



Messe München

Connecting Global Competence

ISPO Textrends

General Information and Textile Trends
Spring/Summer 2020.





ISPO Textrends Spring/Summer Edition

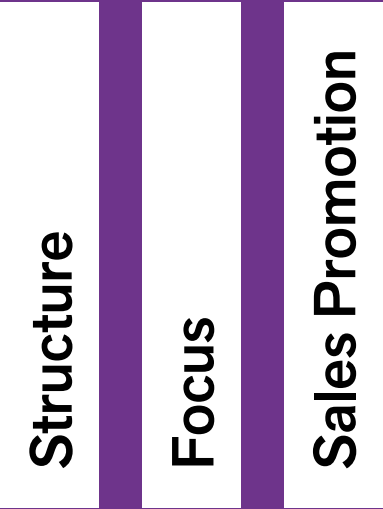
For designers and product managers, the search for new and innovative materials seems to be just as time consuming and elaborate as the proverbial search for the needle in a haystack. Simplifying this task, reducing the expenditure of time and yet improving the results – this is the aim of the new presentation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

With the successful ISPO Shanghai, ISPO Textrends got a great new platform to feature the most innovative textiles and accessories for Spring/Summer collections in a very important market. As a first step, the textile trends for Spring/Summer 2020 were identified, helping potential participants to prepare for this unique platform.

ISPO is looking forward to welcome you for the third edition of ISPO Textrends Spring/Summer at ISPO Shanghai (July 05 - 07, 2018).

Concept – Tree Pillars



ISPO will keep the successful concept of ISPO Textrends and just refine it in some details.

STRUCTURE
10 categories and 5 textile trends Spring/Summer 2020.

FOCUS
Large concentration of the most innovative materials.

SALES PROMOTION
10 sales promotion tools provided by ISPO to actively highlight the innovations through the unique benefit package.

This presentation platform for summer performance textiles will create plenty of interest among the core visitor target group, namely designers and product managers.

„We are exited about the opportunity of extending ISPO Textrends to Summer. And ISPO Shanghai is a great platform to show these innovative products on site. We will keep most of the sales promotion benefits, which we have already developed to support innovation within the textile industry. This brochure will provide you with more detailed information as well as the Summer 2020 Textile Trends," says Markus Hefter, Exhibition Group Director of ISPO.



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 Summer 2018 is April 30th, 2018. In May, 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 "Best Product" and the "Top 10" materials in each category, plus 30 to 50 Selection materials that will receive a number of attractive benefits for the promotion of the products.

“ A successful selection process to the first Spring/Summer 2018 ISPO Textrends. The array of jury members from all sectors of the textile industry make the ISPO Textrends jury meeting an essential meeting point. Not just to view and judge the new innovations and products submitted but to learn from colleagues about new updates and developments in their sector and how we can all compliment and marry our know-how in choosing the best selections for the industry to view. Looking at the products, key factors come in to play for the Spring/Summer 2018 season from new colors, lighter weights and cool touch fabrics. Texture is also a key development that was noted, in physical construction and clever 3D optical aspects. In all, a very interesting and diverse selection indeed. ”

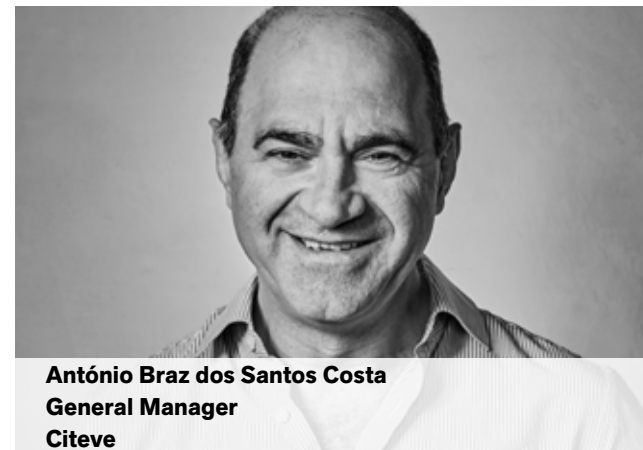
Louisa Smith, Textile Trend Consultant



Giusy Bettoni
CEO Founder
C.L.A.S.S.



Louisa Smith
Textile Trend Consultant



António Braz dos Santos Costa
General Manager
Citeve



Ali Ansari
Fashion Designer



David Shah
CEO
View Publications



Sven Köhler
Head of Production
Maloja

“ I always look forward to the ISPO Jury meetings. It's a chance to catch up with experts from very different fields and to see some wonderful developments in performance and activewear textiles and components from around the world. Opinions vary and passions are high when defending personal choices and beliefs. But that's because the judges, like the manufacturers whose work we see, really believe in what they are doing and keeping our business moving forward. ”

David R. Shah, CEO, View Publications



Thomas Håkansson
Freelance designer

Categories

Innovative products (fabrics, components) can be entered in 10 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 cellulotics.

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.

Membranes & Coatings

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

Street Sports

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

Soft Equipment

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

Insulations

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

Trims

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

Accessories

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

Beachwear

Fashion meets function, UV protection in yarn or finish, high resistant spandex – salt, sand and sun lotion resistant, graphic transfers. Fade resistant nishes and prints. DWR lightweight shells and lyocell blends for a fluid shape.

