

• [Tweet](#)

powered by 

• [Share this Page:](#)



[view on vveb](#)

AATCC NEWS



Association of Textile, Apparel & Materials Professionals



July 21, 2015



12 – 19 November 2015
Fiera Milano Rho • Milan, Italy
Order your badge now & save!

[EVENTS](#)

[TEST METHODS](#)

[STUDENTS](#)

[JOIN AATCC](#)

[FORWARD](#)

[SUBSCRIBE](#)



Digital First: Baby, I Was Born This Way

What does it mean to be digital first? Today, many brands were "born" as online entities rather than brick-and-mortar stores. Do brands that were "born digital" have an easier time connecting with today's consumers than those that weren't?

[More info...](#)

Archroma Acquires BASF Textile Chemicals

On July 1, [Archroma](#), [announced the acquisition](#) of [BASF](#)'s textile chemicals business. What does this mean for the textile industry?



[More info...](#)

Antibacterial & Odor Control Conference

Today's consumers are looking for 'value added' performance from their apparel and textile purchases that reduce or eliminate the growth of bacteria and control odor.

[More info...](#)



AATCC Journal of Research Now Available

The Table of Contents for the July/Aug AATCC Journal of Research is now available. Anyone may read article abstracts. If not available immediately, check back soon

[More info...](#)



Textle Trivia

Test your wits against other AATCC members in our Textile Trivia game. Answer correctly by July 31 to be entered for a drawing for an Amazon Gift Card.

[More info...](#)

**UPCOMING EVENTS**

[For complete list and updates, visit the AATCC Events page](#)

August 5-6, 2015

NC Aerospace Supplier and Advanced Manufacturing (ASAM) Summit
Charlotte, NC

[more info..](#)

August 16-19, 2015

AATCC at [Sourcing at Magic](#)

North Hall, Las Vegas Convention Center
Las Vegas, NV, USA

[more info...](#)

August 24, 2014

US Manufacturing Innovation Fund
Letter of Intent Deadline

[more info...](#)

September 16-17, 2015

Antibacterial/Odor Conference
Research Triangle Park, NC

[more info..](#)

October 21-22, 2015

Color Management Workshop
AATCC Technical Center, Research
Triangle Park, NC

[more info..](#)

November 3-5, 2015

AATCC Fall Committee Meetings
Research Triangle Park, NC

[more info..](#)

November 12-19, 2015

AATCC at ITMA
Fiera Milano Rho
Milan, Italy
Hall 7 Booth H102

[more info...](#)

December 9-10, 2015

Introduction to Textile Testing Workshop
AATCC Technical Center, Research
Triangle Park, NC

[more info..](#)

April 19-21, 2016

2016 AATCC International Conference
Williamsburg Lodge, Williamsburg, VA
[Call for Papers](#)

**If you would like to register for an event
please contact our [Education Department](#).

Local Section Events

October 29, 2015

New England Fall Meeting
Plainville, MA

[more info..](#)

Open Enrollment

Textile Fundamentals Web-Based Training
[more info...](#)

Online AATCC Test Method Training

[more info...](#)

AATCC Recorded Webinars

[more info...](#)

Getting White Right

[more info...](#)

Proficiency Testing Registration

August 4, 2015

Appearance and Physical Properties
[more info...](#)

September 2, 2015

Antibacterial
[more info...](#)

Digital First: Baby, I Was Born This Way

By Craig Crawford, [Crawford IT](#)

Just the other day, I asked my intern for a photograph of herself as a child for a presentation I was preparing for Jaeger. As a millennial, she was able to log onto several of her social media accounts and offer me a selection of photos right away. For her, access to data and images in the cloud is not a struggle—it's a way of life. When I had to do the same task, I had to find and scan in a hardcopy baby picture.

This made me think: do brands that were born digital have it easier than those that weren't?

While I worked at Burberry, we toiled to transform a brand that had more than 150 years of rich heritage. Our work began in 2009, and the journey still hadn't ended in 2014 when I left the company. [Burberry's Digital Success](#) wasn't just about putting iPads in stores and iPhones in the hands of executives. It was about transforming ways of thinking, methods of working, and putting digital first. It was cultural change. And it was about being authentic.

Not all Burberry customers are millennials. However, today's 20-somethings are the next wave, and as aspirational luxury consumers they now use their mobile phones as much as [40% of the time to purchase](#).



With no brick-and-mortar stores (and no plans to have any), [ASOS.com](#) (abbreviation for "As Seen on Screen") caters to this trend and wins.

As the UK's largest independent online fashion and beauty retailer, they sell 60,000 products for men and women in ways millennials shop: socially and digitally. [As Seen On Me](#) picks up customers' [Instagram](#) posts with #AsSeenOnMe (photos of themselves in ASOS looks) that can then be directly shopped from and shared, while [personal stylists like James Welsh offer advice via YouTube](#) and [chat with customers via Twitter](#). The latest evolution of the site now offers a [catwalk video](#) on product.

Consumer interactions are carefully monitored by a team of analysts, and when something works, it is scaled up. When something doesn't, it is scaled down. (Women on average watch the catwalk videos twice, while men prefer 360 rotation views of product vs. catwalk videos).

[Farfetch.com](#) is another UK online retailer that describes itself as a global community of more than 300 visionary fashion boutiques for fashion-forward consumers. They divide labels into Luxe (high-end designers) and Lab (contemporary, experimental and emerging labels). Editorials offer celebrity-curated lists of [best dressed hipsters](#) with links to shop or insider scoops on fashion topics like Red Carpet looks.

