

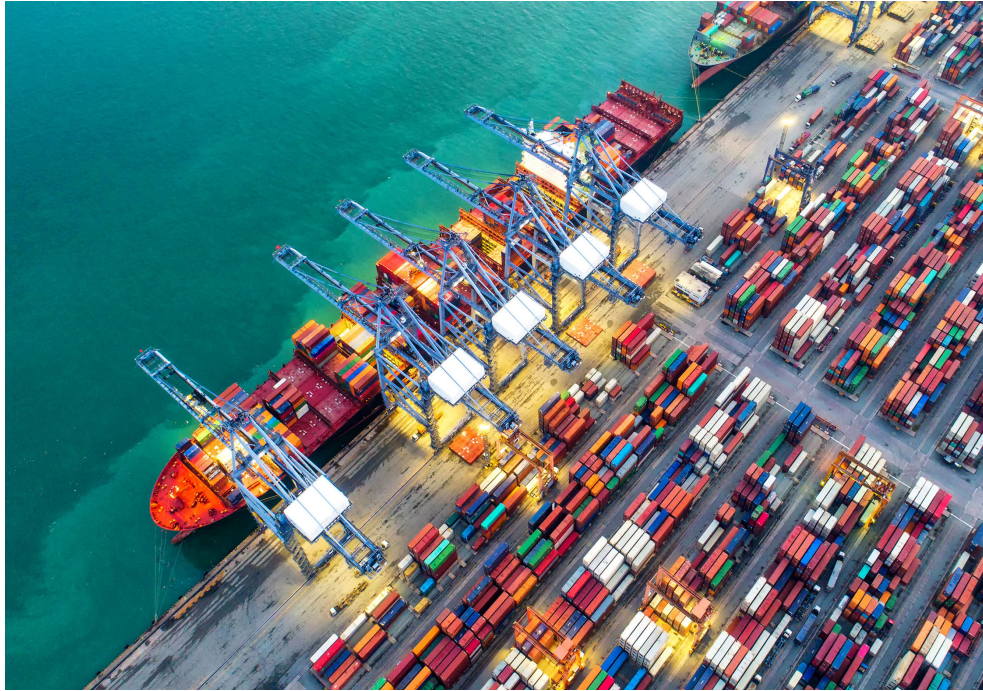
MAGAZINE VINATEX

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ENHANCING INTERNAL CAPACITY FLEXIBLE RESPONSE IN A VOLATILE MARKET

In the context of global economic fluctuations, trade wars, rising costs, and uncertain tariffs, many enterprises within the Vietnam National Textile and Garment Group (Vinatex) have demonstrated innovation, adaptability, and strengthened internal capabilities to overcome challenges and prepare for the 2025–2030 term.

Hue Textile & Garment recorded solid growth in revenue, profit, and employee income in 2024. For 2025, the company targets VND 2,070 billion in revenue, USD 112.9 million in exports, and VND 140 billion in pre-tax profit. The strategic plan focuses on four pillars: organizational stability, governance, new product development, and funding. Emphasis will be placed on improving technological productivity, management, and innovation.

Hung Yen Garment achieved VND 678.3 billion in revenue, VND 73.2 billion in profit, and an average income of VND 12 million/employee/month in 2024. In 2025, it targets VND 616 billion in revenue and VND 50 billion in profit. The company will prioritize maintaining U.S. orders, expanding into Japan, the EU, South Korea, and South Asia; investing in equipment, training high-level human resources, and applying AI in production.

Duc Giang Corporation reported VND 2,396 billion in revenue and VND 24 billion in profit in 2024. Its 2025 plan includes VND 2,700 billion in revenue and USD 85 million in exports. The company will focus on marketing, AI application, cost control, and training young professionals.

Hoa Tho reached VND 5,241 billion in revenue and VND 353 billion in profit in 2024. For 2025, it targets VND 5,050 billion in revenue and USD 255 million in exports. Nine key initiatives will be implemented, including digital transformation, R&D, green investments, recruitment, training, and promoting corporate culture.

Phu Bai Spinning earned VND 1,327 billion in revenue and VND 15.5 billion in profit in 2024. The 2025 goal is VND 806 billion in revenue and USD 29 million in exports. The company has shifted 60–70% of its output to traceable recycled products, setting quarterly targets and responding flexibly to tariff policy changes.

Nam Dinh Textile & Garment achieved 92.3% of parent company revenue and 94.7% of consolidated revenue compared to 2023. Strategic initiatives include increasing fire-retardant fabric production, restructuring, optimizing resources, and attracting young talent. In 2025, the company plans to invest in a new factory and explore home textile production.

