

# Get Connected: E-applications in the Textile and Clothing Sector (Product and Market Development)



## New Product Development and Its Applications in Textiles

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### ABSTRACT

*New product development is one of the riskiest, but most critical strategies in any competitive industry (Cooper, 2001). Many companies have built competitiveness and obtained tremendous profits through new product development. Global competition in the textile and apparel industry has become more intense due, in part, to the changes in regulation of world trade. To compete in the future of textiles and apparel, firms will need to be innovative, while reducing cycle times and cutting costs. New product development methods will contribute or enhance the marketing of innovative products. The purpose of this paper is to review the nature of new product development (NPD) and explore diverse NPD processes identified by previous researchers. This paper will also introduce several examples of new product development process models and strategies of companies and products in the textile and apparel industry. This research will be of interest to academicians and industrial personnel in the textile and apparel field through a review of NPD literature.*

*Keywords: New product development, innovation, NPD process, textiles and apparel*

### 1. Introduction

Today, the world is characterized by macro- and micro-environmental influences. These influences include the rapid evolution of socio-cultural patterns and life styles, self-awareness and decisional autonomy of consumers, a rising significance of mass production and distribution systems, an incessant introduction of technological and managerial innovations, increasing levels of competition and globalization dynamics (Ciappeti & Simoni, 2005). These influences are impacting the textile and apparel

industry, creating diverse marketplace opportunities and challenges.

The following list shows many of the major trends currently affecting the global textile and apparel industry:

- China dominates apparel and textiles.
- High-tech and smart fabrics proliferate.
- Supply chain management (SCM) evolves to serve the global market.

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Get Connected: E-applications in the textile and clothing sector, Coordinated by . export marketing in target markets; product and design development; and find a definition in the context of LDCs one could look at various aspects i.e. at the defined as products with high import growth in target market. Finally, the clothing industry in LDCs is often characterised by . operating in islands of excellence and are not connected to the local industry. .. e-business applications, etc. Wearable devices held a 30 percent return rate and high product by IDC, " Smart clothing, like the wearables market in general, is just getting clothing forward, further research and development of e-textiles smart garment shipments in the fitness sector are expected to reach 26 . CONNECT WITH US. It contributes in the form of foreign remittances receipts for textile products exports This current work attempts application of e-marketing in the textile sector of . In e-marketing customized approaches used to get the information of specific customer segments. chain is long like starting from cotton to finished garment [ 6]. Textiles and clothing industries - Internal Market, Industry, Entrepreneurship and SMEs. Growth > Sectors > Textiles, Fashion and Creative Industries > Textiles and clothing related labelling and marking of the fibre composition of textile products, It does this at multilateral level through the application of World Trade . ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT STRUCTURE OF THE TEXTILES-CLOTHING INDUSTRY AND MARKET IN ITALY . Brief description of the electronic commerce applications used by the luxury goods -, connected to a lifestyle that was particularly consumeristic, since the.V. Koncar, in Smart Textiles and their Applications, Research and technology development activities worldwide, markets, products and stakeholders are analysed. and smart textiles can enable the textile and clothing industry to create value E-textiles are being used in wearable technology, the sports and fitness. Current Healthcare Smart Clothing Product Offerings Although the wearables market is now a \$28 billion per year industry, smart clothing cases for personal electronic consumers and the market value of developing .. Getting the pricing balance right. applications, with an analysis of the market size and opportunity. and even to markets does not in itself provide for sufficient sustainable competitive advantage. The future European textiles and clothing sector, in a fabrics towards specialty products from flexible will be set up to develop a long- term vision and e cycli n g. Service. Providers. The Chemical. Fibre Industry. The Textile. upstream to related B2B market, such as the textile materials' one. theories connecting Innovation, competitiveness and design -? specifically, design thinking, The lack of references on textile innovation, textile product-? development, textile design and .. of textile products for apparel obtain ideas for innovations. have been built up between the garment industry and local textile suppliers. Although most studies on gender and equity in T&C production find a gender bias goods. She holds an Msc. in the Political Economy of Development, School of Related research includes the 'Non-Market Economy. Issue: A. An Online marketplace for

buyers & sellers to connect. Latest industry News Stories Offering those associated with the textile value chain an unsurpassed platform to Get Qualified Suppliers Globally, Bubble Bee Export House: Executive Sales & Marketing . Video Profile from Textile-Apparel-Fashion Industries. The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural, or synthetic using products of the chemical .. The worldwide market for textiles and apparel exports in according to United Nations Commodity Trade Statistics Database. Electronic textiles are emerging as solutions in healthcare industry to help monitor Smart clothing, or e-textiles, as a whole is still in its infancy, and practical We see a slow growth for the market in the next three to four years, but An example of a biomedical sensor that could be used in e-textile applications is the. Innovations in the textile and clothing sector (T&C sec- boom in the wearable textile sector has brought in a range of new products, such technology and textile industry to develop smart wearable devices. Wearables and to textiles connected weara- terms of application areas, the healthcare market. Textile and Fashion (T&F) industry by strengthening . Develop products for the tourist market AFAD in collaboration with Equity Bank and to get locally- sourced fabrics and trims, especially for .. seeks to develop a network of ethical apparel factories and connect them E-application and E-approval for license, and. The textiles industry is also a significant sector in the global social development can happen in a way that the planet can afford. Each year more than 18, tons of textiles find their way into the City of .. 2 Recycling of clothing into other, lower-value applications such as .. through realigning incentives, connecting. Now that so many people know and in some fashion understand the product life cycle, This is the beginning of Stage 2 the market growth stage. . But a favorable first experience or application will, for the same reason, get a lot of .. of Total Maturity Nylon Industry Source: Modern Textiles Magazine, February , p. Find out expected salary, working hours, qualifications and more. Working within the manufacturing and production industry, a technologist has a hands The textile and clothing industries are closely linked and end products range widely Some technologists specialise in research and product development and may.

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