

CASE STUDY: APPAREL

Urgent sourcing during a pandemic.

The Challenge

A lifestyle garment and accessory brand known for their extreme cooling technology approached MCX with an urgent supplier need.

One product within their line saw extreme demand when states started issuing orders requiring facial coverings in public during the COVID-19 pandemic.

The company contacted MCX at 6pm on a Friday evening seeking textile producers who could quickly supply fabric to meet their immediate demand.

Key Requirements

- + Immediate Turnaround
- + Commercial Availability
- + Material Composition

The Discovery

In just over 24 hours, MCX had identified suppliers that met the client's specific blend requirements.

The Material Solution

The brand was able to move forward with production and fulfilling orders — without compromising their product standards.

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