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
Performance	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
Best Hand	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
Creativity	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.
Innovation	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
Eco/Sustainability	Applies to waste reduction, low energy and water use in production & recycling criteria – depends widely on accepted certifi cates	Rated 1-5 in two areas, total reduction in comparison to the prior year and total consumption per unit
Best Multi-Function	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

Each judge enters their ratings on these criteria in an iPad App individually. The results are shown right away on a screen,after every judge completed the voting in the appropriate category. Thus a fair, confidential and still transparent voting is guaranteed.



Benefits & Costs

ISPO Munich developed a set of 10 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 Shanghai 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 Shanghai 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. 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 Best Products and Top 10 products from all 10 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 – ISPO.COM

ISPO's website will feature the new presentation platform and the trends in order to draw the primary target group to ISPO Textrends. ispo.com, the new information hub for the sports business will feature the new presentation platform and the trends in order to draw the primary target group to ISPO Textrends at ISPO Shanghai.

Benefit 6 – 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 7 – Stickers

ISPO Munich will provide “Best Product”, “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 8 – ISPO Textrends Forum at ISPO Shanghai – 5th to the 7th of July 2018

ISPO Shanghai showcases the chosen products at a specially designed exhibition booth, allowing trade show visitors to touch and feel the displays. It will be THE main attraction for your target group.

Benefit 9 – PR

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

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.

€ (excl. VAT)	ISPO Participants
Participation fee	None
Best Product, Top 10 (per product)	650 €
Selection (per product)	325 €

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 affairs 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.

