



**Asia-Pacific
Economic Cooperation**

2022/CTI/SYM1/014

The Journey to Sustainability in Fashion

Submitted by: Viet Nam



**APEC Bio-Circular-Green Symposium
Bangkok, Thailand
20 May 2022**



FASLINK

THE JOURNEY TO SUSTAINABILITY IN FASHION

By Tran Hoang Phu Xuan | 20th May, 2022



AGENDA

Faslink – Our Purpose

Viet Nam Fashion Market Outlook

Faslink Green Strategy

Our stories of Success and Failure

Faslink – What is Next?

By Tran Hoang Phu Xuan | 20 May, 2022





“Viet Nam made a commitment to reach
Net Zero emissions by 2050”

Mr. PHAM MINH CHINH

Vietnamese Prime Minister

*at the 2021 United Nations Climate
Change Conference (COP26)*

Green businesses are incredibly difficult to make profit



OUR PURPOSE

Is to prove that
Going Green
business isn't
philanthropy, it is
profitability



Start with

WHY?

2008 - Why Viet Nam's raw materials market retrogress compared to other markets such as Europe, Japan, Chinese Taipei, which were able to be update constantly and sustainable?

2012 - Why have not we be conscious with the negative impacts of fashion industry to the environment, while Europe market had the clear roadmap to legalize eco-friendly policy in fashion business?

2015 – Why Vietnamese consumers have not approached to high-tech fiber application frequently? Additionally, there are many limits in our garment and fashion market because of lacking transparency in the garment features and accessibility to the qualified raw material resources.



“

As a part of Viet Nam Fashion supply chain, we choose Going Green as our responsibility to the future generation.

At Faslink, we believe there is an untapped potential niche market of the sustainable business, that's why Faslink embrace this mission of **Going Green.**

”

Ms. **TRAN HOANG PHU XUAN**

Founder
Chief Executive Officer

ABOUT FASLINK

OUR CORE SERVICES

Established in 2008, with more than 14 years of experience in textile industry, FASLINK specializes in providing and consulting Green materials for local market and overseas as well.

A diagram consisting of three interconnected loops. The first loop on the left is outlined in orange and contains the text 'Green, Sustainable Material for Fashion Industry'. The second loop in the middle is outlined in orange and contains the text 'ODM Services.'. The third loop on the right is outlined in dark blue and contains the text 'Green Uniform Solutions.'. The loops are connected by a continuous line that transitions from orange to dark blue.

Green, Sustainable Material for Fashion Industry

ODM Services.

Green Uniform Solutions.



VIET NAM FASHION OUTLOOK

USD 6.5bn

Real total consumer spending on clothing & footwear on local market

2nd

Ranking of Viet Nam among apparel exporting worldwide

2.8%

Our share in global clothing exports market



Market size of Apparel and Footwear in Viet Nam

THE HUGE POTENTIAL MARKET NEED TO BE UNLOCKED

THE MARKET IS VERY
FRAGMENTED AND
CONCENTRATED IN THE CASUAL
(READY-TO-WEAR)

