efficiently, get improvement in sustainability reducing dramatically the costs along the design and production chain. Durability and quality are some most important requests from the consumer. We are basically determining how a garment is done. So, our job is not only ‘aesthetic’ but we have to consider every single element that we put in our jean. Design needs to use the technology that we have available today. 3D is opening up the possibility to work

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 —Maurizio Donadi, Transnomadica

on the all process saving time and money creating virtual samples that we can bring directly to the market. Every step has to be digitally connected to the other, improving tremendously the quality of work and timing.”

Juan-Carlos Gordillo, designer, Guatemala
 “After the pandemic, companies would have to evolve to create a more human and environmentally friendly industry which takes better care of its workers, treating them with respect and humanity. By prioritizing the use of biodegradable materials and 100% certified compostable technology, industry marketing will also evolve to develop real strategies to educate the consumer and satisfy their demands for real transparency.”

Kelly Harrington, founder, Kellouhar, UK
 “I’d like to think that Covid-19 has lit a spark in us all to re-evaluate, reflect and reassess our rhythms. I feel that living with less things continues to gain traction and relevance! We’ll continue to see more remake and mending—using existing products which are given a new, refreshed, lifespan. 3D design will be key to our development of samples and the reduction of waste. Laser technologies using 95% less water, new fibers made with up-cycled cotton scraps and wood pulp, and jeans that are 100% biodegradable >