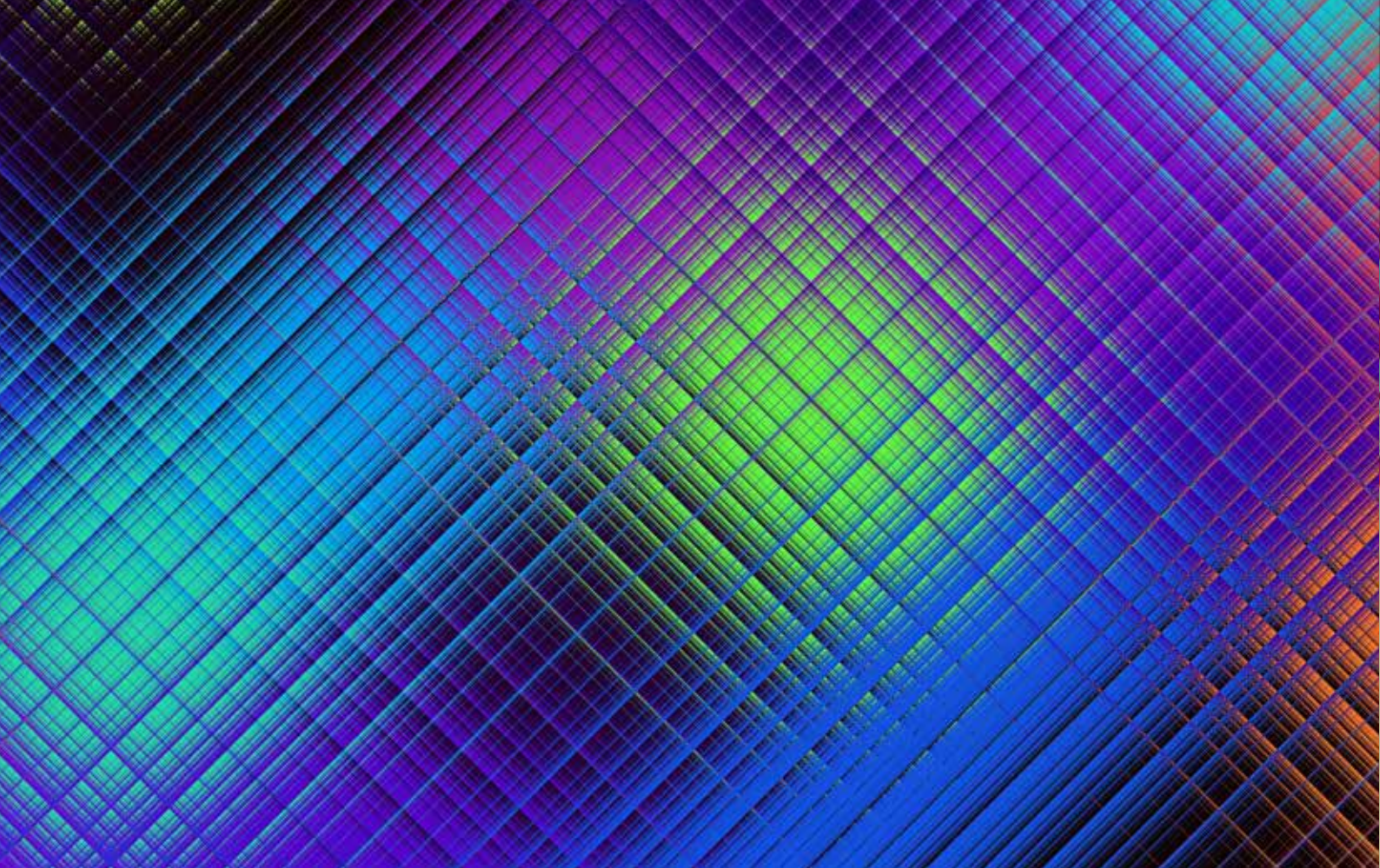
Textile Trends Spring/Summer 2020

Visions for the Textile Industry

One goal of ISPO Shanghai is to be a gateway for future trends. In cooperation with a trend expert ISPO Shanghai 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 Shanghai is very pleased to have the opportunity to share these visions for Spring/Summer 2020 with the textile industry and to use these trends as a basic guideline for ISPO Textrends Summer 2018. 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 Summer 2018.



Vision for Spring/Summer 2020

EVOLUTION vs. REVOLUTION

ISPO Textrends once again leads the way as the platform of innovations from the textile sector in delivering the right ingredients for brand developers and designers. For Spring/Summer 2020, change continues, but it is not without forgetting the legacies of the past as five key textile trends define the season.

In today's competitive industry, innovation is crucial, but at the same time as much as we must explore new applications, it isn't weak to be retrospective. Traditions remain at the forefront, if it ain't broke don't fix it, but do enhance and tweak, as we look at the ingredients we have on offer and how they can be reworked or revised. Bestsellers can be remastered and an emotional connection has to be made from the final product to the consumer. Visual boldness and innovative textiles and trims aren't enough as just that, touch, tactility and haptic have to be sensational in engaging the consumer.

Sustainability is no longer a trend, it is now ingrained in the entire textile chain, from fibers and finishes to waterless dyeing and energy saving processes. Season after season we will see a much more responsible practice to the way we source, manufacturer and the ingredients we use. Circular economy, recycling, biodegradable, bio mimicry, reducing energy and eliminating harmful chemicals are just some of the ubiquitous terms that the millennial consumer base expects to hear.

Staple ingredients evolve in delivering the reassurance they deliver, creating complimenting partnerships than contradicting out. The technological revolution cannot be ignored. Singularity features, but also a harmonious hybrid approach, as natural ingredients try to mimic the performance values of synthetics and vice versa, or synergistically team together in creating new levels of performance.

For Spring/Summer 2020 the performance pre requisites shifts. The focus moves to moisture management, anti odor and UV protection as staple functions, alongside summer weight insulation and a surge in cellulose. Near Infrared technology and cool touch technology feature, but as with previous seasons, emerge in lighter weight qualities. But most of all, for textile manufactures, it is the emotional aspect, of the consumer with the final product that will appeal. You can offer the highest technology, a multi function "wish list" alongside a strong design direction, but if the hand feel lets you down or you compromise in quality in any way, the level of performance means nothing. Be bold, embrace change but control it, don't let it run away with you. Sometimes realizing what you are good at and making it better is the best way to achieve success. Remastering and recognizing the evolution of core ingredients in creating sensational products teamed with revolutionary technology on all fronts will generate a balanced approach. It's an ambitious era with undoubtable change. Get ready to react and respond.

Megatrends



EMOTIONS

With the onslaught of technology It doesn't have to be a complex situation or a daily roller coaster ride of man vs. machine. We can achieve a harmonious existence. With artificial Intelligence (AI) and intelligent augmentation (IA) influencing all sectors of our lives, one area this technology can't do is mimic human emotions. This is an area we need to pursue but we need the time to do that, in order to make the most of downtime, as we continue to pursue a healthier lifestyle.

Textiles and trims are set to pursue a more emotive state, reacting to the body and external conditions in allowing the consumer to achieve goals through to natural highs in and exhilaration. This emotional mega trend continues to pursue the "active living," sector opening up new markets for a wider range of performance as multi-function and added value become par for the course. Welcome the technology but use it to our advantage, as we bond the old with the new and embrace it to our benefit. Instead of balking at the rapid progress technology continues to make, welcome with open arms, embrace it and use it to our advantage. Face up to it and bring it on! It is time to take back control and reignite our cognitive thinking and enjoy the emotional side of our lives.



BIG BANG

There's no escaping the changes that are happening with the digital revolution continuing to accelerate at a rapid rate. We need to act smart, not just psychologically but also coming through with smarter technology and smarter textile processing and garment manufacturing. With bots communicating for us, robots manufacturing garments and accessories, technologies revolutionizing human thought, creativity and communication, this is going to influence all aspects of our lives in a more efficient manner.

In turn, the textile chain will also take on a smarter approach, as technological innovation influences all sectors. From super high level intelligent fabrics to self-healing bio-based synthetics, wearable technologies and holographic systems. These are key influences that will see the sports and outdoors markets reach new levels. Micro robotics and sensors will become an integral part of apparel and accessories, as they react to the wearers demands. The sustainable aspect of incorporating this influx of new processes will result in more efficient end products cradle-to cradle. A vision of the future - we aren't quite in a utopian state, but we are fast approaching.



