



Messe München  
International

Connecting Global Competence

# ISPO TEXTRENDS 2016

## INFORMATION AND TEXTILE TRENDS





## 4<sup>th</sup> Edition at ISPO MUNICH 2016

For designers and product managers, the search for new and innovative materials seems to be just as time consuming and elaborate as the proverbial search for the needle in a haystack. Simplifying this task, reducing the expenditure of time and yet improving the results - this is the aim of the new presentation platform for performance textiles and components.

In its structure and concept, ISPO TEXTRENDS is very similar to award contests. The participants apply with their most innovative products, which is reviewed by an international jury of experts. The best entries are then chosen and will benefit from several sales and promotional services.





## The Concept – Three Pillars

STRUCTURE

FOCUS

SALES PROMOTION

The conceptual foundation is based on three pillars.

**STRUCTURE** – 8 categories and 5 textile trends Fall/Winter 2017/18

**FOCUS** – Large concentration of the most innovative materials

**SALES PROMOTION** – 12 sales promotion tools provided by ISPO to actively highlight the innovations

This new presentation platform generates plenty of interest amongst industry, designers, product managers and international b2b publications.

"This innovative platform at ISPO MUNICH receives such a positive response and overwhelming acceptance and success as the ISPO TEXTRENDS. About 2,500 trade visitors (70% brands and designers) used the platform in hall C2 to screen new materials and information and prepare for meetings. Many of the visitors purchased the Trendbook as a tool for their work in the upcoming weeks and months. The Trendbook features all the selected materials, including impressive images and a lot of information", says Markus Hefter, Exhibition Group Director of ISPO.

"True to the idea of 'the ever impossible strive for perfection', we will continue to refine the concept, develop it further and enhance it in every detail possible. At this point, there is no better platform to present performance textile innovations."



## The Jury

### **International Experts - Core of ISPO TEXTRENDS**

The jury - comprising international experts (journalists, designers, independent professionals) - will evaluate, discuss and select the best products from a large number of applications based on specific criteria. The jury's expertise is the basis for the selection process.

The closing date for applications to ISPO TEXTRENDS Winter 2016 is September 15<sup>th</sup>, 2015. In October, the jury will meet at Messe München in Munich to select the most innovative and promising products.

The goal of the jury meeting is to find the "TOP 10" materials in each category, plus 30 to 50 additional materials that will receive the status of being "Selected", which will also result in a number of attractive benefits for the promotion of the products.



**Birgit Klaus**  
Dipl.-Ing. - Oeko-Tex



**David Nagel**  
Materials Responsible  
Norrøna Sport AS



**David Shah**  
CEO - View Publications



**Giusy Bettoni**  
CEO - C.L.A.S.S



**Louisa Smith**  
Textile Trend Consultant



**John Mowbray**  
Editor - Eco Textiles News



**Hélder Rosendo**  
Vice General Manager - Citeve



**Marta Balcerzak**  
Head of Fabric - Kjus



**Vincent Lecrosnier**  
Director of Performance Colors  
adidas Group



**Sophie Bramel**  
Technical Editor  
World Sports Activewear (WSA)



**Peter Waeber**  
CEO - bluesign Technologies ag



# Categories

Innovative products (fabrics, components) can be entered in eight different categories. As ISPO MUNICH wants the potential participants to focus on their most innovative products, the number of applications is **limited to 5 products per company in each category**.



## BASE LAYER

Next to skin fabrics for technical underwear, with pre-shaping, support, thermal or moisture management performance. Softness, comfort, anti-bacterial or eco-friendly properties are added values.



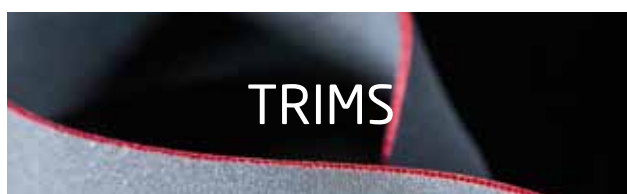
## SECOND LAYER

Fleece fabrics, lightweight protective fabrics, performance linings, stretch or non-stretch; usable for maximum thermal characteristics. Natural fibers from wool and cotton to eco-friendly and sustainable fibers, including cellulose.



## OUTER LAYER

Lightweight but ultra-resistant woven fabrics, coated or not, and technical membranes. Stretch, waterproof, windproof, multi-layer for ultimate protection against the elements.



## TRIMS

Films and tapes for sewn and heat-welded applications. Technical ribbons and cords. Stretch, reflective, waterproof are a plus.



## FIBERS & INSULATIONS

Traditional feather down, hollow and cross-section man-made or natural fibers with enhanced benefits for active wear.



## MEMBRANES & COATINGS

Technical membranes, stretch, waterproof, windproof with two- or three-layer for ultimate protection against the elements. Reflective, UV-resistant, windproof and waterproof.



## ACCESSORIES

Innovative zippers, buckles, buttons, labels etc. New eco-friendly developments, watertight, windproof performance. Low weight and durability are added values.



## SOFT EQUIPMENT

Performance products for tents, backpacks, sleeping bags, shoes etc. Lightweight, durable, abrasion resistant, UV-protecting, waterproof etc. are required benefits.



## STREET SPORTS

Fabrics range from ubiquitous denim with new performance levels to lighter functional fabrics and finishes with a fashionable edge that meets the demand of today's urban offering for second and outer layers.

# Criteria

The more information you provide with your material sample, the easier for the jury to judge your entry. If you have test results approved by an independent laboratory or if an independent institute approved your material (e.g. bluesign), please provide the appropriate test sheets or certificates. Help the jury to make the correct decisions.