TOP 50 LEADING FASHION
BRANDS COUNT LOWER THAN
30% OF TOTAL SALES VOLUME

The leading local brands in Viet Nam

C W E N

an phuoc
VIETNAM

pierre cardin
PARIS

YAME
You Are My Everything

CANIFA
Fashion for All

Belluni
POWER ESSENCE

-ROUTINE-

IVYmoda

viettien

NINOMAXX
STYLE REVOLUTION

PANTIO

yody
look good . feel good

The global brands in Viet Nam

ZARA

H&M

MANGO Massimo Dutti

**UNI
QLO**

ck
Calvin Klein

Levi's

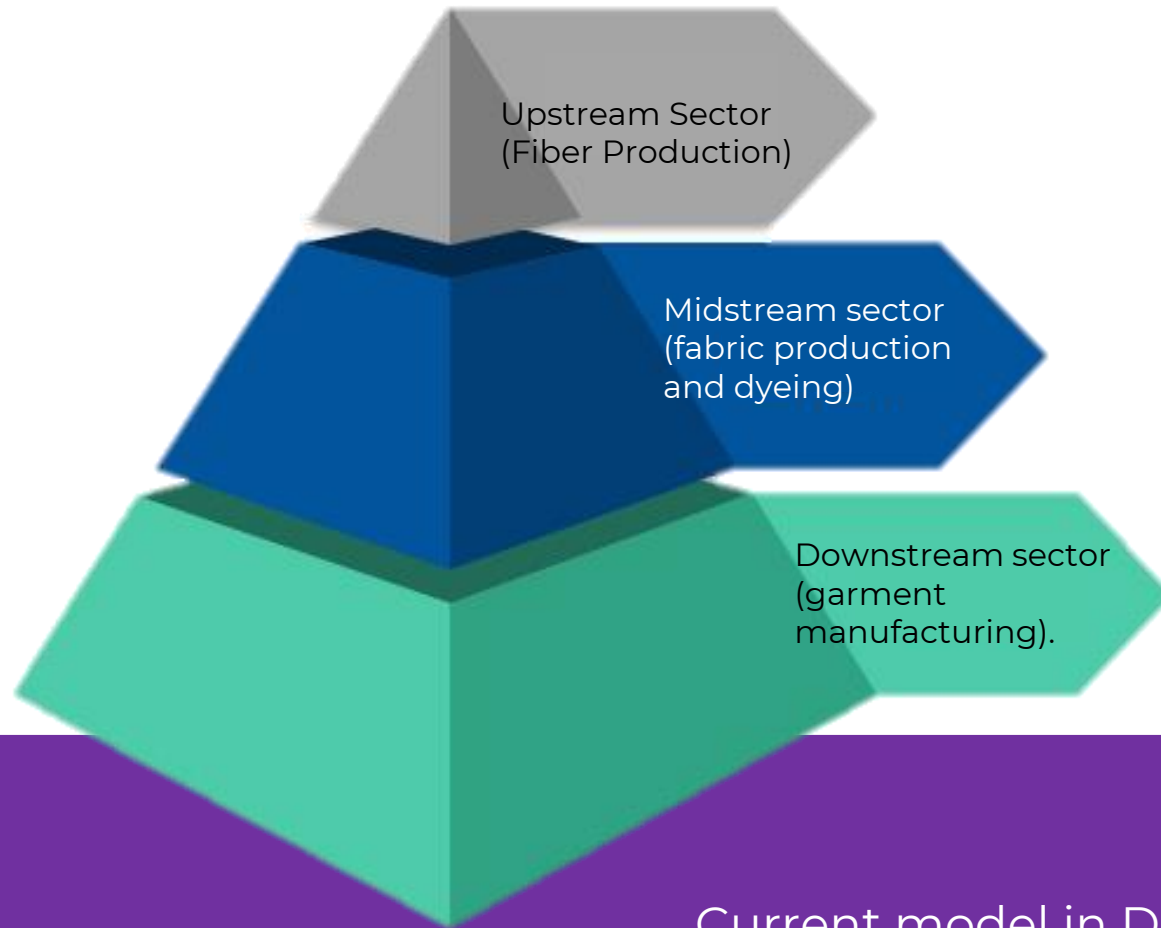
GAP

BANANA REPUBLIC

adidas

Nike

A | X
ARMANI EXCHANGE



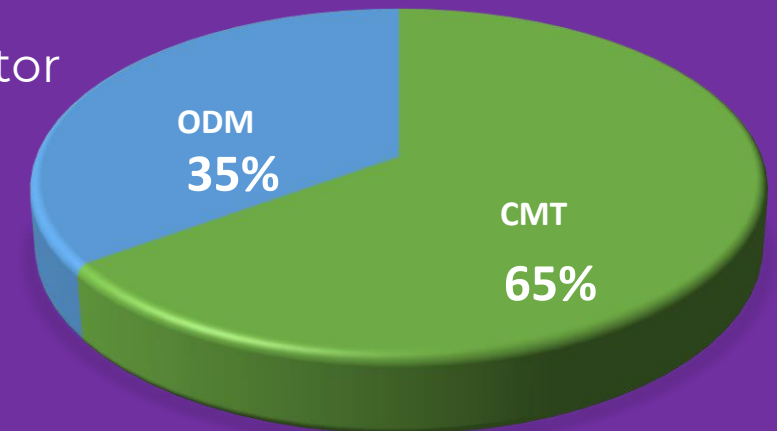
Viet Nam's garment and textile industry consist of 3 sub-sectors:

Sub-sectors that produce fibers or fabric are mainly used for domestic consumption because of the low quality.

Downstream sector of garment manufacturing accounts for around 70 percent of the total apparel and textile sector in Viet Nam with Cut-Make-Trim (CMT) models being the main activities.

Current model in Downstream sector

In 2019, CMT accounted for about 65 percent of total exports, while the more advanced business models, like Original Equipment Manufacturer (OEM) and Original Design Manufacturer (ODM) accounted for only 35 percent.





There is an **imbalance** between
fiber and fabric production and
garment manufacturing



WHAT TO DO?

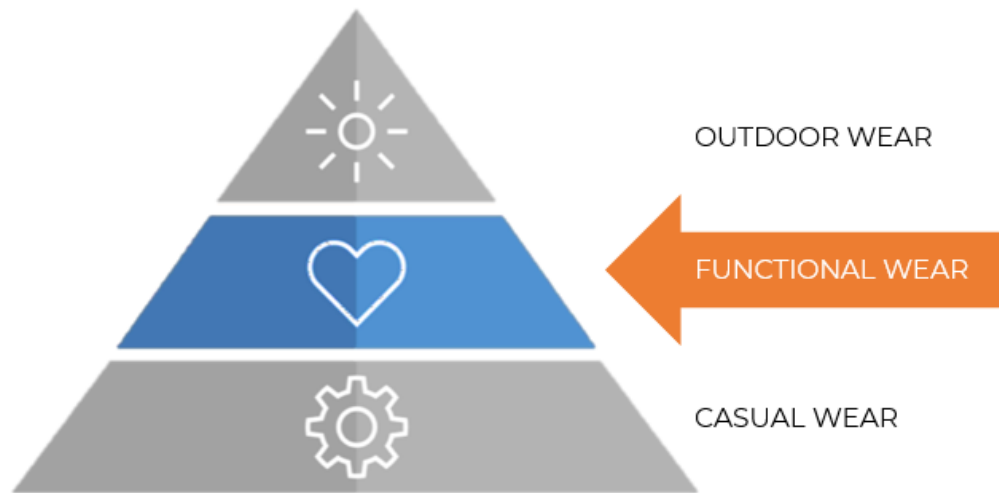
HOW TO PLAY?

WHERE TO WIN?

