

Case Study

Accelerating profitable sales growth

WINNING WITH THE WINNERS

“

We are immensely proud of what we have achieved with this brand. It has been a truly collaborative relationship and one which will continue to grow from strength to strength.”

Adrian Elliott
President, Apparel and Footwear

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SUCCESS THROUGH COLLABORATION

A trusted partnership driven by Technical Excellence.

We have been working closely with a global leader in the premium activewear apparel and footwear for the last decade, when we helped to engineer seams using the right performance threads and sizes to accommodate their base technical fabrics.

As the athleisure trend started to gain momentum, new technical challenges arose as consumers began to wear their garments for more than just athletic activities. Now, they were wearing them for working, going out on the town and relaxing at home.

Not only was strength, elongation and softness important, it was crucial that these garments were designed to withstand non-traditional uses such as sitting in an office chair, leaning against a concrete wall and rubbing from bags and backpacks.

Working in partnership with innovation, design, development and quality teams, we helped engineer the right sewing thread combinations.

For each fabric we trialled and developed individual thread combinations.

As our partner brand continued to innovate, new challenges arose as they introduced new lighter weight and high stretch fabrics. Our goal was always to offer thread combinations that provided the optimal strength, stretch, softness and abrasion resistance.

Garment wear trials were undertaken, with support from Coats Technical Services teams at factories in Asia and Americas. After several weeks of successful testing the optimum thread combinations were finalised and written into our partner brand's quality manuals.

Through this journey of best practice sharing and collaboration, Coats has supported through technical excellence. Today, we are proud to be their Trusted Advisor for all threads. We continue to strengthen our partnership through further seaming innovation and we are now building out a sustainability roadmap to help the transition to more sustainable threads.