CRITERIA	DEFINITION	PROCEDURE
<b>PERFORMANCE</b>	Evaluate the primary performance of the product in improving the wearer's activity level; enhanced performance like moisture management; energizing properties; FIR fabrics; compression	According to international textile standards. If two or more samples are on the same level, the construction, style, colors, added value etc. will be compared
<b>BEST HAND</b>	Touch and feel (may also apply to a multi-functional fabric that is incredibly soft and lightweight)	Sensory test Lightweight can be defined for each category separately
<b>CREATIVITY</b>	Applies to a trim or print technique Strong fashion aspect, especially regarding importance of brand names on garment	Sensory test, based on the jury's experience; judging based on congruence with ISPO trends, plus the use of new technology e.g. printing etc.
<b>INNOVATION</b>	Genuinely new development or process (use of brand new fibers, innovative combination, special fibers...)	Rated 1-5, the newer the innovation, the more points will be given
<b>ECO/SUSTAINABILITY</b>	Applies to waste reduction, low energy and water use in production & recycling criteria - depends widely on accepted certificates	Rated 1-5 in two areas, total reduction in comparison to the prior year and total consumption per unit
<b>BEST MULTI-FUNCTION</b>	Evaluation of the product's number of powerful performance characteristics (laminated or bonded fabrics)	According to international textile standards. If two or more samples are on the same level, the construction, style, colors, added value etc. will be compared



## Benefits & Costs

ISPO MUNICH developed a set of twelve benefits to promote these outstanding products in the performance textile industry, which will be granted to the manufacturers of the selected materials based on their status. The main objective of all these benefits is to support the sales of the selected materials.

ISPO MUNICH is pleased to be able to offer the presentation on this unique platform at a very appealing price.

### **Benefit 1 – Textile Trends**

These trends, defined by expert Louisa Smith, confirm the innovation and trend character of ISPO TEXTRENDS but also simplify the application process for participating companies. In addition, these trends attract sports business professionals, who utilize their visit to ISPO MUNICH to gain the latest insights on the future of the textile industry.

### **Benefit 2 – Label**

The selected products will receive ISPO TEXTRENDS label, which can be used for the original manufacturer's communication activities. It will not just attract attention during ISPO MUNICH but also on a global level throughout the year.

### **Benefit 3 – Photo Shoot**

All selected products will be part of a top-quality photo shoot to produce premium images for all further communication e.g. the Trendbook. The participants will receive the high-res images including full rights of use for their own communication activities.

### **Benefit 4 – Trendbook**

This working tool for designers, product managers and journalists features selected products. Each on a full page plus the TOP 10 products from all eight categories on a double page each. It will be distributed on-site and through several online shops. If your product is featured in the Trendbook, it will accompany designers and product managers throughout the entire development process of their next collection.

### **Benefit 5 – Trendapp**

The ultimate digital working tool for designers and product managers. It contains the same information as the trendbook but, in addition, has a strong search engine. This makes it easy for designers and product managers to find and select materials, to communicate with the mills, to compare materials, to share them etc. Available exclusively for iPad (iOS 7.0 or later).

### **Benefit 6 – ISPO NEWS**

ISPO's website will feature the new presentation platform and the trends in order to draw the primary target group to ISPO TEXTRENDS.

### **Benefit 7 – ISPO Newsletter**

ISPO TEXTRENDS will be featured in the regular newsletter using a well-coordinated schedule. The main goal is to generate interest in this highly interesting presentation platform amongst designers, product managers and journalists.





### **Benefit 8 – Stickers**

ISPO MUNICH will provide “TOP 10” and “SELECTION” stickers the day before the show, which can be used to mark the appropriate material samples in the booth of each participant.

### **Benefit 9 – On-site Presentation**

ISPO MUNICH showcases the chosen products at a specially designed exhibition booth, allowing trade show visitors to touch and feel the displays. Located in the heart of hall C2, it will be THE main attraction for your target group.

### **Benefit 10 – Manual**

The manual provides recommendations and advice on how to use e.g. the provided label in order to get the most for your company out of this presentation platform.

### **Benefit 11 – ISPO BEIJING**

Similar to ISPO MUNICH, ISPO BEIJING also showcases the chosen products at a specially designed exhibition booth.

### **Benefit 12 – PR**

ISPO MUNICH sends out several press releases throughout the year to draw the attention of journalists, designers and product managers to this topic, area, trendbook and trendapp.

€ (excl. VAT)	ISPO EXHIBITOR	NON-EXHIBITOR
PARTICIPATION FEE (per application)	Early Bird (until 15th August 2015): 25€ Regular: 75 €	Early Bird (until 15th August 2015): 25€ Regular: 150 €
TOP 10	1.190 €	2.190 €
SELECTION (up to 50 per category)	590 €	1.090 €

No other sports business platform offers a similar service presenting component innovations selected by an international jury of experts to your core target group, designers, product managers and journalists and promoting these innovations - on-site, off-site, online as well as offline.



## ISPO's Trend Expert Louisa Smith

Louisa Smith is an international textile trend consultant working with companies as early as three years in advance in all sectors of the textile chain, from fiber through to final garment. Louisa's vision and research, monitoring textile developments through to global alairs has a bearing on delivering the right on-trend directions that connect the industry at all levels.

With over 20 years of international experience in the fashion and textile industry, Louisa works with a range of companies in delivering on-trend information and market intelligence at all stages. Graduating in Fashion and Textile design at Manchester Metropolitan University, her career commenced in the fashion manufacturing and textile hub of Hong Kong, developing connections with China, the USA and Europe.

An avid traveller, Louisa continues to monitor consumer habits, social aspects and retail developments throughout the world, incorporating what she sees and visualizes during her travels into her trend work.

A regular on the international textile trade show circuit, her market and textile research and product development articles combined with published trends are featured internationally in a variety of trade publications.



