

## 22 Factor redefines fashion manufacturing with latest on-demand 3D knitting service

- *Targets small- to mid-size brands and designers; shortens the time from sketch to market by 92% compared with traditional process*
- *Low minimum order requirement, reducing clothing wastage for a smarter and more sustainable supply chain*

**[Hong Kong – 31 October 2019]** - 22 Factor, a knitwear lifestyle start-up powered by Cobalt Fashion, the largest knitwear specialist in the knitwear industry, today unveiled an on-demand 3D knitting service offering. The offering takes an eco-friendly digital approach, revolutionizing traditional knitwear manufacturing and allowing designers and brands to produce garments in smaller quantities and minimize excessive production.

The fashion industry is the second most polluting industry globally. A minimum 39 million tonnes of clothing are discarded each year, of which only 10% is recycled and 8% is re-used for second-hand clothing. The majority (57%) is sent to landfills.<sup>1</sup>

22 Factor uses upcycled virgin yarn from luxury fashion brands to create premium quality knitwear at a fraction of the price. Its on-demand 3D knitting service offering features high-definition virtual sampling and simulation technology, allowing designers to visualize their designs and create detailed prototypes down to the exact colour, style and material, and all entirely online, without creating a single physical sample.

As an intrapreneurial venture of Cobalt Fashion, 22 Factor leverages Shima Seiki's WHOLEGARMENT knitting technology, enabling designers to produce three-dimensional seamless garments, which provide a comfortable stretch with greater stress distribution and range of motion, while also optimizing design, drape and fit. The production process is shortened by 92% from a typical 12-month period to less than one month, while at the same time always maintaining the quality of the garment.

22 Factor is experimenting with the technology via an [on-demand 3D knitting configurator](#) available on its website. Initially targeted at an increasing number of small- to mid-size brands and independent designers with lower production orders, the service gives designers the tools and flexibility to produce the exact quantity of stock based on their actual needs in a shorter period of time, without needing to worry about excess stock or markdowns.

“At 22 Factor, we have a role in driving the positive change we want to see in this industry. We constantly look for new ways, namely by using technology, to optimize our production process for a smarter and more sustainable supply chain,” said Dorothy Pun, Founder of 22 Factor and Vice President of Cobalt Fashion. “On-demand manufacturing helps to tackle the issue of wastage in the fashion industry and we aim to expand this service to bigger players in the future to drive mass adoption of the technology.”

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### About 22 Factor

Powered by Cobalt Fashion, 22 Factor is a knitwear lifestyle start-up that produces high quality knitwear with upcycled virgin yarn from the luxury fashion world at a fraction of the price. Since 2018, 22 Factor has been working with manufacturers, brands, designers and industry partners to revolutionize the fashion industry, with the mission of creating a truly smart and sustainable supply chain. For more information on 22 Factor, visit <https://22factor.com/>.

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<sup>1</sup> Breakdown of clothing waste figures: Pulse Report 2017 - Common Objective – “Fashion and Waste: An Uneasy Relationship” - <https://www.commonobjective.co/article/fashion-and-waste-an-uneasy-relationship>

## About Cobalt Fashion

Cobalt Fashion is the largest specialist in the knitwear industry. With speed and innovation at the forefront of Cobalt's strategy, it uses the latest in digital technology and work processes to constantly redefine the knitwear industry. Cobalt was initially formed as a joint venture between Li & Fung (SEHK: 00494) and South Ocean Knitters Holdings Limited in October 2017. Li & Fung later [completed a strategic divestment](#) of its three product vertical businesses, including its sweater/knitwear product vertical and they are now 55% owned by the Fung Group and 45% owned by Hony Capital. For more information on Cobalt Fashion visit <https://www.cobaltknitwear.com>.

## About the Fung Group

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including trading, logistics, distribution and retailing. The Fung Group comprises 42,000 people working in more than 40 economies worldwide. We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

Listed entities of the Group include Li & Fung Limited (SEHK: 00494), Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks. For more information, please visit [www.funggroup.com](http://www.funggroup.com).