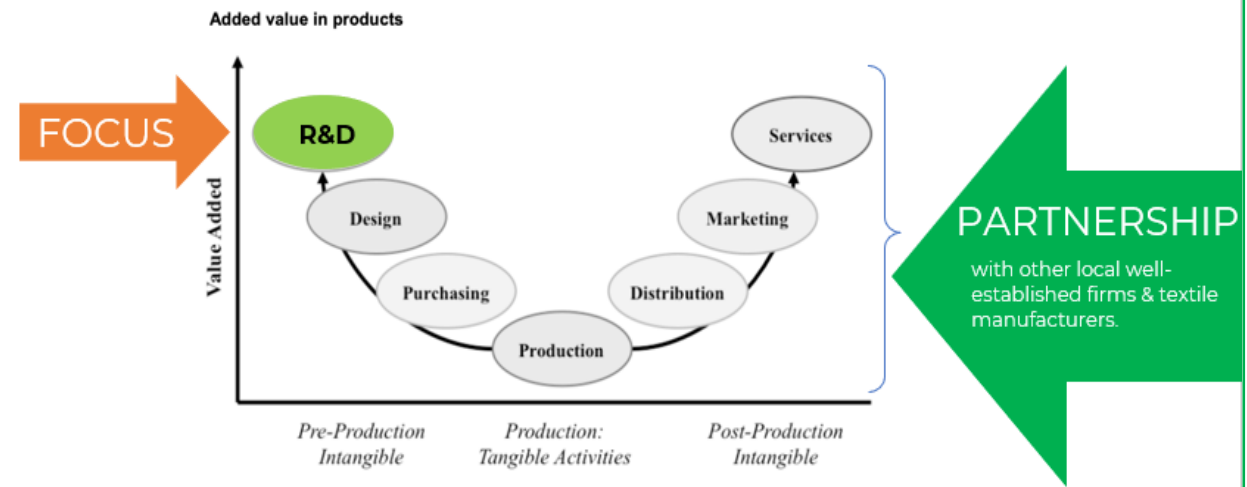
**INNOVATIVE
TECHNOLOGY
&
SUSTAINABLE
MATERIALS**



MARKET SEGMENT



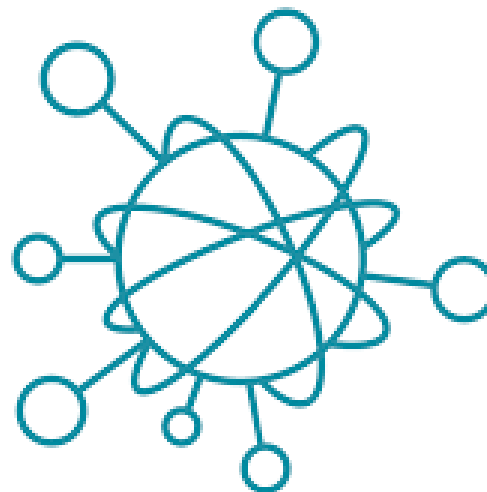
BUSINESS MODEL



KEY PRODUCT LINES



GREEN FABRIC



FUNCTIONAL FABRIC

OUR VERY FIRST STEP – 2009

OUR COMMON RECIPE

Ideation



1. **Bamboo Textiles** applied for Men Shirt.
2. **Researching** insights and demands of the consumer to understand unmet needs (weather, habit, context...)
3. **R&D the appropriate application** for the fiber and fabric for Vietnamese consumers

Production



1. The fiber technology of **Chinese Taipei** to customize and produce the trial sample from our R&D formula.
2. Connecting the **YARN** supplier, **WEAVING** factory and **GARMENT** factory.
3. We carry-out the **function AUDIT** by 3rd parties (Intertek, TUV...) regional and global test lab.

Lab to market



1. **Commercialization** procedures for Viet Nam market (from fabric to garment and accessories)
2. Proactive to produce **Marketing materials to promote and educate** Leaders in fashion Retail brands