## Textile Trends Fall/Winter 2017/18

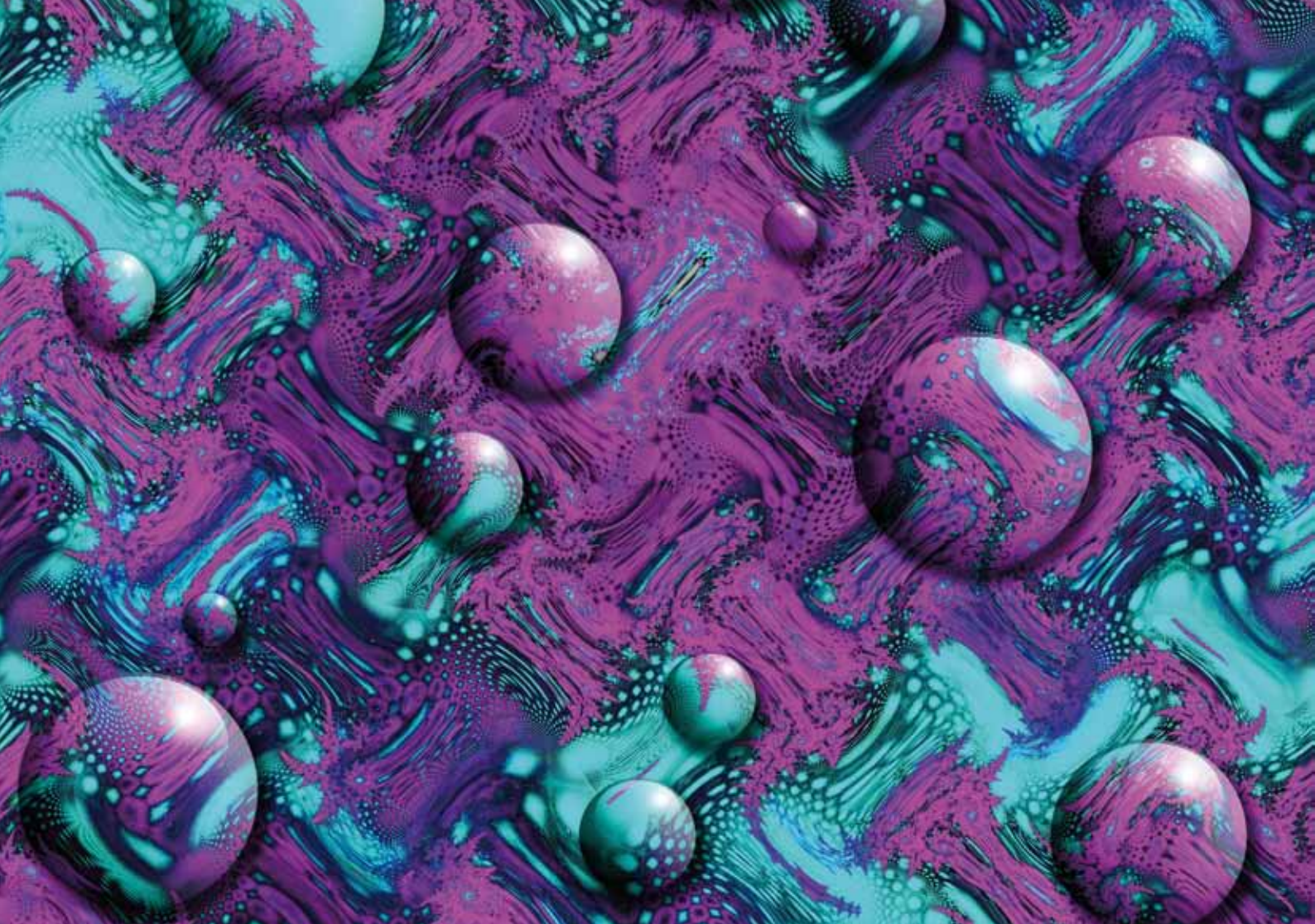
### **Visions for the Textile Industry**

One goal of ISPO MUNICH is to be a gateway for future trends. In cooperation with a trend expert ISPO MUNICH studied various global trends with influence on the textile industry and its products. In combination with the defined trend colors and five more detailed textile trends, these mega trends provide a good vision where the future of textiles will take us.

ISPO MUNICH is very pleased to have the opportunity to share these visions for Fall/Winter 2017/18 with the textile industry and to use these trends as a basic guideline for ISPO TEXTRENDS 2016. The mega trends show visions that are not specific to one particular area but will influence the entire textile chain right down to the consumer.

The color cards and the textile trends result from a range of influences, from consumer behavior to the global economy. Film, music, social media, art and many other activities are reflected in these trends. They form a basic guideline how new developments and innovations of ingredient products will be shown, presented and highlighted at ISPO TEXTRENDS 2016.





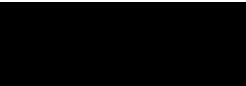









## ISPO MUNICH 2016 Fall/Winter 2017/18

Making the most of what you have is the key to this season's ISPO TEXTRENDS delivery as we encourage and push the host of high-functioning ingredients available in the activewear sector to new levels and encourage a new lease of life.

Creativity is key in compiling new offerings, moving away from the basics and injecting a sense of rejuvenation. This doesn't mean we are void of new and energetic developments, innovations that are set to feature at the higher end of the market. ISPO TEXTRENDS preview of the season should stimulate the senses and deliver fresh and exciting products. Let's get working!

## Color Card

### Classic Active - Color Palette Autumn/Winter 2017/18

				
BLACK	17-4540 TPX	16-1462 TPX	WHITE	13-0858 TPX
				
16-6340 TPX	18-1856 TPX	12-4302 TPX	18-3518 TPX	18-1703 TPX

The pivotal seasonal color palette of bestselling tones takes a brighter approach this season. Hues take on a more solid approach with a sharper and more intense appeal accentuated with increased neutrality from a range of gray tones complete with black and white.

# Megatrends



## BLIND FAITH

A continuation of the ongoing sustainability trend, BLIND FAITH highlights the new processes with water and energy reduction, recycled ingredients, social responsibility and traceability, all continuing to be significant factors. It is an ongoing mega trend, but for textile mills and brands alike they HAVE to adapt and adhere to this.

In addition, the consumer places their trust in the brands they buy into, they don't really want to know how sustainable and socially conscious these brands are, they just want to believe that they are contributing to a better society and world in general. Expect to see more focused sustainable solutions, reduced processing at all levels, recycled elements and renewed traditional practices.



## REASONS TO BE CHEERFUL...

There is a push towards being happy and a strong element of having fun. This incorporates the wellbeing and health-wear aspects that have influenced the market, combined with tactility, color, fit, comfort and visual appeal. There is a sense of hope and optimism emerging, a feel-good factor that is reflected from the simplest of detail through to more innovative aspects.

Kicking back and embracing the simple pleasures in life through to embracing the ultimate adrenalin rush as the global strife and financial aspects continue on a long and weary route. It's OK to be happy in a gray world, get rid of the guilt, enjoy life, live and laugh and enjoy. The simplest of pleasures appeals and this is clear to see as the "athleisure" market continues to grow, as does the sports sector globally.



## NEOTERIC

We have to evolve to move forward and it is important to explore new avenues from all sectors of the industry. Resurrecting natural fibers and finishes in new forms works alongside the new-generation synthetics and finishes that are emerging. Anything is possible, as we explore the past to reinvent the future and develop new and unique concepts from dreams to reality in creating functionality.