Hanosimex reached VND 1,173 billion in revenue and an average employee income of VND 9.12 million/month in 2024. For 2025, it aims for VND 1,192 billion in revenue. The company’s response plan includes developing cotton yarn, FOB, and FDI clients; strengthening the domestic market while retaining existing customers; increasing training; maintaining sewing lines; and refining wage management.

Viet Tien achieved VND 9,749 billion in revenue and VND 303.7 billion in pre-tax profit in 2024. The 2025 target is VND 9,800 billion in revenue and VND 330 billion in profit. The company plans to invest in digital transformation, RFID, Lean, ODM/OBM models, staff training, T-Up product development, and boosting e-commerce platforms.

Vinatex Phu Hung exceeded 108% of its revenue target and reached 493% of its 2024 profit plan. For 2025, it targets VND 806 billion in revenue and USD 29 million in exports. Key initiatives include market research, product traceability, cost optimization, and human resource development.



Eliminating the

“INFORMATION GAP”

for Textile and Garment Workers

A seminar organized by the Vietnam National Textile and Garment Trade Union highlighted that the right to access information is fundamental in practicing corporate social responsibility (CSR) and strengthening the connection between workers and enterprises. However, the garment and textile industry comprising mostly unskilled, young workers is still facing numerous barriers to accessing information. Drawing from practical experience at businesses, experts and leaders proposed specific recommendations to improve internal communication and supportive legal frameworks.



Ms. Pham Thi Thanh Tam

Chairwoman of the Vietnam Textile and Garment Trade Union

The right to access information is a basic right that empowers workers to protect themselves and accompany enterprises through change. However, workers in the garment sector face difficulties due to their limited education levels (84.4% are unskilled), lack of information-searching skills, and poor analytical ability. Current communication formats are not suitable for young workers (Gen Z), especially in small and medium-sized enterprises (which make up 88% of the sector).

Enterprises must shift from “propaganda” to “communication,” and from merely “providing information” to “empowering access.” This includes elevating the role of grassroots unions, segmenting content by age and region, and increasing interaction through social media and digital newsletters.



Dr. Nguyen Hoang Mai

University of Labour and Social Affairs

There is currently a lack of specific legal regulations on workers' right to access information in the private sector. I recommend issuing a dedicated Decree or Circular on transparency in labor relations. This should define:

- ✓ A mandatory list of information employers must disclose;
- ✓ Timing and methods of disclosure;
- ✓ Procedures for unions and workers to request information;
- ✓ A monitoring mechanism and sanctions for violations.

However, at present, the absence of clear legal consequences for employers who refuse or distort information undermines workers' rights and limits legal enforcement.

Dr. Nguyen Nga Huyen

Deputy Head of Communications, VNU School of Business and Management

Internal communication should be treated as a strategic tool to boost employee engagement and productivity. For the textile and garment industry, I recommend:

- ✓ Tailored communication strategies linked to industry specialization;
- ✓ Multi-layered channels such as in-house radio, social media, bulletin boards, games;
- ✓ Simple, inspiring, relatable content;
- ✓ Two-way feedback mechanisms like QR code surveys, anonymous suggestion boxes;
- ✓ Training for communication staff or supervisors;
- ✓ Integration with union activities, including contests, arts, sports, and welfare programs.

Mr. Bach Thang Long

Deputy General Director, Garco 10 Corporation

Information transparency is crucial for building a trustworthy workplace and enhancing productivity. At May 10, we apply a multi-channel communication system:

- ✓ Direct channels: regular dialogues, Monday flag-raising ceremonies, team briefings, training sessions.
- ✓ Indirect channels: official fanpages, website, emails, internal newsletters like “Phong cách May 10”, factory loudspeakers, and bulletin boards.

All information related to workers' rights is made public, accurate, and accessible to ensure trust and collaboration.

Ms. Tran Tuong Anh

Board Member, Hoa Tho Textile & Garment JSC

Corporate culture is the foundation of sustainable development—not just slogans, but daily actions embedded in the organization.

At Hoa Tho, our culture is built on five pillars:

- ✓ Transparency – Discipline
- ✓ Respect – Trust
- ✓ Service – Cooperation
- ✓ Learning – Sustainable Development
- ✓ Pride in the Company

From over 30 years of restructuring and growth, we've drawn key lessons:

- ✓ Leaders must set the example in cultivating culture;
- ✓ Corporate culture must align with business strategy;
- ✓ Managers need both ethics and expertise;
- ✓ Internal communication systems must be continuously improved and modernized for effective cultural transmission.