OLD SKOOL

"Old is Kool" as the consumer continues to shift to a sense of protection and longing. Living in a fast world, with "fake news" and 24 hour information, there needs to be a return to tactility and feeling. Millennials are intrigued by the less efficient past where individual items were essential before being replaced by the ubiquitous smart phone. Disconnecting from the daily controlled environment, there is a freedom to this mega trend and this is set to influence the market.






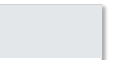









A sense of tradition, honesty and honor with a kick of today's modern technology meeting a more sophisticated market hones this direction. This mega trend inspires softer touch, natural nuance and a sense of modesty. Old favorites reemerge but with a modern technicity, as bots and apps are left behind and traditional activities pursued. The sports and outdoors industry must react to this "old skool" thinking, but also the influence it has on taking a step back, embracing a slower way of life and experiencing new activities. The "slow" movement is gaining ground in all areas of our lives. This isn't renouncing technology, this is still key to our existence, but it is about having more social responsibility and the right to express our need to disconnect.



Color Card

CORE

The key color palette takes on a tougher direction for the season, as sharper greens and denser red tones come into play. Indigo blue has been introduced to the palette, befitting of the performance denim sector that continues to evolve. There is an overall fresh and free feeling mood of the core color palette that interacts with the Spring/Summer 2020 satellite palettes.
















 12-0117 TPX	 18-1652 TPX	 17-4540 TPX	 WHITE	 13-0850 TPX	 12-4306 TPX	 12-0720 TPX	 14-4511 TPX	 17-1930 TPX
 15-1157 TPX	 BLACK	 18-0316 TPX	 19-4027 TPX	 13-0532 TPX	 16-1520 TPX			

SATELLITE – COLOR PALETTES SPRING/SUMMER 2019 DREAMER

Natural in its inspiration, this soft color palette can be worked in a hazy direction through to sharper tones. This isn't pastel led, there is an intriguing vivacity that will feature in the bio-mimicked and natural elements of textile for the season.

CREPUSCULAR

A moody palette than takes on the iridescent light of twilight. When worked in brighter including pearlised and metallics substrates through to compact dull structures, a sense of bewildering effects will result. Bruised through to brilliant, the colors offered take on a conflicting approach.

 17-4405 TPX	 17-1608 TPX	 13-1019 TPX	 16-1412 TPX	 14-4502 TPX	 15-1530 TPX	 16-6340 TPX	 17-1937 TPX	 12-0721 TPX
 PLATINUM	 17-4540 TPX				 15-5217 TPX	 13-1013 TPX	 17-3932 TPX	 15-1263 TPX

Trend editorial: Louisa Smith
Trend photos: Dreamstime

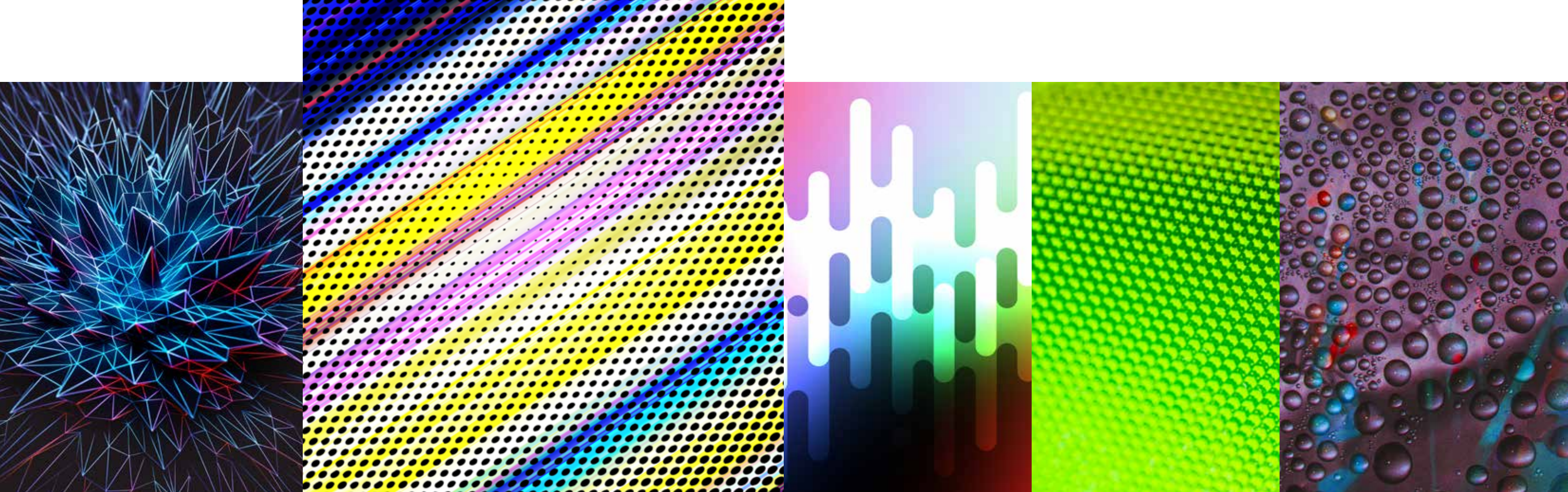
ESSENCE

Earthy tones team up with sharper mineral-based elements for a truly natural palette. Set these tones off with key colors from the core palette, bringing in the red and green tones for contrast, and not forgetting the importance of white.