This mega trend also focuses on enhancing the experience, delivering added value and experimenting with revolutionary new ingredients and technology. Release the hand break of caution, don't rely on what you know, be adventurous and pioneering.

## Satellite - Color Palettes Autumn/Winter 2017/18

### Hazy Daze

14-5706 TPX	12-0713 TPX	15-0318 TPX	15-4415 TPX	18-0513 TPX

A crisp and sharp palette inspired by nature comprising subtle tones that can also take on a more luminary and crystallized role through brighter yarns and finishes. This delicate palette is also enhanced through the surface appeal from ultra matt and powdery handles through to milky touch for enhanced base-layer applications.

### Jumpin'

18-1664 TPX	14-5420 TPX	13-0858 TPX	14-0452 TPX	BLACK

An energetic offering of dense tones through to uplifting brights feature, there is a feel-good factor present. This color palette has a lot of mileage for the print sector as well as appealing to natural and synthetic offerings in altering the surface appeal. Black is a key component in enhancing the vibrant brights, this is about taking traditional tones to a new level.

### Wizardry

19-4245 TPX	14-1051 TPX	18-3520 TPX	18-4217 TPX	15-3207 TPX

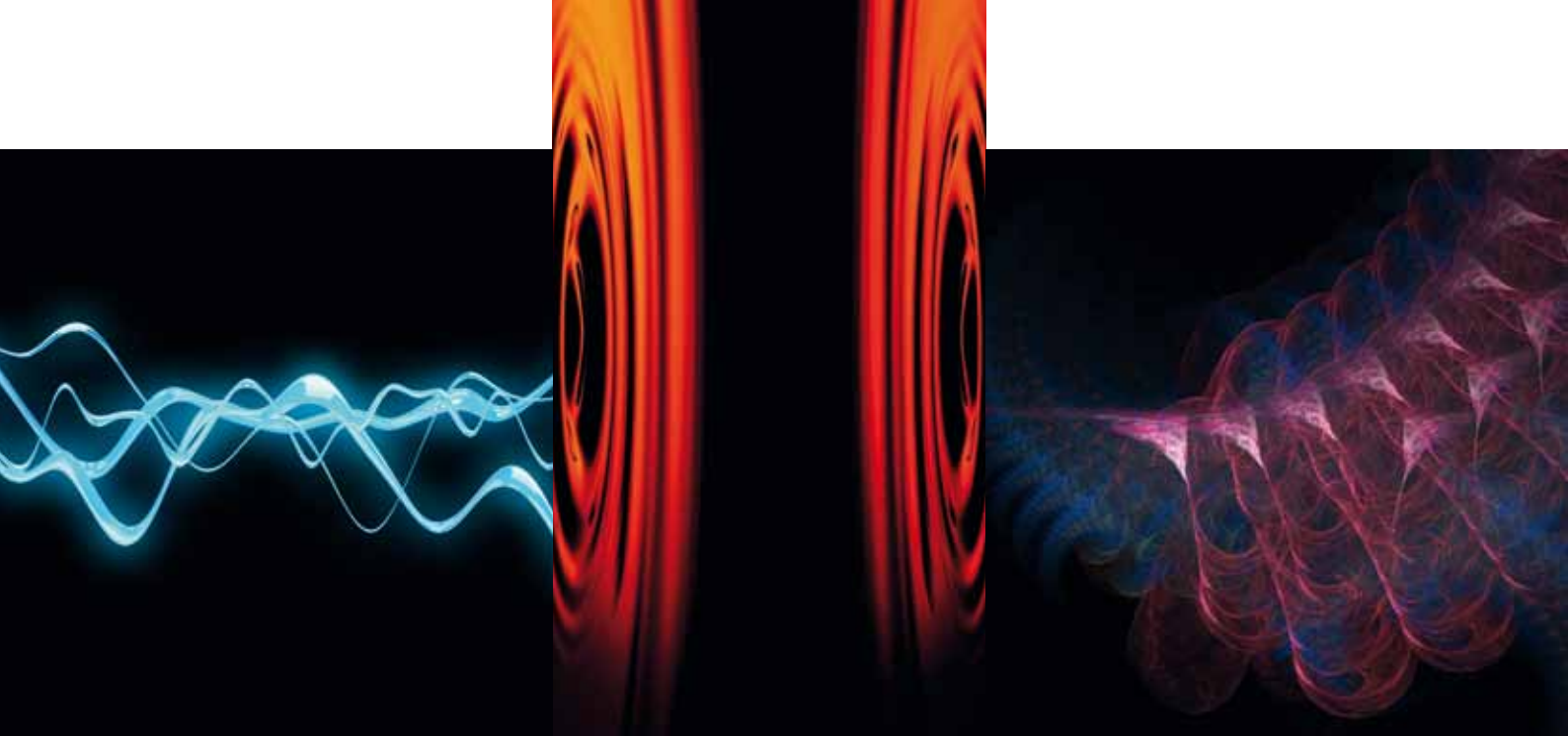
Mystical and ethereal in delivery, this palette can be worked down through to a rich, matte appeal or worked up through a metallic and lacquered approach for a feel of luxury and gleam. There is a heightened sense of reworking rich and neutral tones in creating something new and exciting for the season.

### Manga Mania

18-3949 TPX	17-2036 TPX	12-0643 TPX	15-4825 TPX	15-1263 TPX

Pushing the boundaries of the color spectrum, the intense bright and synthetic tones of this palette can be taken even higher to a fluorescent level, screaming intensity and grabbing the spotlight. Geared towards the synthetic side of the textile sector, there is a renewed appeal and optimism as fantasy comes through.





## Textile Trend 1

### CONTACT

Reactive to the elements or to the body or the surrounding elements, this is a growing textile direction that incorporates a lot of sectors. It is no longer confined to the outdoor market, but also influencing streetwear and the growing athleisure market that is taking the business by storm. Ranging from insulation to traditional thermal regulation, core stability and reflective elements, this textile trend is about anything that changes through the wearing of it, the heat or motion from the body to protecting the body from the elements it is exposed to on the outside.

A combination of natural and synthetic yarns will feature. This trend is about pushing the limits and the fabrics reacting to the challenge and delivering the desired level of performance, whether it be protecting the body directly through high-compression fabrics, keeping it warm or just the simple protective elements of shutting out wind and rain.