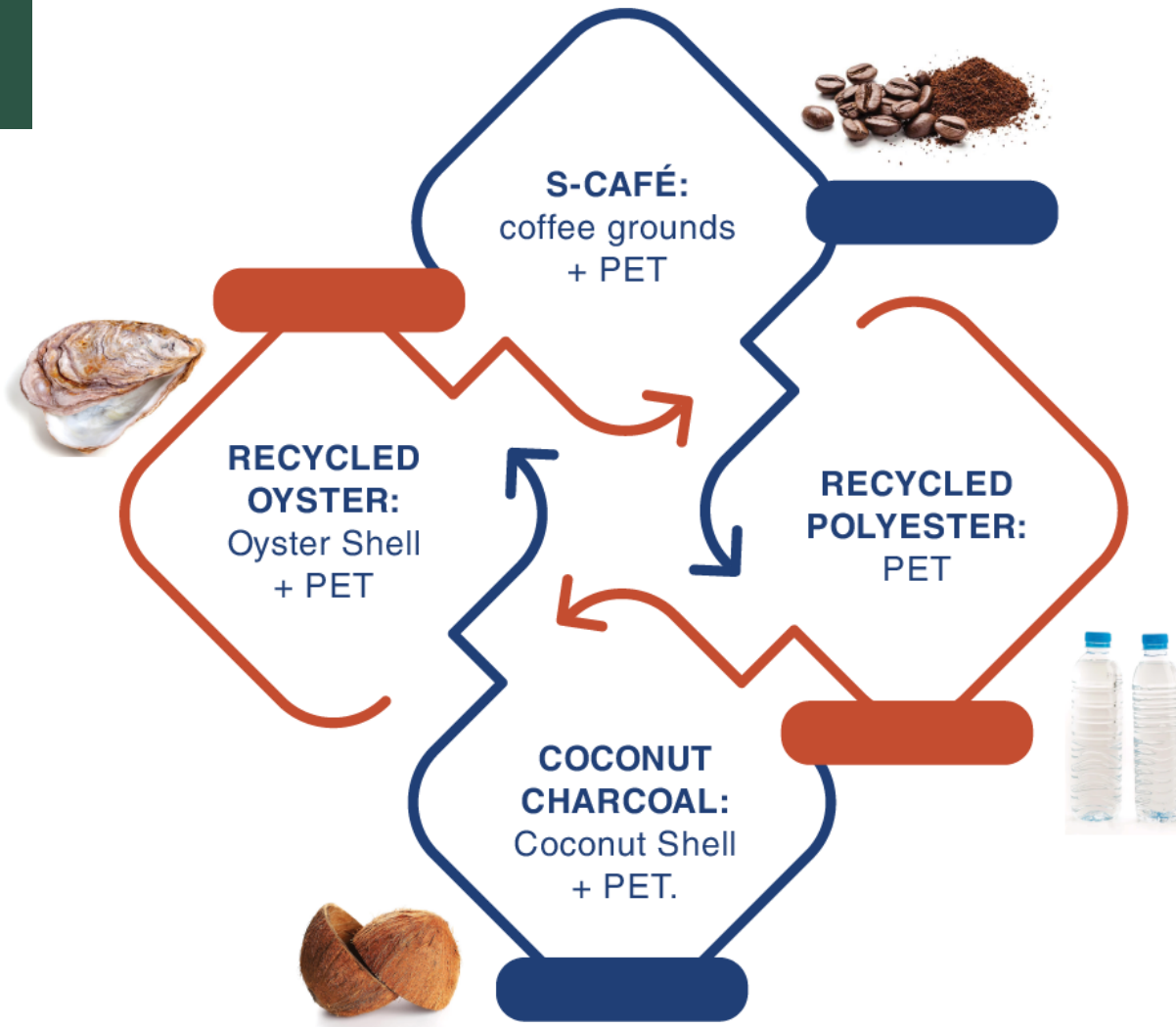
GREEN FABRIC

70% product in the portfolio of Faslink is the result of our exclusive Green technologies