Hoa Tho believes that a strong corporate culture creates strong internal strength, enabling the company to thrive through challenges and grow sustainably in the global integration journey.□



Strategic Forecasting and Agile Adaptation

ENHANCING COMPETITIVE CAPACITY

IN THE CIRCULAR ECONOMY ERA

In the context of the traditional linear production model becoming outdated, the circular economy (CE) is emerging as an inevitable pathway for Vietnam’s textile and garment industry. Not only does it help save raw materials, reduce costs and emissions, CE also opens opportunities for innovation, advanced technologies and sustainable development. In response to market demands and social commitments, the textile and garment industry must take action to adapt more swiftly in the green era.

THREE STRATEGIC SCENARIOS TO 2030

Scenario 1: Comprehensive Transition

With strong support from green credit policies, recycling technologies, and tax incentives, the industry can rapidly establish a circular ecosystem led by Vinatex. Through recycling centers, centralized wastewater treatment systems, and a digitized supply chain, Vietnam can maintain its position in the top three textile-exporting countries and move into higher-value, sustainable product segments.

Scenario 2: Partial, Uneven Transition

In the absence of uniform policy support, only major enterprises such as Vinatex or FDI firms may have the capacity to adapt. Most small and medium-sized businesses will struggle, leading to deep divisions within the industry. Vinatex will be required to take on a larger role in coordinating the domestic supply chain, sharing technology, and ESG models to maintain supply chain continuity.

Scenario 3: Slow Adaptation, Strategic Setback

If Vietnam fails to enact timely support policies and businesses lack investment in green technologies, the textile-garment industry will lose market share and be excluded from global supply chains. After 2027, when green regulations from the EU and US take full effect, the risk of export decline will rise significantly.

SCENARIO ASSESSMENT

Global instability including the US-China trade war, rising logistics costs, and climate change is placing increasing pressure on supply chains. Simultaneously, green policy tools such as carbon taxes, traceability requirements, and product life cycle regulations are becoming more stringent. Domestically, CE implementation remains fragmented, with insufficient infrastructure and financial mechanisms.

Scenario 1 remains a distant possibility due to a lack of policy momentum. Scenario 3 is a real warning if Vietnam does not act within the next 2-3 years. Currently,



Scenario 2 appears the most likely, requiring strategic action from industry leaders like Vinatex.

ACTION ORIENTATION: VINATEX’S FIVE PILLARS FOR TRANSITION

1.Closed-loop Circular Production: Establish internal waste collection and recycling centers; pilot “zero discharge” models at major dyeing facilities.

2.Supply Chain Standardization and ESG Integration: Use QR codes and blockchain for traceability; participate in international assessments such as Higg Index and ZDHC.



3.Material Innovation and Eco-design: Develop recycled fibers, organic fibers, biodegradable fabrics; collaborate with research institutes and startups.

4.Building a Circular Textile-Garment Ecosystem: Create regional circular industrial clusters where Vinatex serves as the central player.

5.Green Finance and Digital Transformation: Expand partnerships with banks, mobilize green credit; train ESG and digital talent.

As the world moves toward sustainable development, Vietnam’s textile and garment industry cannot remain on the sidelines. Transitioning to a circular economy is not only a strategic choice but a survival imperative. Strengthening internal capacity and proactively transforming production and management models are key for Vinatex and the industry to confidently integrate into the global value chain.□

DIGITAL CULTURE

HELPS ENTERPRISES REALIZE BUSINESS STRATEGIES

In the context of the digital economy and the rising trend of circular economy, Vietnam's textile and garment industry is undergoing a profound transformation. Beyond technological upgrades and production process improvements, corporate culture particularly digital culture, has emerged as a fundamental pillar to realize sustainable development goals and enhance global competitiveness.



DIGITAL CULTURE – FROM MINDSET TO ACTION

Unlike traditional corporate culture that emphasizes stability and direct interpersonal bonding, digital culture demands agility, adaptability, multidimensional collaboration, and a customer-centric mindset. In an industry characterized by complex supply chains and large-scale operations, the adoption of digital technology and the cultivation of digital culture allows businesses to optimize operations, reduce costs, and improve efficiency.

Digital corporate culture is not merely about changing communication tools or platforms. It entails a shift in

thinking, management practices, and behavior. An ideal digital-era organization is one that puts customers at the center, makes data-driven decisions, embraces innovation, and fosters cross-functional collaboration.