#### What are we thinking?

- Insulation - synthetic and natural combinations
- Hollow fibers for thermal applications in lighter-weight knits and wovens
- Thermal regulation knits for base layers
- FIR yarns for health benefits including enhanced circulation
- Featherweight moisture management fabrics - moisture-wicking and quick-drying
- Caffeine and mineral embedded yarns and finishes
- Water and wind-resistant membranes with breathability
- High-compression knits
- Fabrics that react to a variety of influences
- Fabrics that offer support through core stability and anatomical zoning
- Warmth - thermal insulation and temperature regulation
- Multiple protection - windproof, waterproof, breathable, moisture management

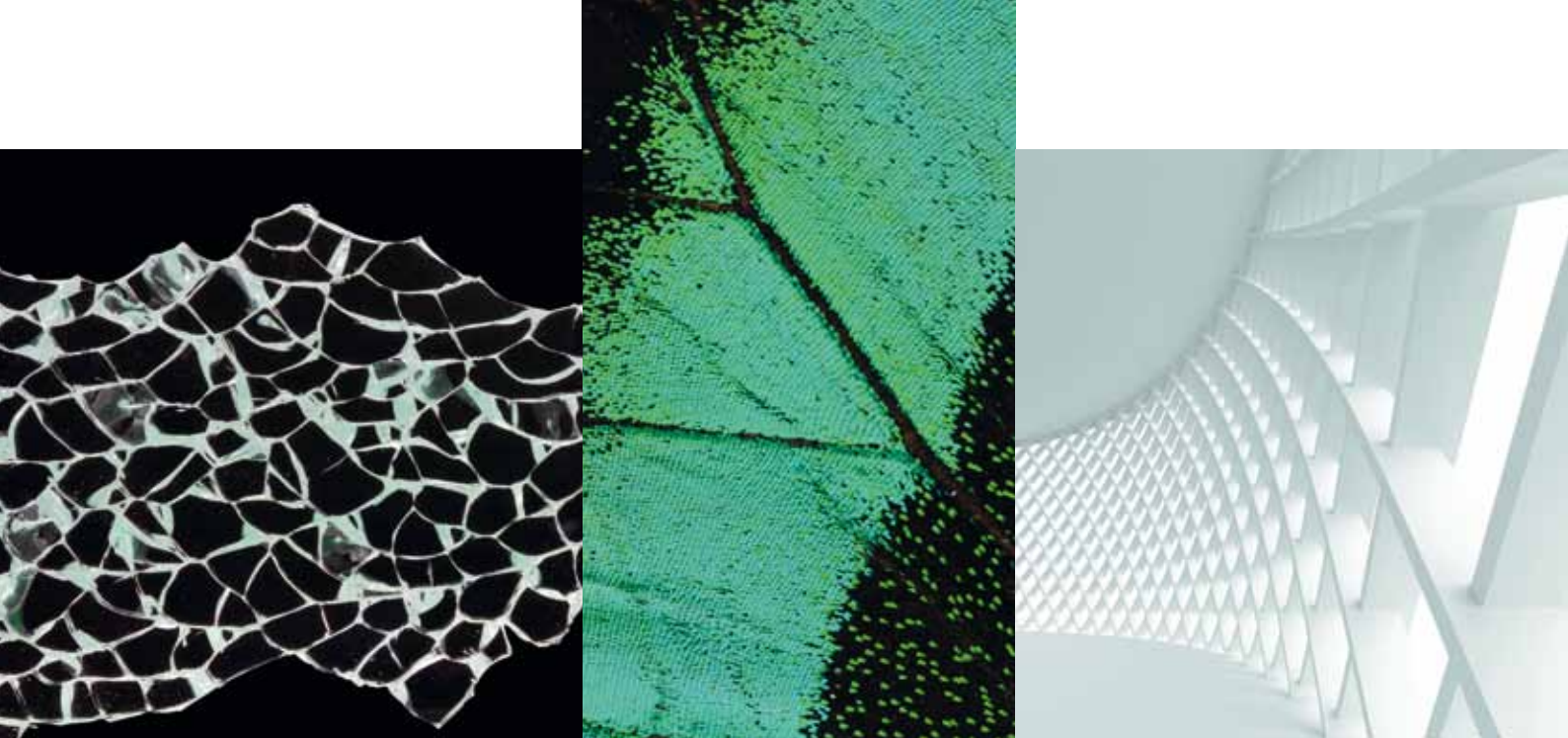
#### Geared towards...

- Outdoor sportswear
- Reactive base layers - for skiwear
- Running
- Gymwear
- High-compression base layers
- Cycling
- Athleisure
- Streetwear

#### Imagine

- Soft touch
- Reactive faces
- Warmth
- Comfort
- Support
- Function





## Textile Trend 2

### PROBE

Rethinking old traditions and delivering new concepts is pivotal to PROBE, as we explore what we have and how we can reengineer it to create the next generation fabrics and trims. Pioneering and future-forward, this textile trend doesn't just focus on the ingredients, we also need to be looking at the finishes and structures. It's all about newness; how we can adapt existing offerings combined with incorporating state-of-the-art technology and new products.

3-D printing, hyper realistic structures and prints through to nembedded smart technology feature in taking sports trims and components to a new level. This is a very conscientious trend towards futurism. Fabrics and trims are incredibly light but maintain high levels of function. For appearance look to semi-dull and iridescent finishes in creating new visual appeal. Consider metallics through to liquid waxy finishes for a robotic shell look. Bi-stretch wovens can be lustered up or delustered through pattern formation in creating something a little bit different & unique.