RUSH

A sugar frenzy inspired bright palette invigorates the mood for the season. Bold and sassy, these tones can be worked into a deep context as solids or a frenzied approach for a kitsch delivery through prints. A retro modern feel features, as compact structures and embracing knits through to compact outer shells.

Color Reference: Pantone® Textile Color Guide – Paper Edition TPX.
The Pantone® colors printed may not reach the exact Pantone® standards.
Please refer to the current Pantone® system for accurate matches.



Textile Trend 1 Stimulation

The underlying theme of this trend is how we can take basics and remaster them. We need to inject a strong sense of creativity combined with taking existing intelligent fabrics to a new level but in a less obvious way. This is subtle evolution of how we can engage the textile with the consumer on a performance level, combined with an intentionally optical approach. The appeal of this trend crosses boundaries, perfect for active living brands through to high performance sports brands. The duality that garments and accessories can bring in consumers getting more for their money appeals.

Reversibility is a key direction alongside duality, in offering pieces that fit perfectly for sports as they do for active living or travel. Today's consumer is educated as to what performance features are available and they want them in their wardrobe for all activities, from work, leisure, travel to high impact sports. Surface aspects in a physically or visually stimulating aspects push through in offering a new level of diversity for sports and outdoor apparel. From cool touch base layers to a high level of anti-odor performance, these key performance factors are taken to a new level through the addition of print applications and textile construction. Base layers nourish and stimulate the body, through micro textile textures, subtly body mapped into key areas, in addition delivering anatomical support.

A sense of freedom features, the appearance is about breaking the rules, but deep down it is quietly embracing a solid multi functionality for the consumer in getting more from their kit. Street sports will push this trend with technical base layers also incorporating it into a more vibrant offering. Color is important in this sector, pull the energizing tones to compliment the performance values. This direction is multi-facetted, with cross over technology and functionality with the practical applications of this trend endless.

Fibers, Yarns & Finishes

- Aramid fibers for high tenacity and anti-rip - leading to longevity of the final products
- Micro encapsulated yarns and finishes - wellbeing continues strongly look to energizing or mastering micro encapsulated performance
- Water repellant yarns and finishes
- Cotton
- Cotton-touch synthetics
- Lyocell
- Merino wool in multi blends with cellulosics and synthetics
- Thermal regulating yarns and finishes
- Hydrophobic finishes for surf and beach
- Moisture management
- Quick dry
- Natural touch synthetics
- Cooling technologies
- UV protection - yarns finishes and textile construction
- Spandex/elastane - for comfort fit through to core stability
- High gloss membrane technology enhances prints and intense color tones
- Windproof and waterproof membranes that are visually stimulating
- Colored coatings
- Metalloplastic and luminous embroidery thread
- Sharp colored PU tapes
- Optically intriguing trims and transfers
- Printed zipper tapes

What to expect...

- Watermark yarn relief - a watery surface effect
- Floating surface effects through contrasting colored yarns
- Multi colored abstract prints
- Pique and honeycomb structures
- High compression knits for shaping - specifically for the yoga leggings market
- Matte touch spacer fabrics
- Rounded 3 layer fabrics for a cocooning and sensual touch
- Variable modulus compression fabrics for anatomical protection
- Power mesh in new structures printed on top for added detail
- Optically looking 3D textured jacquards with a soft hand and high compression
- Reversible fabrics - double knits solid one side and printed the other offer the consumer added versatility
- Micro fleece - super soft yet high performance

- DWR micro fleece
- Regular blistered surface effects or regular puckered construction for 3D relief
- Visually exciting surface knits exposing contrasting colors on stretching
- Brushed twill for a fuzzy finish
- Raised nep surfaces for a sensual touch
- Double sided bonded fabrics - smooth shell/textured - add membrane technology and take traditional second layer fabrics to a higher level
- Melange and space dyed knits
- Raised jacquards and pique on the technical side of the fabric worn next to the skin for a massaging effect
- Decorative striped single jersey using contrasting yarn or knit technique for detail
- Embossed surfaces for a floating appeal
- Calendered surfaces for a vague effect
- Cross dyed knits for textural detail
- Embossed trims with raised relief
- Molded plastic trims
- Pitted surfaces for added tactility
- Crips wovens in compact structures given an exhilarating finish through prints and membrane technology - bi stretch crucial for comfort and performance

Target Markets

- Running
- Gym and cardio workout wear
- Active Living - next generation athleisure
- Street sports
- Travel
- Surfing & Beachwear
- Skateboarding and free running

Imagine

- TACTILITY
- FASCINATE
- EXHILARATING
- DIVERSITY
- NO RULES
- FREEDOM



Textile Trend 2 Halcyon

Dreaming of past times evokes a sense of idyl, reassurance and comfort to the consumer. There is a strong tendency to unearth the archives and rework past favorites into a new delivery. Escaping from our digitally connected, 24 hour streaming lifestyles, this trend's message is clear. Put down the smart phones, enjoy the moment and excel at the experience. Natural touch is key to this direction, more importantly achieved through the inclusion of synthetic performance yarns, used pure in a bio mimicry way or blended with nature's finest. Cotton, wool, modal and cupro lead the way towards a dynamic reinvention.

