

# VISCOSE, A VERSATILE FIBER!

Human clothing has evolved from the use of wood leaves to natural fibres to synthetic fibers. Natural fibers like cotton, silk and other fibres have evolved during these times. The journey of clothing started from necessity clothing to fashion clothing to functional clothing. After the Industrial revolution, globalization, and privatization; Intercountry textile and fashion industry has depended on each other for the exchange of knowledge, research, information, and products. The Discovery of new fibres has given the global fashion industry a boost. Fashion needs experiments, freshness, and newness every day. The fashion industry started to use unconventional fibers, then the journey of new fibres started...

Demand for man-made fibre (MMF) textiles worldwide is increasing as a substitute for cotton amid changes in global fashion trends. Currently, MMF dominates global textile fibre consumption with an approximately 70 : 30 ratio, i.e., MMF 70% and 30% is Natural fibre. The share of MMF has been steadily increasing due to the inherent limitations of the growth of cotton and other natural fibres. In the MMF fiber category, Viscose contributes 15 % of the share.

India is presently self-dependent in the entire textile value chain. It has sufficient raw materials/feedstock for manufacturing MMF textiles. Adequate raw material availability reduces India's dependency on other countries for raw materials. It produces MMF textiles of international standard to meet the global demand. Presently, India's per capita fibre consumption is 5.5 kg / per capita. MMF consumption per capita is 3.1 kg only, which is among the lowest compared to the world per capita MMF consumption, even below Africa. Hence, there is ample scope for increasing MMF per capita fibre consumption in India. Viscose is versatile, flexible and fluid fibre, which is adaptable to any fabrics and garments. Industry can explore more research on Viscose and increase its share to the MMF category.

Wish you a versatile life ahead!

## JIGNA SHAH

**EDITOR AND PUBLISHER**

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