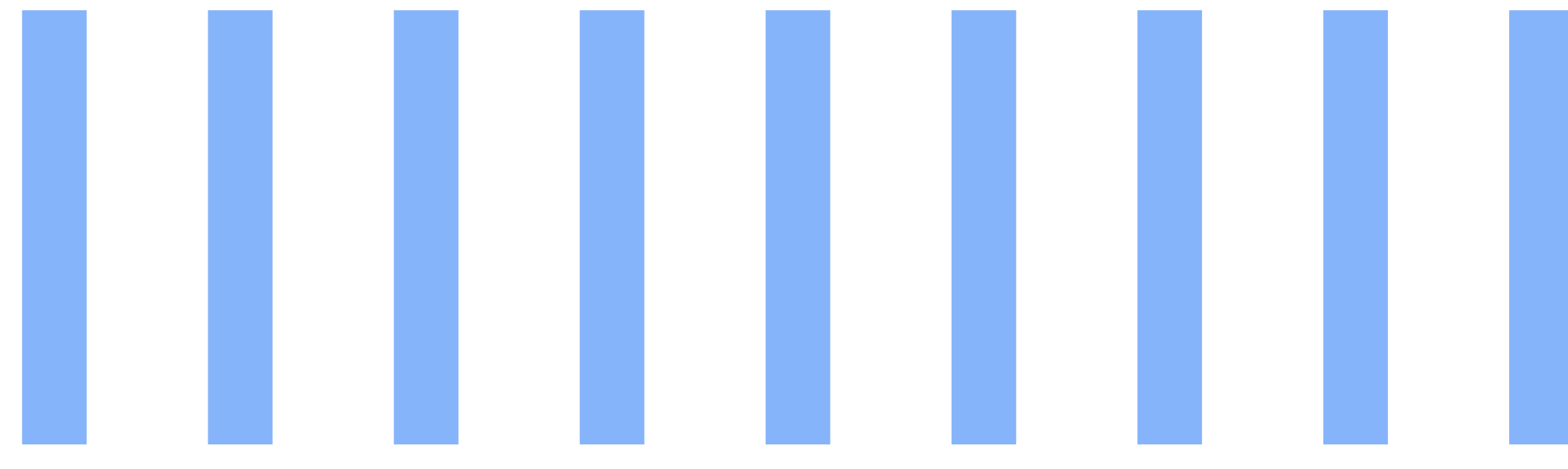




Increasing popularity of multi-functional recycled yarns has resulted in companies investing to launch bio-based polyester yarn for the apparel industry to manufacture clothing having a blend of elasticity, comfort & style



**Introduction:**

Yarns made from recycled materials, such as post-consumer or post-industrial waste, are referred to as multi-functional recycled yarns since they are made to do a variety of tasks. Yarns are frequently made by repurposing plastics, fabrics, or other materials that have been used or abandoned to generate new yarns with improved qualities. Consumer awareness of environmental sustainability has significantly increased in recent years, which has prompted the industry to look at eco-friendly alternatives. There has been a noticeable trend towards sustainability in the textile and garment business, which is well-known for its negative environmental effects. This case study explores the strategic choice made by a client company to develop and invest in bio-based polyester yarn to satisfy the growing need for recycled yarns with various uses in the clothing industry.

**Client Challenges:-**

**Consumer Interest:** The client inquired about the level of consumer interest in purchasing apparel crafted from recycled yarns. The core of market dynamics is consumer interest, which drives industries and shapes trends. It includes all of the wants, preferences, and values that influence what people choose to buy. Companies that anticipate and fulfil these expectations, remain aware of how consumers are changing, encourage innovation, and create enduring relationships with custom experiences and goods are thriving

**Supply Chain Complexity:** The client was seeking a road map from the raw material selection to the distribution of recycled yarn final apparel to the end user

**Competition with Traditional:** The client faced difficulty in understanding the region as well as country-level competition among the various players which include the local players and international players

**Fashion Industry Trends:**

The client was inquiring about the process roadmap, starting from the selection of raw materials to the distribution of final recycled yarn apparel to end-users which includes the following data set

- Go To Market Strategies
- Total Addressable Market
- Serviceable Available Market
- Government Guidelines
- Import And Export Analysis



**Recommendations Given by DBMR to the Client**

- ❖ DBMR suggested the client to invest a significant amount of funds in research and development to create and improve the manufacturing of yarn made from recycled materials. This involves making investments in cutting-edge technology to guarantee that the yarn satisfies or beyond industry requirements in terms of comfort, flexibility, and style
- ❖ DBMR provided the proper analysis of strategic alliances with dependable sustainable feedstock providers. We suggested client to spread out their sourcing sources to reduce risks and make the supply chain reliable and sustainable. Also, we suggested to establish traceable and transparent sourcing procedures to win over customers
- ❖ DBMR delivered a comprehensive solution on cost-benefit analysis to validate the initial outlay for switching to polyester yarn derived from biotechnology. To reduce financial pressures, we suggested to look into government grants, subsidies, or incentives for sustainable projects
- ❖ DBMR proposed a full-fledged analysis to start extensive advertising efforts to inform people about the advantages of polyester yarn made from biobased materials. Draw attention to its excellent performance, beneficial effects on the environment, and role in fostering a sustainable fashion sector. Reach a large audience by utilizing a variety of platforms, such as social media
- ❖ DBMR distributed the exclusive rules and regulations about the environment that affect bio-based materials. Verify if the product complies with all certifications attesting to its eco-friendliness. Showcase pertinent credentials on product labels to give customers trust
- ❖ DBMR covered a blueprint for fostering direct communication with consumers to understand their preferences and concerns. Establish feedback channels to meet customer expectations and enhance product offerings over time. Engage in transparent and open dialogues to build a loyal customer base.

**Business Impact**

When the bio-based polyester yarn was introduced, the client saw a favorable market reach. The new yarn's appeal was further boosted by partnerships with eco-friendly stores and collaborations with sustainable fashion manufacturers. Its widespread acceptance was facilitated by consumer education campaigns on the advantages of bio-based polyester yarn and its role in supporting a more sustainable fashion sector.

**Conclusion**

The client business made a calculated investment in polyester yarn made from biobased materials to position itself as a pioneer in environmentally friendly textiles and satisfy the rising demand for sustainability. The venture's success underscores the significance of innovatively addressing client preferences and environmental concerns, demonstrating how a commitment to sustainability can result in good change within the apparel industry. This case study offers an encouraging illustration of how companies may prosper by putting sustainability first, satisfying customer demands, and having a beneficial environmental effect along with the business growth