It is the lightweight qualities that feature in this trend, with high tenacity textiles and trims providing the strength to withstand the rigors of sports. Moisture management, cool touch and anti-odor are key in delivering a high level of function. Fabric structures look to the past as they evoke a sense of safety. There is an element of disconnection as our hyper connected living leads to a frenetic pace. Take time to embrace the spirit of the past, for inspiration look to natural kitsch and retro appeal, but don't forget the benefits the synthetic sector can bring in creating an authentic look.

The haptic of this direction is sensual and seductive to the wearer. Soft touch is by far as important as innovation and creativity and must not be left behind. The comfort factor leads to a more pleasurable experience for the wearer at all levels of the sports and outdoors sector. Textile surfaces take on a visual appeal, though touch is soft, matte and retrospectively classic. Textures are subtle and grainy through to compact and paper to touch especially for summer outer layers. For millennials the appeal of delving into the past is huge, as intrigue and authenticity overcomes a digitalized desire.

Fibers, Yarns & Finishes

- BCI cotton
- Recycled cotton
- Sub yarns
- Merino wool
- Cupro
- Micro modal
- Conventional and recycled polyester and nylon
- Water free ozone finishing for a beat-up and aged look
- Cotton-touch synthetics - a natural touch with a lighter weight and built-in performance
- Spandex/elastane for power and comfort stretch
- Anti-odor yarns and finishes - synthetic yarns and merino wool
- Cool touch synthetic yarns and finishes
- Recycled plastic and metal for trims and accessories
- Lazer finishing for authenticity at the garment stage

What to expect...

- Micro brushed finishing or textured yarns for a soft but grainy touch
- Authentic denim in lighter weight qualities with stretch and cooling yarns
- Irregular slub
- Classic gabardine in modern lighter weights - four way stretch for flexibility
- Traditional interlock in super light weights with a natural touch and high levels of performance
- Micro and macro French terry toweling
- High pile fleece
- Performance denim - bi stretch, moisture management and cool touch in denim knits and woven
- Cotton-touch polyester with spandex/elastane for swimwear in circular knits for a retro feel with performance
- Paper touch wovens with DWR
- Glacial outer layers deliver a regular gleaming effect
- Lightweight 3 layer fabrics with contrasting detail
- Consider high performance fabrics in matte hand - focus on kitsch prints of the past but team with modern technology - incorporating reflective elements and DWR
- Matte ripstop - update surfaces through print and finish with a clear membrane
- Retro-inspired mesh
- Smooth surfaces in knits and woven with a taken-back and aged matte finish
- Muted colors
- Smooth and compact surfaces for trims

- Add color and detail to zipper tapes while pulls take on a galvanized look
- Retro looks but deceptively multi functional, soft to touch and incredibly lightweight
- Digital and sublimation printing takes on a naive and cheerful graphics - there is an element of fun to this trend
- Embossed and embroidered badges for authentic detail
- DWR finishes add multi functionality to all aspects of the market

Target Markets

- Yoga
- Active Living/Lifestyle
- Street sports
- Beach to Street
- Performance denim
- Soft sports
- Dance
- Running
- Travel
- Golf
- Tennis
- Hiking
- Soft equipment - backpacks, shoes

Imagine

- AUTHENTICITY
- HAPPY
- FEEL GOOD
- WELLNESS
- SUMPTUOUS
- LIGHT
- AGED
- REASSURANCE



Textile Trend 3 Futurama

There's no escaping the speed of technology that defines all aspects of our lives, and if you can't beat them join them as we take a futuristic direction to the sports and outdoors sectors. Visual reality reaches out, as a renewed vivacity and clarity features alongside the dominance of AI. This direction is where the unthinkable is actually achievable as we embrace the intelligent ingredients on offer. This is the ultimate in performance, structure, precision and most important of all, performance. Protecting, yet enhancing the experience is key, delivering a new level of functionality to a wide range of sports.

Fabrics react and work in a systematic manner, keeping us cool when hot, keeping us fresh and also keeping us protected, from the elements and direct protection to the body. Protective uterlayers mimic the casing of robots while soft and flexible fabrics react and protect prior to impact. UV protection features strongly in this direction, delivered through performance yarns, finishes and micro fine compact textile structures. Cool touch technology through to built-in wellbeing delivered direct to the wearer key. Moisture management is the norm, we need to build up from this great basic and deliver a new platform that will enhance the overall performance of the wearer as well as move forward into ether of smart textiles.

Trims and accessories can really push this trend. They will be smarter as future reflective aspects, color changing, warning systems, and prismatic forms or phosphorescent finishes feature in a beguiling way. Overall, fabrics should be compact and clean, both for knits and wovens. Spacer fabrics and the mimicry of foam and silicone protection, allow for embossing in creating very uniform surface effects. High compression base layers will nourish through micro encapsulation or energize through NIR and FIR yarns. The efficiency this textile direction delivers in terms of performance also applies to the garment production stage, as reworked garment design using the fabrics and trims on offer completely rejuvenate the design process in ensuring an efficient and enhanced performance to the wearer.