#### What are we thinking?

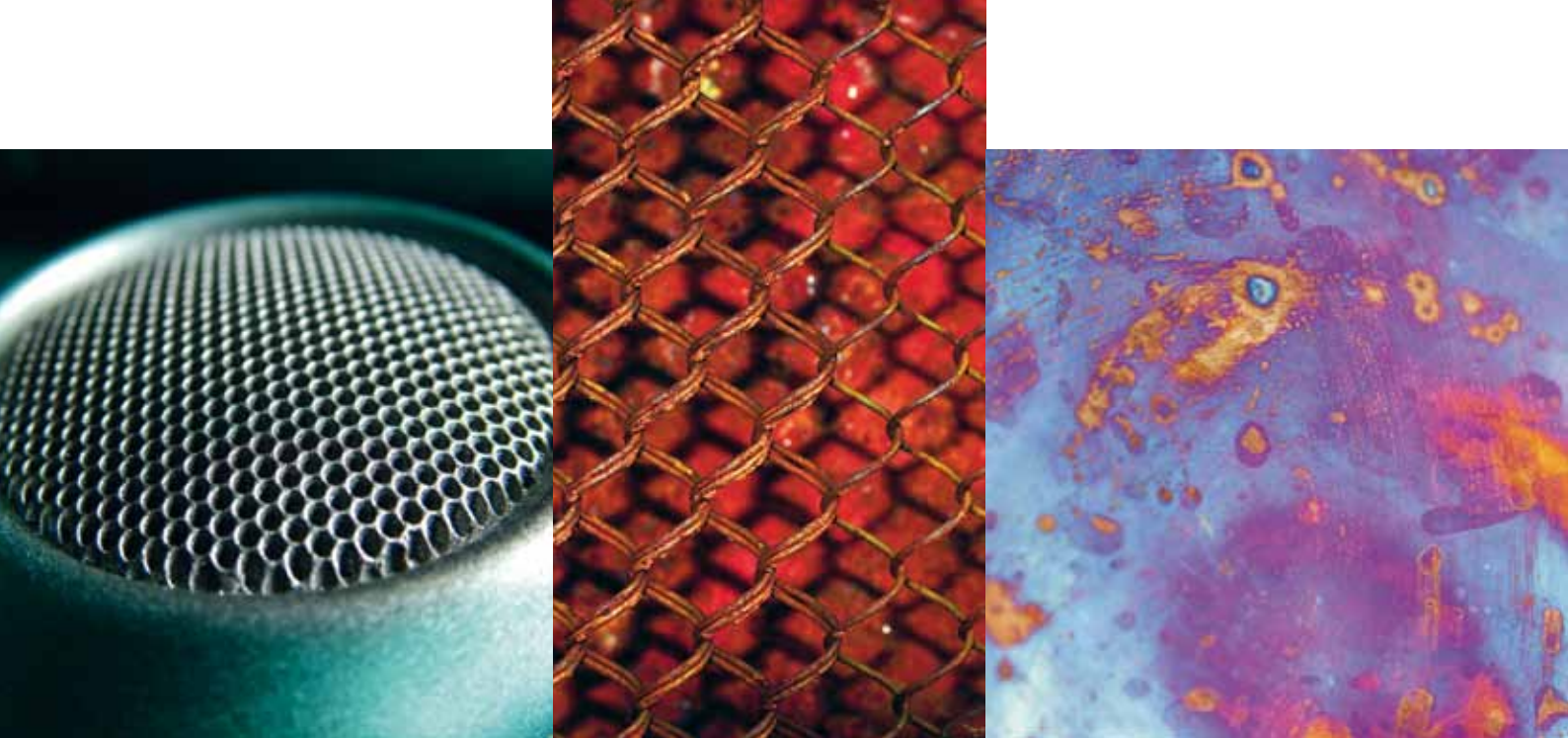
- Super light featherweights for base layers
- Bright synthetics for a modern luster
- Polypropylene enhances the lightness of this direction
- 3-D printed components - molded plastic elements
- Reflective trims - consider new colorways
- Colored multi-functional membranes on lighter base fabrics
- High-luster coatings and membranes with delustering contrasting effects
- Push the synthetic side of this trend - we want bright, dazzling and superbly clean
- Colored functional coatings that deliver a high end gleam
- Compact fabrics in warp knit and woven that lend the way for next-generation tape for heat bonding
- Crisp and compact rip stops
- Ultra light fleece for second layers
- Super light yet still maintaining high levels of performance in knits and wovens
- A modern and light approach to zippers and trim components - they take on a new morphology - rethink the traditional concept
- Iridescent and reflective prints and coatings that catch the light

#### Geared towards...

- All sectors of the outdoor market from synthetic base layers through to ultra light multi-functional outer layers with bi-stretch
- High-tech base layers - lightweight but with anatomical power
- Pro-sport base layers
- Gym and high-impact workout
- Running

#### Imagine

- Crisp
- Compact surfaces
- Second skin sensation
- Futuristic
- Plausible
- Smart



## Textile Trend 3

### SCHISMATIC

A rebellious and freethinking mood inspires this textile trend. It is not quite breaking the rules but more about bending them. There is a frisson of spirited thinking combined with the notion that it doesn't have to be perfect, but at the same time it still has to deliver performance. In this way we are looking away from traditional, perfect-surface applications to something more unruly and unique.

Let's try and do something different, yet discerning. It's all about pushing the boundaries. Looking to innovative fiber content through to textures, finishes and printing - multiple performances and multiple applications in delivering apparel with an edge and more importantly, next-generation attitude.

#### What are we thinking?

- Brushed surfaces
- Distressed finishes
- Reworked camouflage and urban-inspired prints in delustered effects on bright surface
- High-performance denim - tough, slubby structures but with invisible function
- Rugged fleece for second layers or bonded onto wovens for double-sided outer layers
- Aged single knits
- Natural-touch fibers - whether they are natural or synthetics mimicking the natural feel
- Hybrid blends - break the rules and push the unlikely
- Embossed surfaces
- Distressed and unruly structures
- Space-dyed yarns for base layers
- Burn-out effects
- Mash up different techniques to create innovative surface effects
- Team completely contrasting textures through double-sided and bonded
- Galvanized metal trims - consider recycled

