

Industry Snapshots (September 2022 Issue)

Monthly newsletter issued by Top Form Group to keep you up-to-date to the market trends and developments



Picture source: Pipanews

Exceptional customer experience to entice consumers in the era of inflation

Inflation has become the major concern among consumers and retailers. According to the holiday forecast released by KPMG, consumers have become more budget-conscious and are enthusiastic again for in-store shopping. Retailers should respond to this shift by offering options that fit into their expectation and may preserve some of their margins through providing exceptional customer experience instead of markdowns and pricing.

Source: Forbes, 5 October, 2022.



Picture source: Ecotextile

Europe and U.S. reactions towards forced labour

The European Commission has proposed to prohibit products made with forced labour on the EU market. The proposal covers all products, namely those made in the EU for domestic consumption and exports, and imported goods, without targeting specific companies or industries. Meanwhile, the Department of Labor of the United States also added 32 new products into its 10th edition of foreign-made goods made using forced or child labour.

Source: European Commission, 14 September, 2022; Just Style, 30 September, 2022.

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Picture source: TechPacker

Nike introduces new innovation; SKIMS and Athleta introduce new products

Nike introduced “Nike Forward”, the most significant apparel innovation since Dri-Fit; it is said to have lighter density than traditional knit fleece and comprised of 70% recycled content. On the other hand, US-based Athleta forayed into intimates segment with the launch of its Rituals collection. The new collection is developed based on comfort and enhanced support through its fit, fabric and construction. SKIMS also launched three new collections during the month.

Source: Just Style, 8 September, 2022.



Picture source: The Business Journal.

Inclusive sizing is a big driver in intimates

Inclusive sizing has become a necessity for many fashion brands. According to the research from London-based retail intelligence consultancy Edited, 67% of American women are wearing size 14 and are looking for fashionable items. Brands such as Yitty are developing products with new designs for this segment, instead of treating it as a simple extension of the production line.

Source: Motif; Headtopic.com, 7 September, 2022.