Fibers, Yarns & Finishes

- Cool touch, quick dry, moisture management, UV protection, chlorine resistance all feature on the performance front
- Micro fine synthetics create perfect surfaces
- Look to featherweight high compression knits mimicking the hosiery sector
- Tri-lobal nylon for an iridescent finish
- Clean technology features strongly - reduce water, waste and energy
- FIR and NIR yarns, prints and finishes for enhanced wellbeing
- Efficient dye solutions for optically appealing finishes in synthetics - reduced water waste
- Phosphorescent yarns
- Polypropylene for micro light fabrics
- Reflective prints and membranes
- Iridescent PU tapes
- Invisible zippers - clean and lean
- Magnetic fastenings
- RFID components
- Holographic prints
- Cross dyed yarns and reflective coatings for an interesting optical appeal
- Digital printing
- Crystallized yarns
- Iridescent membranes and coatings
- Detail comes through PU taping and laser cut trims, 3D printed accessories to illuminating effects
- Modern moire effects
- Lamination and calendaring
- Two-tone finishes
- Conductive yarns for electronic textiles

What to expect...

- Spacer fabrics with quilted embossed surfaces create lightweight protection and the elimination of stitching
- Spacer fabrics for a neoprene touch throughout to the outer layers - spacer fabrics are hot, hot, hot, not just for the malleable touch but for the design direction in apparel for rounded silhouettes and lightweight protection
- Silicon fabrics for a protective appeal
- Sensory fabrics and trims that communicate with the body
- Fabrics that enable digital components for electronic textiles - cooling systems, LED lights, bluetooth applications
- Zoned applications within a warp or circular knit target different performance aspects
- Double sided knits - constructed or bonded contrast colors and functions

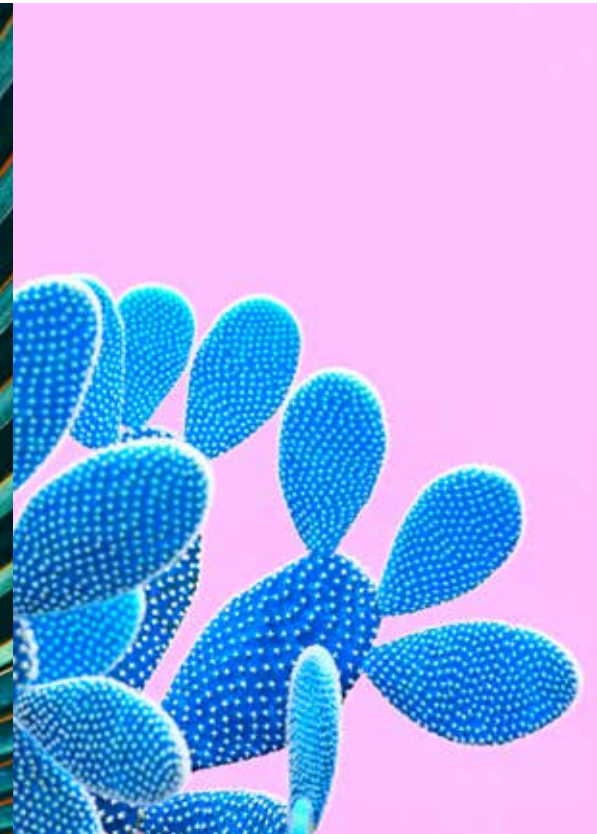
- Clean cut and selvedge finishes in warp knits with hight power from the inclusion of spandex/elastane for core stability
- Silicon prints for added compression and enhanced protection on high compression power knits
- High levels of functionality appeal
- Compact base fabrics in rigid and stretch qualities that can take laser punch out detail that delivers ventilation within a garment and eliminates the need for inserting mesh, thus eliminating seams
- Neoprene - add geometric details and contrasting stretch heat transfers for added detail to this sophisticated look
- Double knits mimic the appeal of neoprene
- PU tape and heat transfers feature an electric take on technology through prismatic and changing effects
- High tech rip stops
- Lightweight 3 layer fabrics for summertime protection that react prior to impact
- 3 layer silicone crash absorption fabrics
- Fabrics that metamorphic thought the use of contrasting yarn use and innovative structure - especially with power stretch knits
- Heat seaming technology - the elimination of traditional seams allows for a smoother finish to the wearer
- Wearable technology
- Vivid digital prints inspired by virtual reality
- Illuminating surface effects on fabrics, from yarns or coatings
- Cross yarn technology and reflective elements
- Holographic trims and accessories
- Prismatic finishes
- Optically illusive prints - flat substates with a textural look
- Vapory touch through to crisp and prefect structures
- Soundless performance - no noise from fabrics

Target Markets

- Track and road cycling
- Motocross
- Marathon & Triathlon
- Running
- Iron Man
- Athletics
- Fitness & Gym
- Techno yoga
- Active intimate apparel - sports bras
- Cross fit Watersports - Supping, Surfing, Kitesurfing, Diving

Imagine

- CLEAN
- MORPHING
- PUNCH OUT
- NEO TECH
- SYSTEMATIC
- IRIDESCENT
- PERFECTION



Textile Trend 4 Supernatural

The power of performance delivered by natural fibers can no longer be ignored, following the success of merino wool, in targeting the sports and outdoors sectors in a rejuvenated manner through teaming with synthetics. Conventional, organic and recycled cotton is set to follow in its steps in delivering the inherent natural touch combined with a new injection of performance. Pure qualities feature, the performance enhanced through high functioning finishes. The hybrid mood continues this season as we see natural fibers transform and marry with synthetics in creating a magnetic attraction.