THE FOUR PILLARS OF DIGITAL CULTURE

According to the Digital Transformation Handbook by the Ministry of Science and Technology, digital culture should be built on four key pillars:

1. Customer-Centricity – Creating positive experiences through products, services, and relationships.
2. Data-Driven Orientation – Making decisions based on data and technology.
3. Innovation – Embracing experimentation and accepting risks to improve products and processes.
4. Collaboration – Cooperating across departments and with partners to generate breakthrough value.

These pillars must be founded on ESG principles (Environmental – Social – Governance), aligned with the enterprise's mission, contributing to the sustainable development of the entire sector.

DIGITAL CULTURE IN ESG

- Environmental (E): Reducing emissions via online meetings, saving resources through digitized processes.
- Social (S): Promoting diversity, transparency, and equitable access to knowledge.
- Governance (G): Enhancing compliance and transparency through accurate and timely data.

A ROADMAP TO BUILDING DIGITAL CULTURE

Developing digital culture requires a gradual, phased approach rather than shortcuts. A four-step roadmap includes:

1. Assessing Current Culture – Identifying strengths and weaknesses in organizational values and behaviors.
2. Defining Core Cultural Attributes – Aligning them with the digital transformation strategy.
3. Implementing Specific Actions – From training programs to building digital culture ambassadors.
4. Periodic Measurement – Monitoring progress and making necessary adjustments.

The Vietnam National Textile and Garment Group (Vinatex) identifies "innovation" as a strategic priority in the digital age. The integration of AI, Big Data, and automation not only boosts productivity but also requires a workforce with a forward-thinking mindset, capable of adapting quickly and turning feedback into opportunity.

Digital culture is not a slogan, but a set of everyday behaviors shaped by shared values, vision, and collective action. For Vietnam's textile-garment industry, it is not just an inevitable path to global integration, but also a long-term competitive advantage. When corporate culture and technology advance in tandem, the industry will be well-positioned to thrive in a new era of breakthroughs.□

IMMEDIATE IMPACT ON GLOBAL FINANCIAL MARKETS

Markets reacted positively: oil prices rose, gold prices dropped sharply, and the U.S. dollar strengthened significantly. The U.S. Dollar Index reached the highest level in four weeks, while Asia stock markets attracted nearly \$10 billion in net capital inflows within just three weeks. In Vietnam, both exchange rates and gold prices fluctuated sharply, reflecting the country's increasing integration with the global economy.

Vietnam's Timely and Proactive Response

Immediately following the announcement of the new U.S. tariff policy, the Prime Minister of Vietnam convened an emergency meeting with key ministries and agencies. A rapid response task force was established to gather feedback from enterprises and propose flexible policy solutions.

The government emphasized the following strategic directions:

- Restructuring the economy towards sustainability and innovation.
- Promoting localization and reducing dependence on imports.
- Proactively negotiating with the U.S. to expand the list of tariff-preferred products.
- Supporting businesses in expanding investment and improving competitiveness.

THE U.S. RETALIATORY TARIFFS IMPACTS AND SOLUTIONS

The world collectively breathed a sigh of relief when the United States and China reached an agreement to temporarily suspend retaliatory tariffs for 90 days. According to the agreement, the U.S. will reduce its import tariffs on Chinese goods from 145% to 30%, while China will lower its tariffs on U.S. goods from 125% to 10%. This deal marks an important step toward de-escalating global trade tensions and restoring market confidence.

CONCRETE MEASURES...

In Trade Policy

Vietnam issued Decree 73/CP (dated March 31, 2025) to reduce import tariffs on certain U.S. products - especially wood to 0%, aiming to improve the bilateral trade balance and avoid adverse retaliatory tariffs.

In Import-Export Strategy

Vietnam aims to increase imports of essential U.S. goods and services, such as LNG, automobiles, high-tech products, cloud services and medical equipment. In return, it is expected that the U.S. will ease retaliatory tariffs on Vietnamese exports.



In Enterprise Development

- Encouraging Vietnamese businesses to shift from export processing to FOB production models (full product responsibility).
- Enhancing trade defense capabilities and adapting to increasingly complex technical barriers and protectionist policies.

In Long-term Orientation

- Accelerating digital transformation, green growth, circular and innovation-driven economies.
- Diversifying export markets through free trade agreements (FTAs).
- Maintaining a GDP growth target of over 8% in 2025, with aspirations of double-digit growth in subsequent years.