Be the 1st in the world

Provide green garment materials with affordable price and as quickly as possible

Modern technology
Millions people enjoy

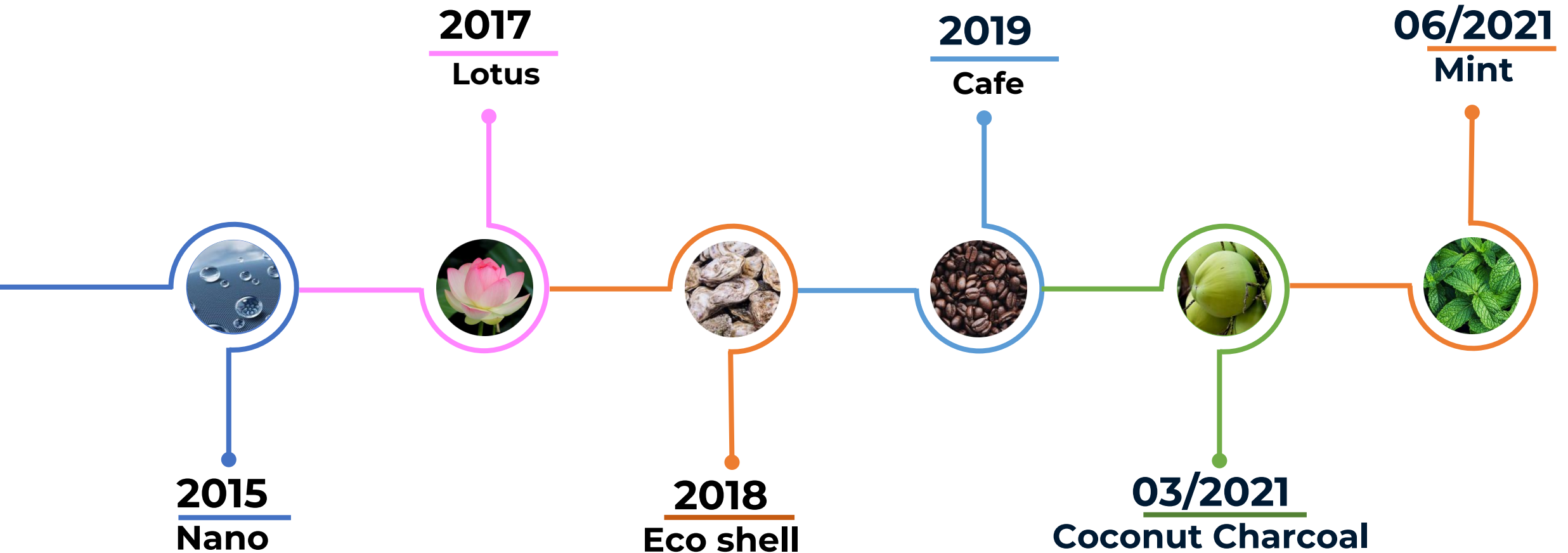


LOTUS



MINT

OUR RECENT COMPREHENSIVE AND UNIQUE GREEN PORTFOLIO

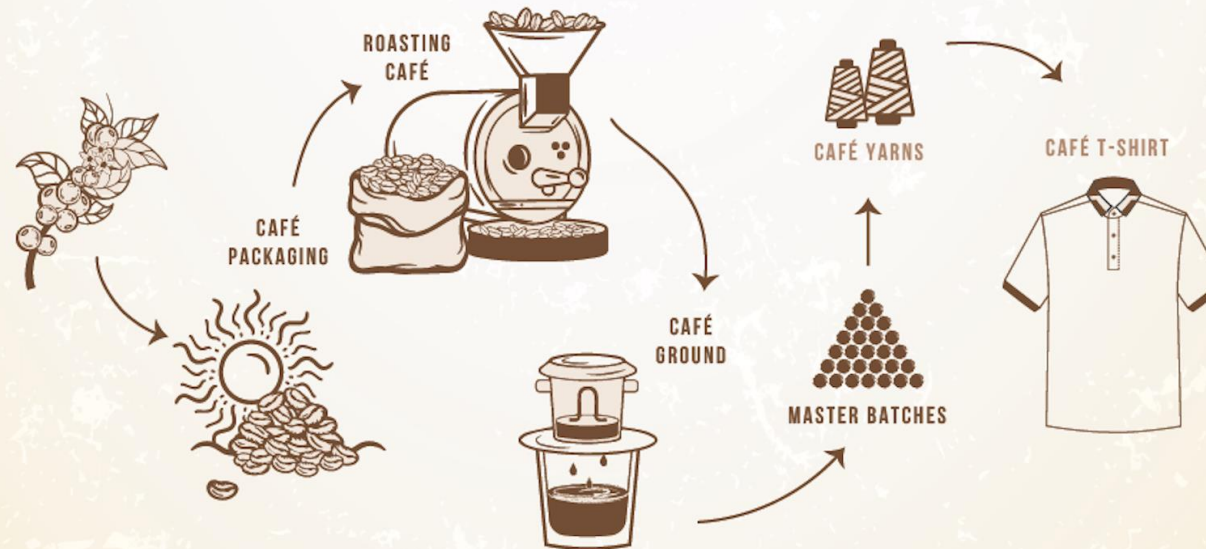


FIRST CAFÉ CLUB

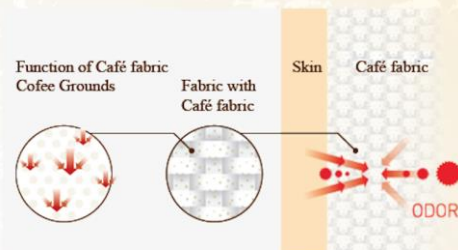
- Café Polo
- Café Innerwear
- Café Socks



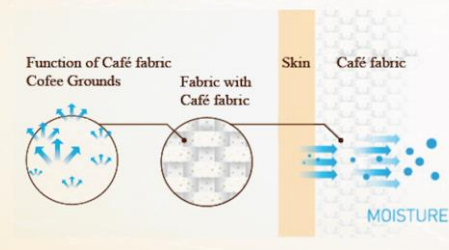
S.Café is made from a combination of used coffee grounds and PET.
In a low-temperature, high-pressure and energy saving process



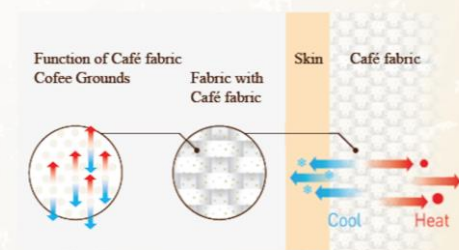
ODOR CONTROL



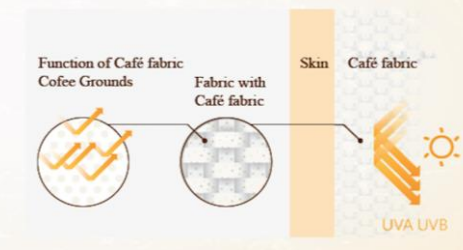
QUICK DRY



COOLING TOUCH



ANTI UV



LOTUS FIBER

"The new generation Lotus Fiber breaks through the traditional technology and combines with the modern spinning technology"



Kinds and quantity of Amino Acids in Lotus Fiber

Test items	Result (mg/kg)	Test items	Result (mg/kg)
aspartic acid	820	isoleucine	220
threonine	300	leucine	430
serine	380	tyrosine	80
glutamate	1450	phenylalanine	230
glycine	3130	lysine	320
alanine	1500	histidine	130
valine	350	arginine	820
methionine	260	proline	1890

Applicant	FASHION LINK JOINT STOCK COMPANY				
Manufacture	—				
Submitted Sample Description	Trade Mark : — Sample Name : FLLT01 Fabric, Color : — Quantity : 1, Description : White knitted fabric, 46%Lotus,46%Modal,8%Spandex Sample Grade : —, Safety Category : — Style No. : FLLT01				
Test Type	Requested Examination	Date Received	2021-10-08	Date Issued	2021-10-14
Performance Standard	GB/T 30128-2013 Textiles— Testing and evaluation for negative-ion concentration				
		Requirement	Results		Judgement
Negative ion concentration(ions/cm ³)				Medium negative ion concentration	
GB/T 30128-2013		550~1000		809	

Negative Oxygen Ion in Nature Area

Site	Negative oxygen ion concentration (num/cm³)	Air level	Air freshness
waterfall	> 2000	Level 1	Highly pure and fresh
forest	1500 - 2000	Level 2	Very pure and fresh
desert	1000 - 1500	Level 3	Pure and fresh
park	500 - 1000	Level 4	A pure and fresh
street	200 - 500	Level 5	general
room	< 200	Level 6	Not pure and fresh

LOTUS FIBER



1

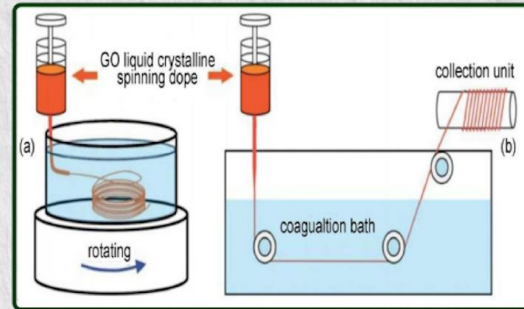
Raw material

- Lotus leaf
- Lotus seed
- Cennlulose

Spinning

Spinning
Dope
Wet Spinning

2



3

Raw material

Regenerated Cellulose
Fiber modified by plant
Protein



Biomaterial

Cyclic regen-
eration
Healthy and
pollution-free



Negative oxygen
ion

Vitamin in the air
Eliminate fatigue
and oxidation
resistance



Vegetable pro-
tein

Skin friendly
Rich in essential
amino acids
Boost immunity



Breathable moisture
absorption

Moisture absorption
is better than cotton
Keep your body
comfortable

Nature and Safety materials

Test items	Detection method	Result
formaldehyde	GB/T 2912. 1-2009	Non-detected
heavy metals (lead, cadmium, arsenic, mercury)	GB/T 17593. 4-2006	Non-detected
carcinogenic aromatic amine dyes	GB/T 17592-2011	Non-detected
phenol compound	GB/T 18414. 1-2006	Non-detected



Degradable and Renewable

Lotus Fiber can be naturally degradable in
soild for about 90 days.

