

Textrum from Vardhman to focus on sustainability for S/S 2021 at ASW 2020

Textrum – the biannual textile innovation trade show initiated by the house of Vardhman Textiles Ltd. – is all set to display their latest fabric collections in diverse categories for Spring/Summer 2021, in partnership with Apparel Sourcing Week 2020, at Sheraton Grand, Whitefield, Bengaluru from 20 to 22 February 2020. The focus will be on performance and sustainability, which are key driving forces for the leading textile conglomerate in India.

Having integrated sustainability into its business since 2000, the Vardhman Group has been focused on prevention and control of water wastage, as well as air, noise and land pollution. The company strives to minimise the negative impact on the environment by applying innovative thinking to every step of manufacturing process. And so, it goes without saying that through Textrum S/S 2021 also, the group is showcasing its strength and commitment to sustainability.

In addition to adhering to the above-mentioned measures in order to champion sustainability, the Vardhman team also focuses on the raw materials used, ensuring sustainable fibres – natural fibres, man-made fibres and sustainable cotton, to name a few – are used in the manufacturing of yarns and fabrics.



Mukesh Bansal
Sr. Vice President
Vardhman

“The effort at Vardhman is to contribute to a better environment by reducing water consumption, minimising wastage and using renewable energy resources over conventional ones. The various collections displayed at ASW 2020 will feature many innovations in the area of performance and sustainable fabric that are testimonial to our commitment,”



Keeping in mind the growing human responsibility towards environment, the Vardhman group realises that fashion needs to go beyond economic and social benefits, and thus they have developed an exciting green product portfolio based on three key aspects – Green Inputs, Green Processes and Green Collaborations. All this and more to be showcased at the upcoming premier sourcing show, makes this collaboration between ASW 2020 and Textrum a unique one to be watched out for!

We are thrilled to present Textrum not only to the Indian audience but also to the international retailers and garment manufacturers. In fact, we are certain that the partnership will prove to be quite fruitful for both the shows, along with providing the Vardhman Group a fabulous opportunity to not only directly address the retail industry in Bengaluru but also explore new market opportunities outside the country. Team ASW 2020 – which is introducing a new section called ‘Fabric’ this time – is confident that the tie-up will fortify the feature to a great extent.

The one-of-its-kind sourcing show, hosted by Apparel Resources, is happy to become a platform for the visitors and apparel exhibitors to explore the innovations in fabric by the esteemed group and be able to interact with the team for collaborations and product development ideas.

Over 4000 companies already registered for visitation @ASW '2020

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About Apparel Sourcing Week 2020

Apparel Sourcing Week 2020, a three-day Sourcing Show not only provides the Asian manufacturers a platform to showcase their products & manufacturing capabilities to the Brands & Retailers from all over the world including India, but also extends them a chance to attend the multiple seminars (headed by industry experts), workshops, open-house discussions and networking opportunities organised during these three days, which would help the manufacturers get a better understanding of Indian and International Retail and evolving dynamics of sourcing in various markets and retail formats.

About the Organiser

Apparel Resources is well known for its benchmark publications – Apparel Online, StitchWorld and Resource Guide published from India, Bangladesh & Vietnam. These publications have been around in the industry for over 35 years, supporting, guiding and standing by garment exporters and the retail industry globally, providing them a platform to source better.

Apparel Sourcing Week

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