In the context of global volatility, Vietnamese enterprises are advised to:

- Proactively develop response scenarios, rather than passively reacting to changes.
- Stay well-informed about new regulations, especially regarding taxation and bilateral trade.
- Transition toward higher value-added production.
- Expand into diverse markets and supply chains, avoiding over-reliance on the U.S. or China.

While the U.S.'s new tariff policies may cause short-term shocks, they do not signify the end of trade openness. On the contrary, the temporary U.S.-China agreement and Vietnam's rapid response mechanisms demonstrate that economic interest ultimately prevails.

With its strategic mindset and deep commitment to integration, Vietnam is well-positioned to mitigate immediate risks while seizing long-term opportunities, striving toward an economy that is independent and self-reliant, yet deeply connected to the world.□

The Impact of U.S. Retaliatory Tariff Policy on Vietnam's Textile and Garment Industry

from a

RISK MANAGEMENT PERSPECTIVE

The U.S. government's consideration of imposing retaliatory tariffs of up to 46% on Vietnamese textile and garment products has sent shockwaves throughout the industry. In the short term, companies are facing declining orders, shrinking revenues, tightened cash flow, and potential production cutbacks. In the long run, sustained high tariffs could seriously weaken Vietnam's competitiveness in the U.S. market—a key export destination and negatively affect industry growth, employment, and the trade balance.



SHORT-TERM IMPACT: PRESSURE ON ORDERS, FINANCE, AND LABOR

Following news of the potential 46% tariff, many U.S. buyers paused or canceled orders, stalling production. Although the U.S. later applied only a temporary 10% tariff during a 90-day grace period, Vietnamese firms still face an effective tax burden of nearly 28%. Export costs have risen sharply, while revenue has dropped and operational costs remain unchanged. Cash flow is strained, and businesses are forced to seek short-term loans while struggling to retain their workforce.