It's not just consumers who find Farfetch fabulous. Young luxury design startups find them amazing because of the SEO optimization and digital visibility they provide that the young hot brands can't afford to do alone.

New York-based [Khirma Eliazov](#), whose handbags are worn by celebrities on and off the red carpet, says she gets maximum exposure from Farfetch's established digital footprint.

"My online sell through is now 70%," Khirma explained, "but that wouldn't be possible unless I had the wholesale presence I do at stores like Bergdorf Goodman. My customers want to first [touch my product](#). I learned this at my first trunk show. It's the emotional connection to the brand that people have that allows for growth."



Perhaps this is why [Farfetch acquired the 45-year-old London boutique Browns?](#)





This store as gallery or showroom concept serves [MatchesFashion.com](#) well. This London-based retailer views itself as online first and sees its network of stores as galleries. The depth and breadth of the collection is available online, and sales associates use mobile point of sale (POS) stock look up tools to move stock to client locations for fitting and trial while a [Proximity Insight](#) Dynamic clienteling tool helps sales associates look after customers on a one-to-one personal level.

So digital, it would appear, isn't easier, nor does it replace the physical. Instead, it is now a mandatory new way for brands to transact business as part of a balanced eco system of physical and [digital experience that today's luxury consumers](#) and millennials demand.

© 2015, American Association of Textile Chemists and Colorists

Quick Links

- [Join AATCC](#)
- [AATCC Resource Center](#)
- [AATCC Textile Jobsite](#)
- [Advertise!](#)
- [Buyers Guide](#)
- [Contact](#)
- [Education & Training Programs](#)
- [International Conference \(IC\)](#)
- [Local Sections](#)
- [Proficiency Testing](#)
- [Student Internship & Resumes](#)

- [AATCC Journal of Research](#)
- [AATCC Review](#)
- [AATCC Committee Meetings](#)
- [Awards](#)
- [Colour Index](#)
- [Corporate Members \(list\)](#)
- [Global Test Method Training](#)
- [Interest Groups](#)
- [Member Benefits](#)
- [Scholarships](#)
- [UV Calibration Reference Fabric](#)

Mobile Apps



Take AATCC along with you! Get AATCC app for [iPhone](#) and [Android](#).

Follow us



Archroma Acquires BASF Textile Chemicals

From left to right: Aaron Davenport, Managing Director of SK Capital Partners and Christian Fischer, President of BASF's Performance Chemicals division. (Photo: Archroma ARCH039a)



On July 1, [Archroma](#), announced the acquisition of BASF's textile chemicals business.

What does this mean for the textile industry?

Both Archroma and BASF leaders say that former BASF customers should experience a smooth transition. Alexander Wessels, CEO of Archroma, noted that "The operational and intellectual synergies between BASF and Archroma will allow us to offer our customers the full breadth and depth of innovation, quality reliability, expertise, and market coverage they need to prosper in these market conditions."

Product Lines and Technical Services

According to Archroma Textile Specialties President Thomas Winkler, the integration of BASF and Archroma's product lines are mostly complementary and, although there may be some pruning of redundant products, "our number one priority at the beginning will be to assure product availability for our customers. Then we will take the time to integrate and rationalize the product ranges." He also confirmed that Archroma has acquired the trademarks from BASF's product names and will continue to benefit from the strong brand images of those products in the global marketplace.

As far as technical services, Lütfü Okman, former VP of Textile Chemicals Global Business Management for BASF, says, "in this phase of the management transition, everything will stay the same. As the need comes to shift resources, we will not sacrifice our customers." Because the two businesses have a similar philosophy and compatible market research, both technical and product development support should be similar to what the customer is accustomed to.



Photo: Archroma (Smartrepel3)

Sustainability in Textile Production and the Textile Lifecycle

Both BASF and Archroma uphold sustainability practices to the highest level and both have been recognized in the industry for doing such. "Archroma has a commitment to developing products that not only improve our own sustainability footprint, but the impact of sustainability innovation downstream



helps our customers throughout the textile value chain improve their own sustainability as well,” says Wessels. “For example, last year we inaugurated a new Pakistan facility. Today this is the only facility in Pakistan with zero liquid emissions.” Archroma’s intention is to increase sustainability with economic benefit so that their customers can increase sustainability economically painlessly.



Photo: Archroma

Brands and Retailers

For many years, Archroma has helped brands and retailers develop their product lines’ colors with their color management services. Nowadays, says Wessels, they also help brands improve their sustainability footprint. With many brands signing the “Zero Discharge Hazardous Chemicals (ZDHC)” roadmap, notes Winkler, the process of improving that sustainability footprint has sped up. “This means that it has become extremely important that, as a supplier of dyes and chemicals, we communicate closely with the brands and retailers to jointly develop products that will help them achieve those goals,” says Winkler. Okman added, “This agreement [ZDHC] meant that the brands and retailers involved really need intense cooperation from their chemical suppliers to achieve the Zero Discharge goals. This intense cooperation will lead to a more effective outcome because of our joined forces.”



Photo: Archroma

Future Plans

Archroma plans to continue to build the two businesses together in the short term over the next few years; however, in the long term Archroma plans to lead a consolidation in the industry, both organically and by further acquisition. Archroma’s goal is to be the pre-eminent world leader in the Textile Chemicals business in this industry—which Wessels believes they have already achieved.’



Left to Right: Mr. Lütü Okman (former VP of Global Business Management, Textile Chemicals, BASF); Mr. Thomas Winkler (Textile Specialties President, Archroma); Mr. Alexander (Xander) Wessels (CEO Archroma)