

Septwolves debut at Tmall Shanghai Fashion Week, hand in hand with Dralon to solve the problem of product homogeneity

With the approach of Nov 11, Tmall Shanghai Fashion Week kicked off. Unlike previous years, Tmall put the Nov 11 pre-sale items on catwalk show for the first time. The reporter noticed that among the many invited brands, Septwolves and menswear designer SEAN SUEN launched a joint series of dralon® Polar Heating Underwear which was well received by the audience. It is reported Septwolves and Dralon formally reached a strategic agreement, and the two sides will conduct in-depth cooperation on the technical level. Unlike many brands that only used dralon® fiber, Dralon will help Septwolves with technical guidance on the fiber ratio of various fabrics. In the future, both parties will also carry out innovative applications in addition to underwear. It is worth noting that in recent years, the application of dralonfiber in underwear is not uncommon, and even mainstream brands have appeared in products of the same material. Chen Wenli, chairman of Septwolves knitting, said that this situation has led to the widespread existence of product homogeneity, and it is difficult for consumers to tell the authenticity. The strategic cooperation with Dralon will solve this problem. "Currently, the homogeneity problem in the market is quite serious. Every time a hot sale product appears, imitations will follow one after another, or mislead consumers through concepts, or mix into the market through substandard products. For example, dralon® underwear are through strict ratios, many imitations use very low fiber material content. Because consumers do not have knowledge of the entire manufacturing process, they are cheated for cheap." Chen Wenli told reporters. With the development of e-commerce, the problems in the traditional clothing industry have become more and more obvious. Due to the rapid update of clothing products, many companies, regardless of whether their design and product meet the market requirements, every hot sale product appears, there will always be a large number of followers, which often leads many companies to directly use "usage", lacking innovation and development capabilities, product homogeneity issues have been plagued the entire industry.

In this Shanghai Fashion Week, the new product dralon® polar heating underwear launched by Septwolves Knitting also encountered this problem. The reporter found on platforms such as Tmall and Jingdong that there are many brands selling under the concept of dralon®, and the price is only tens of yuan, which is far from the sales price of several hundred yuan for the Septwolves, and the quality is also uneven. Dralon Company disclosed to reporters that at present, more than 450 products of this technology are authorized to use. They have strict restrictions on the quality of products, and the fiber content of each product must meet the corresponding standards. At present, Dralon have begun to clean up companies that do not meet the standards and sue the infringing brands through legal procedures. In response to the situation of fraud, they have also taken some measures. For example: upgrade the hang-tag and identify the agent through the QR code. According to the introduction of Septwolves Knitting, there are many companies imitating, but from the selection of fabrics to the manufacturing process, this product of Septwolves has its own uniqueness. In terms of fabric selection, it uses imported dralon® acrylic fiber combined with natural viscose fiber, to produce moisture taking and heat-generating functional fabric. More and more fashion brands realize the importance of embracing digitalization and accelerate their transformation. In the context of the global epidemic, this year's Tmall Double 11 will become the most important new growth opportunity for global consumer brands.

Chen Wenli said that Septwolves will continue to increase R&D and innovation efforts in the future. Through in-depth cooperation with Dralon, we will work hard on the depth of products in the future, expand the research and development dimension, and organically combine fiber materials, which will be more widely used in other products. Relying on the technical support of Dralon Company, we have made some cost-effective products to win the recognition of consumers.



Mr. CHEN Wenli, Chairman - Septwolves Knitting, Mr. Ernst Sandrieser - Bright Field (Shanghai) Trading Co., Ltd.