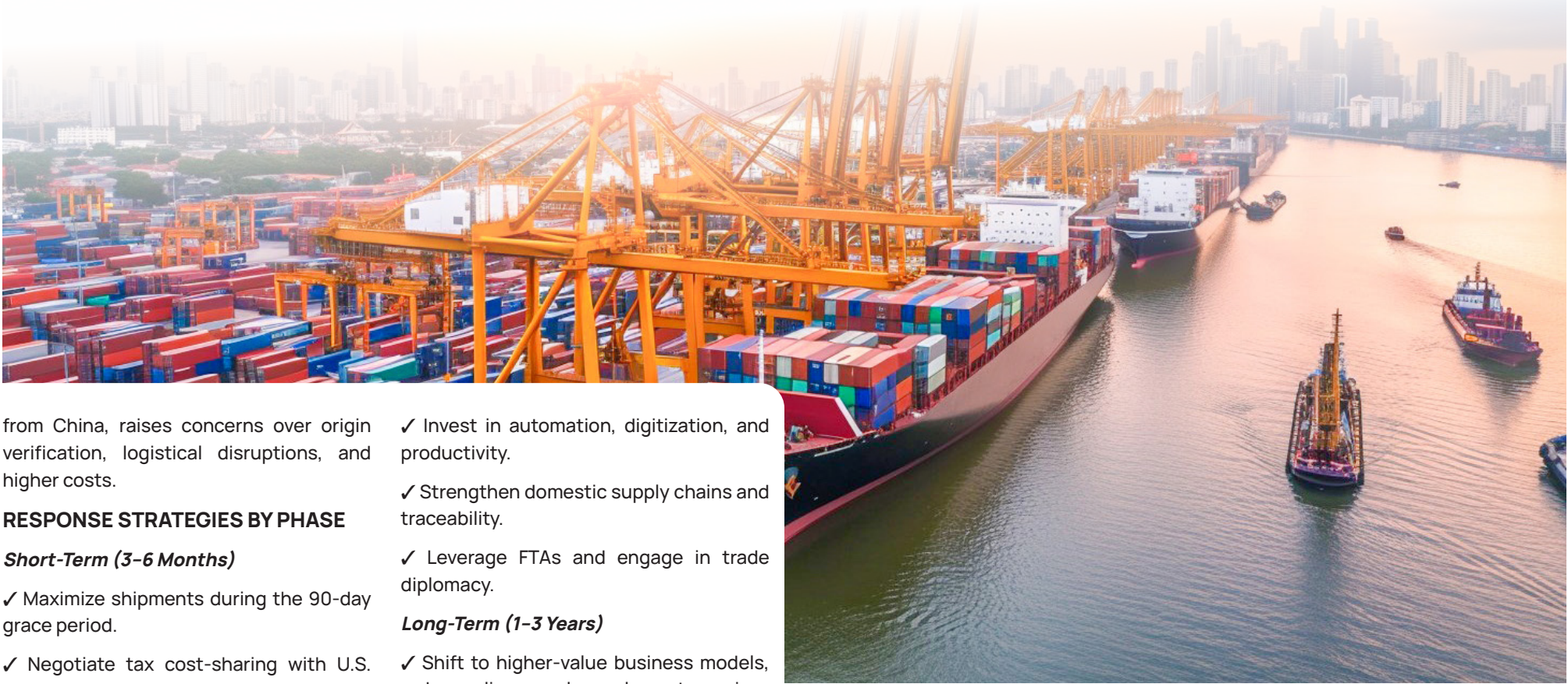
LONG-TERM IMPACT: MARKET LOSS AND PRESSURE TO RESTRUCTURE

If the high tariff becomes long-term, Vietnamese textile products will likely lose ground in the U.S. market, with consumers turning to alternative suppliers like Bangladesh, Mexico, or India. A sharp drop

in exports to the U.S. would affect overall growth, reduce employment, and impact Vietnam's trade balance. Enterprises would need to restructure their supply chains, increase localization, diversify markets, invest in technology, and enhance branding to survive.

EMERGING RISK CATEGORIES

- ✓ **Market Risk:** Reduced competitiveness, market share loss, and rising protectionism and exchange rate volatility.
- ✓ **Financial Risk:** Shrinking profit margins, negative cash flow, and increased borrowing pressure.
- ✓ **Labor Risk:** Order cuts lead to fewer hours, lower wages, halted recruitment, or layoffs, affecting social welfare and productivity.
- ✓ **Supply Chain Risk:** Dependence on imported raw materials, especially



from China, raises concerns over origin verification, logistical disruptions, and higher costs.

RESPONSE STRATEGIES BY PHASE

Short-Term (3–6 Months)

- ✓ Maximize shipments during the 90-day grace period.
- ✓ Negotiate tax cost-sharing with U.S. clients.
- ✓ Streamline product portfolios, optimize local sourcing.
- ✓ Maintain workforce stability and morale, enhance internal communication.
- ✓ Tighten financial controls and monitor credit risk.

Mid-Term (6–12 Months)

- ✓ Diversify export markets (e.g., Canada, EU, Japan, ASEAN).

- ✓ Invest in automation, digitization, and productivity.

- ✓ Strengthen domestic supply chains and traceability.

- ✓ Leverage FTAs and engage in trade diplomacy.

Long-Term (1–3 Years)

- ✓ Shift to higher-value business models, reduce reliance on low-value outsourcing.
- ✓ Expand overseas production (e.g., Cambodia, Indonesia).
- ✓ Build strategic partnerships and international lobbying through associations.

POLICY RECOMMENDATIONS AND GOVERNMENT SUPPORT

- ✓ Engage in high-level trade negotiations with the U.S. to delay or reduce tariffs.

- ✓ Provide financial and tax relief (interest rate cuts, VAT deferral, etc.).
- ✓ Stimulate the domestic market and pursue new FTAs.
- ✓ Prioritize the development of supporting industries (fabric, dyeing, cotton).
- ✓ Coordinate with international organizations (WTO, ILO, ASEAN) to advocate for fair trade.

While a 46% retaliatory tariff would be a major challenge, it is also a critical opportunity for Vietnam's textile and garment sector to restructure and strengthen internal capacity. With timely enterprise responses and strategic government support, the industry can overcome immediate difficulties and move toward sustainable long-term growth.□

SEIZING OPPORTUNITIES AMID MARKET VOLATILITY

At the May 2025 thematic seminar organized by the Vietnam National Textile and Garment Group (Vinatex), Dr. Le Tien Truong – Chairman of Vinatex’s BOD stated that the textile and garment market is seeing a surge in orders, which may last until the end of the third quarter. Thus, it is necessary for enterprises to be proactive, creative, and flexible to take full advantage of this favorable period, aiming to fulfill at least two-thirds of their annual profit targets within the first half of the year to build a buffer against potential year-end market volatility.



