

Supima - key to Target's sustainability strategy

Target, the big mass merchant, starting in 2016 and continuing today, has taken the lead in the industry, both in home and apparel fashions, to make products it sells more environmentally correct with full transparency for its customers. This approach involves the entire manufacturing process from the field to the mill and ultimately to the store shelf. And the store has made using Supima cotton in its home textiles products a key element in that strategy.

Julie Guggemos, senior vice president of product design and development, Target said, "we announced a number of responsible sourcing aspirations in 2016 that are guiding our work to ensure the products we deliver to Target guests are made ethically and responsibly. As part of this, in 2017 we made a commitment to sourcing 100 percent sustainable cotton by 2022 for our owned and national brand products in apparel, home and essentials."

Having Supima in its products helps make that happen, Guggemos said. "Using Supima cotton in our home textile products is one step towards achieving our goal to use 100 percent sustainable cotton in our owned brand assortment by 2022. Target products featuring Supima cotton include sheets and bedding sold under the Fieldcrest and Hotel brands.

Source: Home Textiles Today



Retail imports set to grow 4.9% in first half 2018

Consumer demand fuels growth

Expected growth in consumer demand is giving way to National Retail Federation's projected 4.9% increase in retail imports in the first half of this year. "We're forecasting significant sales growth this year and that means retailers will have to import more merchandise to meet consumer demand," explained Jonathan Gold, National Retail Federation (USA) VP for supply chain and customs policy, citing the monthly Global Port Tracker report released recently. "With the benefits of pro-growth tax reform coming on top of solid fundamentals like higher employment and improved confidence, we expect a good year ahead," he added. The import projection comes on the heels of NRF's 2018 forecast, which calls for a 3.8% to 4.4% retail sales increase over last year. The organisation noted, cargo volume does not correlate directly with sales because only the number of containers is counted, not the value of the cargo inside, but nonetheless provides a barometer of retailers' expectations.

Global Port Tracker covers the US ports of Los Angeles/Long Beach, Oakland, Seattle and Tacoma on the West Coast; New York/New Jersey, Port of Virginia, Charleston, Savannah, Port Everglades, Miami and Jacksonville on the East Coast; and Houston on the Gulf Coast. Collectively, these ports handled 1.72 million Twenty-Foot Equivalent Units (TEU) in December, the latest month for which after-the-fact numbers are available. With most holiday merchandise already in the country by then, the number was down 2.1% from November but up 8.4% year-over-year. A TEU is one 20-foot-long cargo container or its equivalent. ■

Source: Home Textiles Today

Walmart moving deeper into tech, e-Commerce

Walmart has acquired Spatialand, a maker of virtual reality (VR) software tools; updated its mobile app to speed in-store shopping; and introduced an augmented reality (AR) in-browser feature with Coty's Covergirl brand. Walmart's technology incubator Store No. 8 purchased Spatialand for an undisclosed sum. Spatialand provides a collaborative platform for creating virtual reality versions of existing content. Oculus, Intel, Reebok, Linkin Park and Store No. 8 are among the companies that have created VR projects using Spatialand's platform. The changes to Walmart's smartphone shopping app are designed to streamline shopping once customers enter its stores: the Shopping Assistant feature helps build and total a shopping list, including tax, and uses an in-store map to navigate the most efficient aisle route. The app will eventually include maps of all 4,700 US stores.

An AR feature in Walmart's browser will let shoppers virtually try on five new "beauty looks" being introduced this spring by Covergirl. Being installed in the browser means no app is required. Shoppers will use the live camera on their smartphones or desktops to visually overlay the looks onto the camera's view of their faces. Walmart also is reported to be negotiating an ownership stake in Flipkart, India's largest e-Commerce retailer. Walmart reported total revenue of \$123.2 billion for the 2017 third quarter. It operates e-Commerce sites in 11 countries that reported a 50% year-over-year growth in net sales and 54% growth in gross merchandise volume (GMV) for the period. ■ *Source: Furniture Today*