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## Feature

30 The Metaverse: Rebuilding the Supply Chain  
   By Debbie McKeegan  
   The online highway of e-commerce has accelerated to embrace, define, and create a new commercial portal—the Metaverse. A world where the digital and the physical coexist, and where the virtual may well become physical online sales opportunities.

## Technical Insight

36 The Second C: Color with a Purpose  
   By Keith Hoover  
   The “Second C” in AATCC is for Colorists. This series of articles will deal with color in the apparel industry. The Second C is a practical guide to assist colorists. The focus will be managing processes built around the Big Three—Light, Object, and Observer. I will discuss setting up a color process, digital versus visual assessment, color standards, choosing matching illuminants(s), Total Appearance (the impact of texture on a colored object), counting the cost versus value of color management, current and novel color technology, and do my best to either reinforce or skewer the conventional wisdom around color management.

## Olney Medal Paper

40 A Road Less-Traveled: Cotton-Based Approaches to Wound Healing  
   By J. Vincent Edwards, 2021 Olney Medal Award Recipient  
   The “road less-traveled” is work that has sought to make the whole cotton fiber applicable to wound healing in the twenty-first century. There are four areas where research on cotton textile fibers focuses on the prevention and treatment of chronic, infected, and acute wounds: (1) improved trauma dressings that accelerate blood clotting, (2) chronic wound protease modulating dressings interfaced to point-of-care (POC) diagnostic sensors, (3) nonwoven greige cotton that generates hydrogen peroxide designed to stimulate cell proliferation, or antibacterial activity, in the wound bed, and (4) spunlace nonwovens with enhanced fabric hand designed to modulate polar surface properties at the skin-fabric interface for incontinence management and bedsore prevention.