U.S.-CHINA AGREEMENT: MARKET OUTLOOK REMAINS POSITIVE

According to Mr. Hoang Manh Cam – Deputy Chief of Vinatex’s Board Office, the unpredictable tariff policies of the Trump 2.0 administration have led the IMF to lower its global growth forecast for 2025 to 2.8%, with Vietnam’s forecast also reduced from 6.1% to 5.2%. Despite this, Vietnam’s textile and garment exports in April reached USD 3.64 billion (+15%), bringing total exports for the first four months of 2025 to USD 13.9 billion (+11%). Key export markets such as the U.S., Japan, and the EU saw growth, while China declined due to lower demand for yarn. U.S.-China trade tensions appear to be easing, and U.S. inventory levels are

low. In addition, reduced logistics costs and instability in competing countries like Pakistan and Bangladesh are creating new opportunities for Vietnam. However, Vietnam’s tariff negotiations with the U.S. remain unresolved, and weak demand from China and South Korea, along with higher electricity costs starting in May, present significant challenges.

Dr. Le Tien Truong stated that Q3 order volumes should remain strong, but Q4 may see a 10% decline as U.S. consumer demand slows. He advised businesses to renegotiate with supply chain partners to share costs. On exchange rates, he noted that the VND is expected to stabilize from Q3 onward, after depreciating in the first half of the year.



ENTERPRISES TAKE PROACTIVE MEASURES

Duc Giang Corporation is expediting shipments during the 90-day tariff suspension period and expanding into Australia, Japan, and China. The company focuses on high-value clients and maintains stable orders through September.

Hoa Tho Textile and Garment Corporation has had to adjust production plans daily due to frequent changes in delivery schedules from U.S. clients. After July 10, orders from the U.S. dropped significantly, with many clients negotiating lower prices or shifting orders to other countries. Hòa Thọ is ramping up exports to the EU and Japan and seeking additional orders for August.

Southern Textile and Garment Corporation (VSC) has secured enough orders through August and is expanding in Europe and the UK. The company is holding off on price reductions while waiting for clearer market signals.

Hue Textile and Garment JSC reported customer requests for 3-5% price cuts, mainly for orders in May and June. Q3 orders remain stable, while Q4 could face heightened competition. Chinese suppliers have agreed to reduce raw material prices by 25-27% to support manufacturers.

Hung Yen Garment Corporation has remained production through mid-

August. While U.S. orders have declined, market share in other regions has grown. Slight price reductions for CM orders are expected in September-October. The pressure for on-time delivery is intensifying.

Nam Dinh Garment Company noted that customers are maintaining orders and prioritizing supply chain stability. The company must focus on cost optimization and transparent sourcing.

Hanosimex has secured orders through August and is ramping up production, coordinating with Hugatex to maintain capacity.

Garco10 Corporation has orders booked through July for most products, and some lines are filled through year-end. Although the U.S. market is slowing, orders continue shifting from China to Vietnam. The company is actively seeking new raw material sources from India and Taiwan to reduce reliance on China.

Vietnam’s textile and garment industry has a solid opportunity to accelerate growth in Q2 and Q3 2025, thanks to strong U.S. demand and the global supply chain shift. However, risks remain, including tariff uncertainties, rising electricity costs, and weakening consumer demand. Businesses are encouraged to capitalize on the current favorable conditions to maximize profits, strengthen resilience, and prepare for a more challenging second half of the year. □

GREENING FASHION

When Plastic Bags Are Reborn as Handbags



In a fashion world driven by trends and speed, Limloop – a small brand from Vietnam – is choosing to go against the current. Not only do they recycle plastic bags into unique handbags, but they also provide opportunities for people with hearing impairments, helping redefine what sustainable fashion truly means.



TURNING WASTE INTO CREATIVE OPPORTUNITY

Plastic bags, long symbols of convenience, are also major contributors to environmental pollution. For Ms. Pham Thi Kim Hang, founder of Limloop, these bags represent a potential resource. Since 2021, Limloop has embarked on a journey to transform used plastic bags into fashionable handbags, with each product made from around 30 used bags.

What's special is that every Limloop bag is a one-of-a-kind piece, with varying colors, gloss, and wrinkles – features that would typically be seen as flaws but here become the source of character and uniqueness.

A DETAILED AND ECO-FRIENDLY PRODUCTION PROCESS

Rather than following industrial mass production lines, Limloop handcrafts each product through a meticulous four-step process: collection – treatment – design – finishing. The plastic bags are cleaned using environmentally friendly methods, heat-pressed to create new textures, then woven or sewn by hand. The final products are not only visually appealing but also durable, with high-quality accessories and strict quality control.