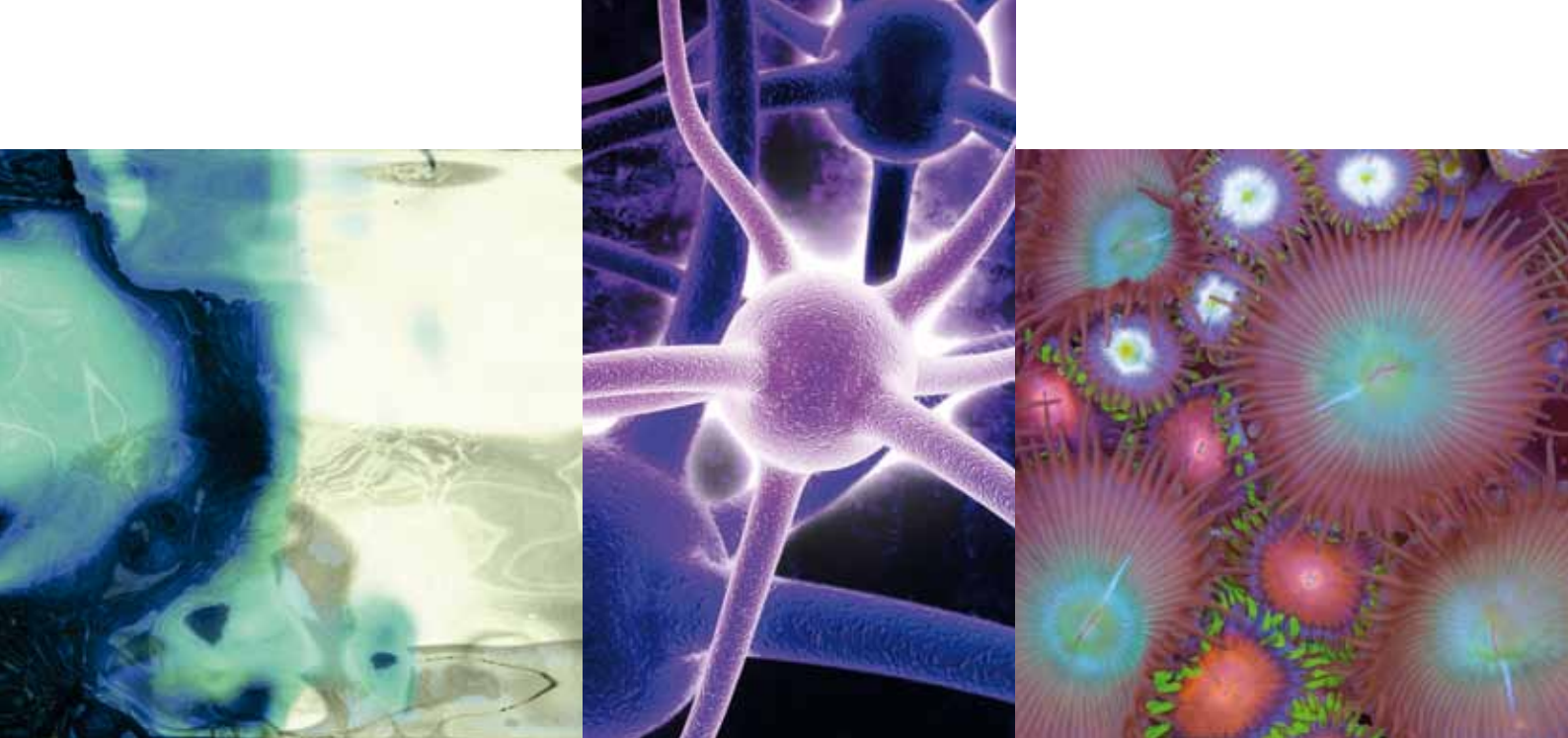
#### Geared towards...

- Urban sportswear
- Snowboarding
- Cross training
- Athleisure
- Soft equipment
- Athleisure
- Streetwear

#### Imagine

- Unruly textures
- Aged
- Sabotaged
- Hybrid
- Amalgamation
- Surprising structures





## Textile Trend 4

# TRANSCENDENTAL

Extreme lightweight products that still deliver high levels of performance, enhancing the wearer's performance and capability are expected to be integral to the market. There are interesting new fibers coming through that will suit this textile trend, but light doesn't just refer to the weight, we also need to look at the light diffraction and a new generation of luminosity that compliments the more matte appeal of the core of this textile trend.

Super bright applications derived from yarn or through finishes feature, with a nod towards safety. Reflective and phosphorescent effects feature, this isn't just a visual trend, it also focuses on how we can deliver high performance in lighter weights that allows the true performance of fabrics and trims to shine through.

### What are we thinking?

- Super bright new tri-lobal aspects
- Bright membrane and coatings with a luminous finish
- Phosphorescent yarns and finishes
- Retroreflective elements - fabrics through to prints
- Reflective trims
- Featherweight base layers in synthetic compositions
- Polypropylene
- Mercerized cotton
- New look wool combinations through synthetic blending
- Viscose and modal
- Look to pushing finer-count natural base layers in pure or blended compositions
- Make the impossible possible - really work with ingredients out of the comfort zone
- Trims are much lighter in weight
- Clean-cut warp and circular knits
- Laser-cut fabrics
- High-performing bi-stretch shell fabrics
- Heat-reflective transfers and gum prints

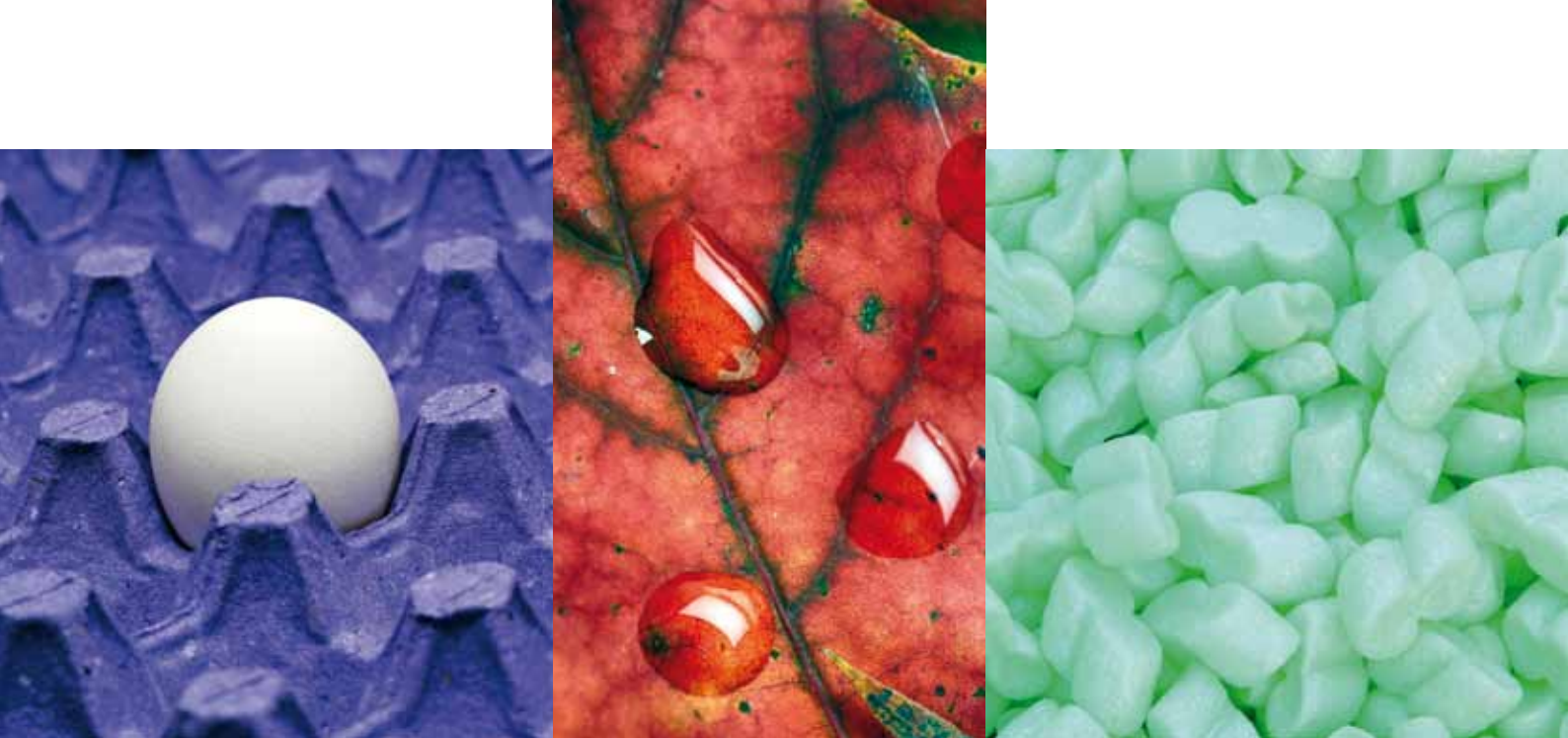
### Geared towards...

