

# Market Intelligence Digest

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*The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.*

## Export Marketing Bureau

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## Seaweed Mask

***Sustainable textile brand Pyrates has created a face mask made from seaweed fibers.***

Photo from gettyimages



## News brief

The Spanish brand focuses on creating eco-designed textiles that replace synthetic fibers. Its new face masks are made from seaweed from the Northern Atlantic, which is then transformed into a powder that is combined with cellulose fiber. These provide breathability while taking care of the skin, as the fibers contain amino acids, vitamins, and minerals which are beneficial to the skin.

## Why it matters

Consumers' climate concerns are driving innovation across many sectors, with the clothing industry looking for alternative, more eco-friendly materials to turn into textile fibers such as recycled fibers, ocean plastic, and food waste. As face masks become essential during the pandemic, disposable ones are creating new plastic pollution. Brands are innovating to make these more sustainable and create alternative sustainable or biodegradable masks, using recycled plastics or eco-designed fibers.

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Adding wellbeing and beneficial elements to face masks, such as skincare benefits or filtering air pollution, allows consumers to support and improve both the environment and their own wellbeing.

## What we've seen

**Recyclable Protection:** Colombian brand Maaji is selling fashionable protective clothing made from recycled plastic.

**Self-cleaning Masks:** Amazfit is creating a face mask that can self-disinfect with UV light when not in use.

**From PPE to an Accessory:** Companies are releasing branded face masks as the protective equipment becomes both a marketing tool and a fashion accessory.

## What's next

With consumers looking to improve their overall physical and mental health, as reflected by the Wellbeing Trend Driver, we will see more products that contain beneficial ingredients and promise health improvements. This health focus will extend to the clothing industry, especially during and after the pandemic, being seen with the creation of protective equipment that protects consumers against viruses, air pollution and other diseases.

As climate and pollution concerns continue to rise, brands will create more anti-pollution and air-filtering clothing in order to improve and protect consumer health.



SCAN ME