CHALLENGES AND FAITH IN A GREEN PATH

At first, Limloop faced significant hurdles: inconsistent raw materials, labor-intensive processes, and market skepticism about the aesthetics and durability of recycled products. However, through persistent design improvements and strategic communication, the brand gradually won over customers – especially younger generations with a strong sense of responsibility.

Limloop is not just a place for recycling materials, it's a place for "recycling" perceptions. By providing stable employment to people with hearing impairments who possess patience, focus, and meticulousness well-suited for tasks like weaving, Limloop infuses each bag with a profound sense of humanity.

BEYOND FASHION: SHAPING THE SUSTAINABLE TREND

Limloop is now expanding its recycled material – Limtex into footwear, accessories, and even fashion shows. Rather than chasing market trends, the brand creates its own: a trend of sustainable innovation, responsible fashion, and community engagement.

Through campaigns like "Trash for Gifts," school talks, and small exhibitions, Limloop plants the seeds of awareness about green fashion. This brand doesn't just sell products, it tells stories of rebirth, resilience, and creativity.

THE FUTURE OF RECYCLED FASHION

According to Ms. Hang, for sustainable fashion to become mainstream, we need an ecosystem of "green" products that are aesthetically appealing, affordable, and carry meaningful stories. Only then will consumers move from words to actions, making sustainable fashion a natural part of everyday life.

Limloop proves that real change doesn't always come from grand gestures, but from small bags, quiet persistence, and a commitment strong enough to shape a future of ethical, sustainable fashion. □



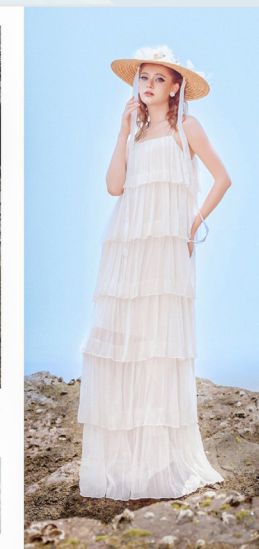
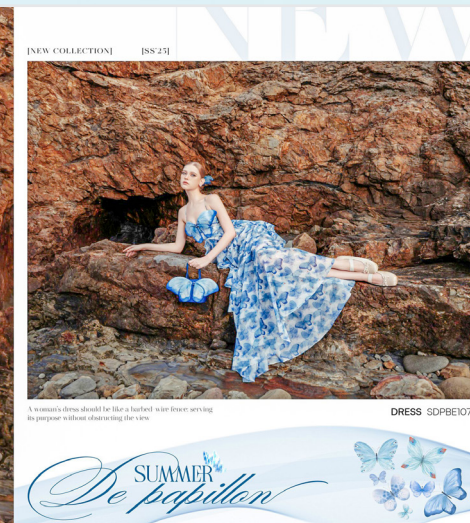
limloop®
HƠN CẢ MỘT CHIẾC TÚI



SUMMER *De papillon*

As a young girl, I've always dreamed of having a career like this. I think it's so important for me to be able to use my platform and to bring awareness, and especially during these times where there's so much happening in the world. Everyone has a voice, and I think why not use that voice and help women, and tell them to also be bold and be able to break barriers.

THE BREATH OF Transformation, Freedom, and Radiance



Inspired by the journey of transformation from chrysalis to butterfly—symbolizing maturity, freedom, and inner beauty, the “Summer de Papillon” collection from HeraDG celebrates women as they evolve into the most radiant versions of themselves.

FREEDOM IN EVERY DESIGN

Like a butterfly emerging from its cocoon, the designs in “Summer de Papillon” embody a graceful yet bold metamorphosis. Each pleat, cut, and ruffle is thoughtfully crafted to accentuate the feminine form while evoking softness and fluidity.

A harmonious color palette featuring passionate red, free-spirited blue, and pure white creates an emotional symphony that reflects the vibrance and uniqueness of summer.

SUSTAINABLE MATERIALS, MODERN MESSAGE

Beyond aesthetic appeal, HeraDG infuses green living into every piece by using recycled polyester—a material reborn from waste, now transformed into soft, breezy, and vibrant fabrics. This marks a meaningful step in aligning fashion

with sustainability, where outer beauty coexists with environmental responsibility.

THE SPIRIT OF A NEW ERA

“Summer de Papillon” is not just a fashion collection—it’s a lifestyle message. It encourages women to express emotions freely, embrace individuality, and live each moment to the fullest.

“Summer de Papillon” is more than fashion—it’s a celebration of freedom and sustainability, awakening the beauty within every woman. □