LOTUS GARMENT - BIG LEARNING FROM A SMALL FAILURE

The Mistakes:

B2B mindset: We applied Lotus material on Menswear while Lotus material is relevant to femininity.



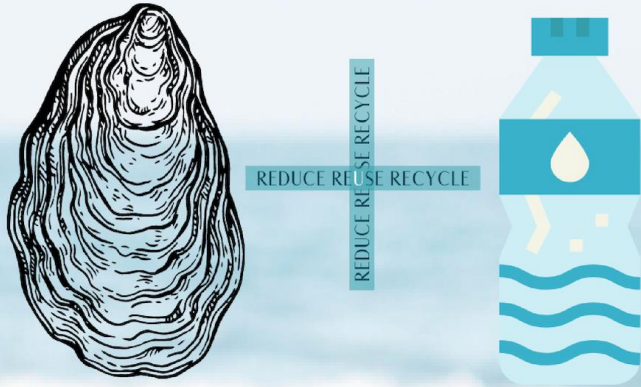
We changed on-time:

We shifted to B2C mindset, Lotus material was applied for new categories such as Knit garments, Kids & Infants, essential clothing...



ECO SHELLS

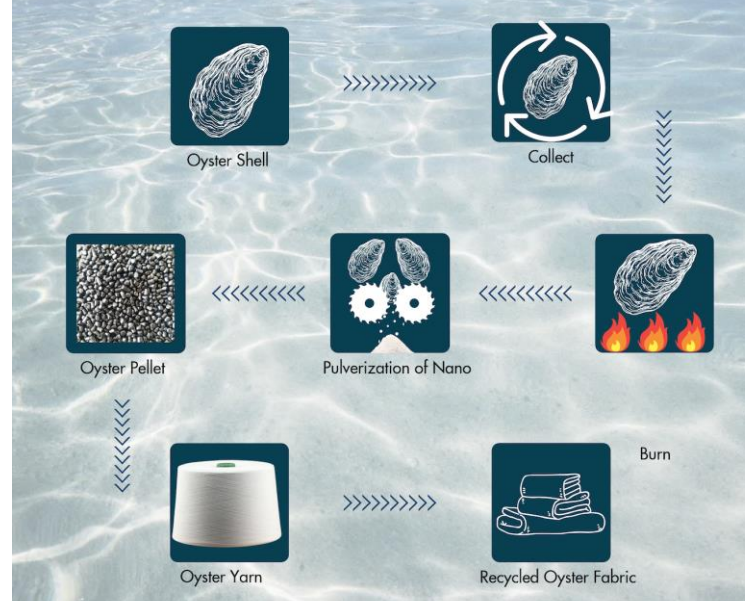
#materials



From discard oyster shell and wasted PET



#processing



#functions



intertek
Total Quality. Never.

Test Report

Number: TWNT01760868

Applicant: FASHION LINK JOINT STOCK COMPANY
176 Hong Bang, Ward 12,
District 5, Ho Chi Minh City,
Vietnam

Date Issued: Oct 28, 2019

Sample Description :
One (1) piece of submitted sample said to be 100% Shell Yarn knitted fabric, in Blue Melange.

Applicant's Provided Care Instruction/Label : -

Date Received/Date Test Started :	Oct 25, 2019
Standard :	-
Style/Article No. :	FL01755739C
Order No. :	-
Mill :	-
Buyer's Name :	-
Agent's Name :	-
Brand Name :	-
Ref. :	End Use: Men's

Authorized By:
On behalf of Intertek Testing Services
Taiwan Limited

Carol Peng
General Manager



Agnes/LLIE



Page 1 of 2

Intertek Testing Services Taiwan Ltd.
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全國公證檢驗股份有限公司
11462 台北市內湖區瑞光路423號8樓
Tel: (+886-2) 6932-2898 - 2797-8995 Fax: (+886-2) 6932-3406 - 6632-3401



MINT x COTTON – DOUBLE COOLING FRESH

The combination of outstanding elements from cellulose-based fibers and organic cotton fibers creates a distinctive Mint fabric. Mint essence is extracted from frozen mint leaves, then compressed into each cellulose fiber by Nano crushing and Microcapsule technology, creating a natural cool and antibacterial mint fiber. On the other hand, cotton will make fabric surface softer by smooth hairy layer, get better absorbent and extremely UV protection as well.



#MINT PROCESS



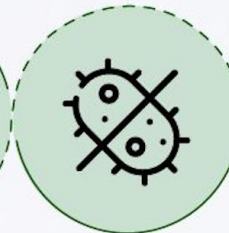
#MINT FUNCTIONS



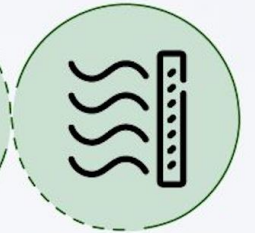
UV protection



Cooling Touch



Antibacterial



Excellent Absorbent

Mint fiber is good for the health. If the Mint essence brings freshness to your breath, the Mint fabric will bring freshness to your body.

#TEST REPORT

3.1 Cool Feeling Test (Q-max) *

(KES-F7 Thermo Labo II)

	001	Specification
At 10°C	0.167	-

Note:

1. Test Conditioning: Temperature difference between the temperature detector and the test specimen at 10°C in 65% RH.
2. “*” This test is subcontracted to other accredited laboratory.