- Ski & snowboarding - all sectors from base to outer layer for enhanced comfort and performance
- High-performance workout and aerobics
- Running
- Road cycling
- Gym

### Imagine

- Super lightweight
- Safety
- Perfect structures
- Gleaming
- New cluster





## Textile Trend 5

### DEFENSE

Protective in its appeal, tough fabrics and components add value to the final sportswear product through anti-abrasive features that leads to longevity. Core stability through to multiple finishing, aramid fibers and dense structures work alongside safety aspects, especially appealing in the trim sector. Tough and robust, ranging in a variety of fiber content, enhanced finishes to final fabric weights are boosted further with softer touch and comfort appeal when worn.

What is being increasingly developed is the correlation between natural and synthetic sources in creating tougher and protective element. Inspiration pulls from natural protection through to high tech protective features, which in turn incorporates both natural and synthetic fibers in creating the protective aspect. Tough yarns and innovative structures lighten the load but deliver a truly carapace effect, whether it is from base layer through to outer. Look to anatomical zoning of performance from core stability to moisture management or added thermal regulation.

#### What are we thinking?

- Heating and cooling yarns
- Tough and robust fabrics - micro light rip stops
- Spacer fabrics - impact-resistant but soft
- Bodymapping - impact-resistant fabrics and anatomical support are zoned into garments through cut-and-sew techniques or seamless
- High-tenacity nylon yarns
- Thermoregulation fabrics
- Chlorine-resistant spandex/elastane
- Abrasion-resistant fabrics - softer and lighter
- Infusion technology in coatings for zoned high-abrasive function on soft bases
- Durable hard shells
- FIR yarns
- Protective elements - this can range from prints or trim through to the actual fabrics
- Rip-resistant wovens
- Bonded woven/knit combinations

#### Geared towards...

- Skiing & snowboarding
- Triathletes
- Mountain biking
- Motocross
- Climbing
- Soft equipment

#### Imagine

- Vigilant
- Shell
- Soft touch
- Flexible
- Tenacity



Get your mobile textile libraries



## Trendbook 2015

**It is the ideal working tool for all designers and product managers. It features:**

- 310 of the most innovative materials selected by an independent jury
- all products with references and company details
- 3 mega trends Fall/Winter 2016/17
- 5 textile trends Fall/Winter 2016/17
- general color chart Fall/Winter 2016/17
- preview on textile trends Fall/Winter 2017/18

**You can order ISPO TEXTRENDS Trendbook 2015 at [shop.ispo.com](http://shop.ispo.com)**



## Trendapp 2015

**Download the Trendapp from App Store and you get a great application to work, search, discover:**

- 310 of the most innovative materials selected by an independent jury
- all products with references and company details
- 3 mega trends Fall/Winter 2016/17
- 5 textile trends Fall/Winter 2016/17
- general color chart Fall/Winter 2016/17
- preview on textile trends Fall/Winter 2017/18



**Available from App Store.**

**More detailed information will be available after ISPO MUNICH 2015.**

**Please request the full version of the trends 2017/18 from Stephanie Ledru - [stephanie.ledru@pascher-heinz.com](mailto:stephanie.ledru@pascher-heinz.com)**





## Interested in ISPO TEXTRENDS 2016?

### The Main Facts at a Glance

#### Number of Products –

Each company can submit **up to 5** of their latest **innovations** per category.

#### Categories –

Products can be entered in the **8 categories**  
Base Layer, Second Layer, Outer Layer, Trims, Fibers and Insulations,  
Membranes and Coatings, Accessories, Soft Equipment

**Jury Selection** – An international jury will select **up to 60 products** of each category. Out of these items the jury chooses the **TOP 10** innovations. All selected products receive ISPO TEXTRENDS benefit package.

**Benefits and Fees** – The participation at ISPO TEXTRENDS requires a **participation fee**. If selected by the jury the respective companies will receive the benefit package for a small **promotion fee**.

**Product Delivery Address** – ISPO TEXTRENDS c/o Pascher+Heinz GmbH,  
Joseph-Wild-Straße 20, 81829 Munich, Germany

**Application** – What does **the jury need** to evaluate your product?

#### 1. Completed Online Application (online in May 2015)

<http://TEXTRENDS.ispo.com>

#### 2. Product Samples

(2 product samples, each in 30x30 cm fabric, product or accessory, with the printed application)

3. All relevant **Background Information** (certificates, laboratory tests etc.) and product samples need to be shipped free of charge to the organizers' office. Products must arrive at the organizers' office by September 5th, 2015.

**Deadline: September 15<sup>th</sup>, 2015**