TEST ORGANISM(S):

Staphylococcus aureus ATCC 6538, *Escherichia coli* ATCC 25922

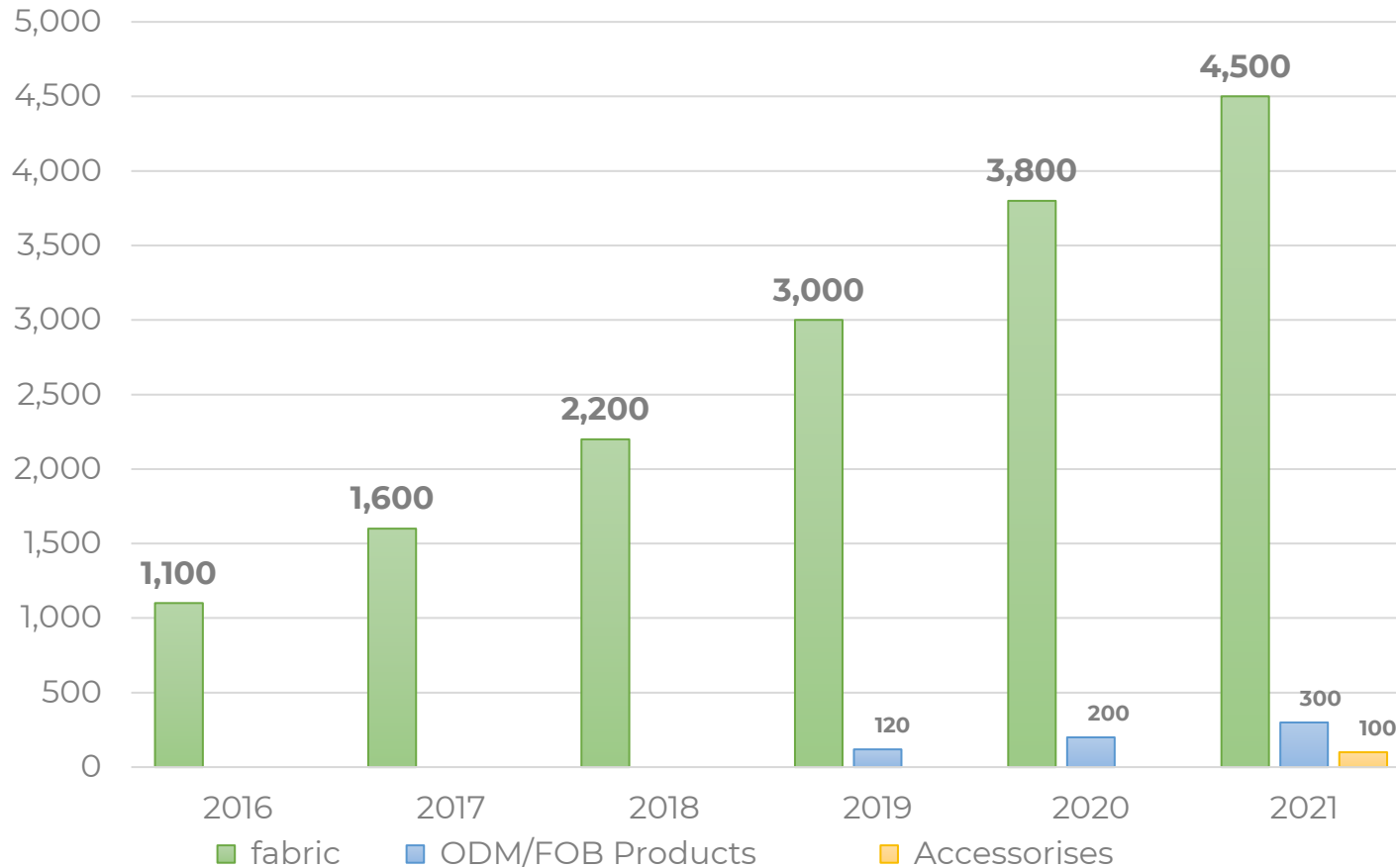
TEST RESULT(S):

Name of test organism	The number of bacteria recovered from (CFU/mL)			Reduction %
	/	“0”contact time	“24h”contact time	
<i>Staphylococcus aureus</i> ATCC 6538	Inoculum only control	2.0×10^5	1.9×10^6	>99
	Sample (1g)	/	1.2×10^3	
<i>Escherichia coli</i> ATCC 25922	Inoculum only control	1.8×10^5	2.6×10^6	>99
	Sample (1g)	/	2.3×10^3	

Remark: The reduction calculations are based on values from inoculum only control.

GREEN FABRIC CONSUMPTION GROWTH

Unit: 000 m



GREAT NUMBER IN Q1, 2022

FABRIC

2.500.000 (fabric m)

ODM/ FOB
PRODUCT

400.000 (fabric m)

ACCESSORIES

200.000 (fabric m)

INCREASING 200%
vs. Q1,2021

and more Sales revenue
from new applications



MARKET RESPONSES

CLIENTS ALSO GO GREEN

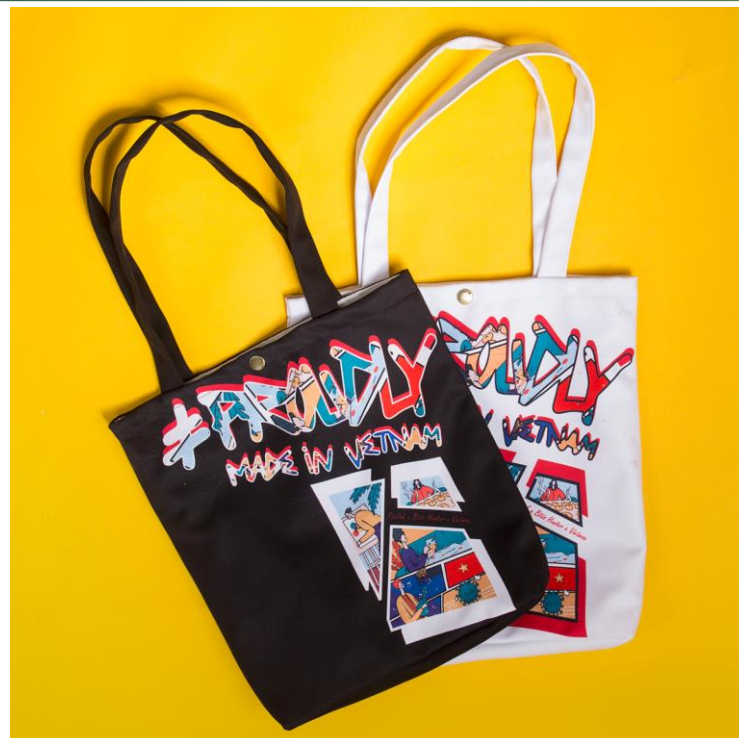
Local	         
Overseas	  

GO GREEN - COLLABORATIONS

CASUAL WEAR



#PROUDLY
MADE IN VIET NAM



GO GREEN - COLLABORATIONS

FASHION SHOWCASE THE GREEN PATH (Fabric: Lotus, Mint, Cafe, Coconut Charcoal, Ecoshell)

University of Architecture
Van Lang University



GO GREEN - COLLABORATIONS

VIET NAM INTERNATIONAL FASHION WEEK 2022 **#ReFashion**

Introduce designs in natural and recycled materials

“
it's time for us to rethink and regenerate to
create a revolution towards sustainable
development in fashion

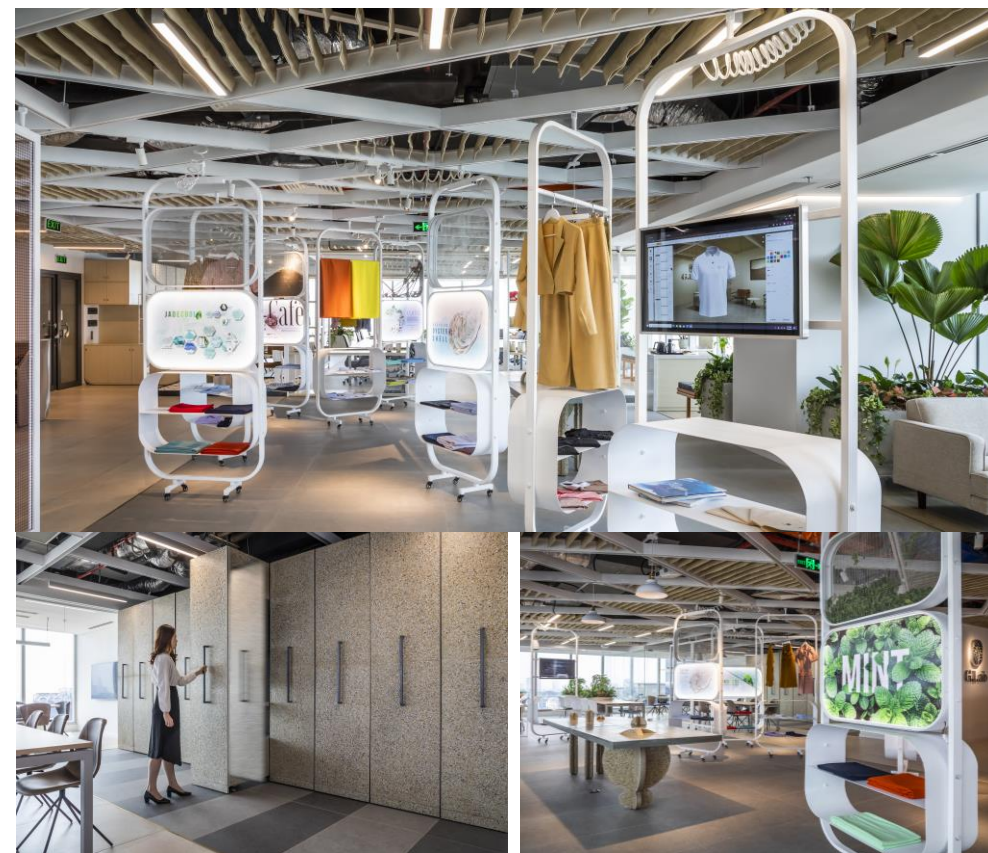


**Designs by famous designer in Viet Nam featuring dozens of ready-to-wear*

FASLINK GO GREEN FOREST PLANTING **50.000 TREES** IN 3 YEAR



GO GREEN - COLLABORATIONS



G.LAB HUB

CONNECTING & *DISPLAYING* GREEN AND TECH FABRIC



**LEADING SUPPLIER FOR
SUSTAINABLE FASHION SOLUTIONS**



**WHAT'S
NEXT IN
OUR
GREEN
JOURNEY?**



1. Continue to **develop strategic partners (local vs global)**
2. Create and Commercialize more **applications on special yarn**
3. **Moving to One-stop HUB** for supplying fashion solutions
4. Promote **latest, sustainable & functional fashion** to markets beyond Viet Nam
5. Invest in research activities in **Universities & Creative Communities** in Viet Nam



I'M HERE TODAY WITH THE PURPOSE OF
BUILDING NETWORK WITH **THE LIKE-MINDED
PEOPLES** IN THE SUSTAINABLE FASHION
BUSINESS.
TOGETHER WE WILL MAKE THE WORLD A
BETTER PLACE."

Ms. TRAN HOANG PHU XUAN
Founder / Chief Executive
Officer
Faslink Company

See us at:

- Website: <https://faslink.vn/>
- Email: xuan.thp@faslink.vn



THANK YOU

Join us in our journey. You are welcome!