The success of merino wool in its reinterpretation proved there is a place for natural fibers in the technical sportswear market, leading the way for other naturals to inspire a new generation of consumers. In parallel the synthetics sector is also pursuing a natural inspiration, with bio-mimicry through to nano technology coming to the forefront using responsible ingredients in creating innovative products. Bio-based ingredients from natural resources, sugar beat and corn starch, are being developed to create second generation performance synthetics with a much stronger eco identity. The strength that this trend has is vast, easily interpreted and developed in all sectors of the supply chain, from chemicals to dyestuff, yarns and fabric construction.

Recycled synthetics propose a pleasing partnership with natural fibers, as recycled nylon and recycled polyester, from post consumer waste or plastic retrieved from the sea, create an emotional connection with the consumer. This trend typifies the demands of todays millennial consumer. They want it all! The performance and function that we all know, but they want it delivered by a cleaner and greener process and responsible ingredient sourcing that protects the planet. The increase in performance finishes, from DWR to moisture management and chemical free cool touch technology is perfect to push the natural roots of this trend to a higher functional factor. Nature's ingredients and structural inspiration is back, and its stronger in performance than previously seen before.

Fibers, Yarns & Finishes

- BCI cotton
- Circular economy cotton and wool
- Combed cotton
- Merino wool
- Lyocell
- Kapok
- Seaweed
- Recycled polyester - derived from post consumer waste (plastic bottles) or from plastic retrieved from the ocean - a perfect B2C story for the swim/surf/water sports market
- Recycled nylon - derived from post consumer waste and fishing nets
- Recycled spandex/elastane
- Anti-microbial yarns and finishes
- Finishes that enhance the natural touch teamed with built-in or added performance
- Neoprene-free rubber for wetsuits
- Bio-based synthetics - Bio-based dyes stuffs - Bio-based insulation
- Bio-mimicry - engineering synthetics to mimic the protective elements that we see in nature features throughout all the sectors as well as adding interesting detail
- Micro fine high tenacity yarns
- Eco friendly dyes
- Chemical-free DWR
- Nano technology in fabric construction through to finishes and membranes for hydrophobic performance
- Silver, copper and zinc for wellbeing
- Cork
- Anti-microbial performance
- UV protection through the structure of fabrics
- Recycled metal and plastic for trims and accessories
- Jacquard trims and elastic narrows
- Eco-friendly performance finishes applied at padding stage of textile production

What to expect...

- Relaxed fabric structures
- Soft single knit jersey
- Classic cotton gabardine with the addition of performance finishes
- Stretch recycled membrane technology
- Synthetic fleeces with a shed-free finish - eliminating the microfiber pollution in the oceans

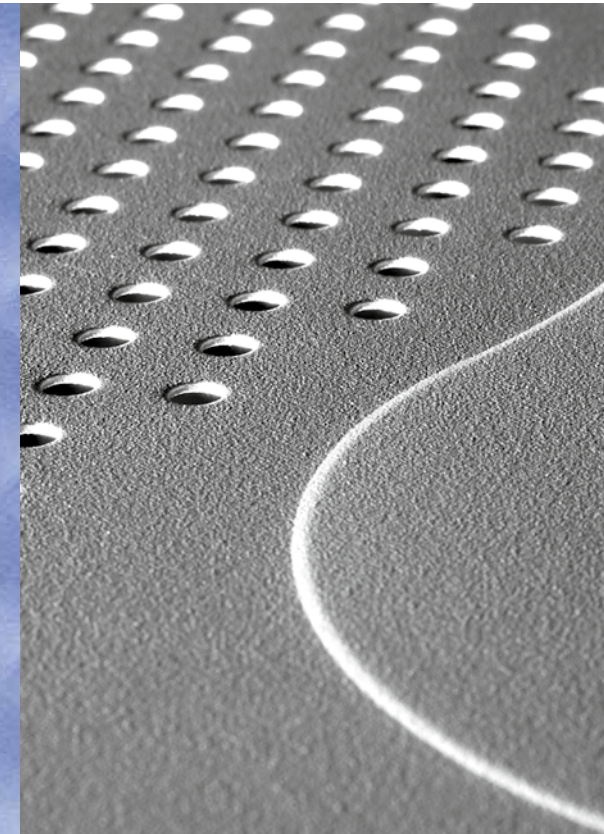
- Organic structures - new dimensions for power stretch and rigid mesh
- Concave jacquards, a reverse aspect where the raised relief is now dipped leaving an organic structural aspect at the forefront
- Micro porous knits
- Natural touch power stretch warp knits for the swimwear market - enhance with digital printing
- Paper touch woven fabrics with quick dry performance for beachwear/lifestyle
- UV protection and core stability for rash vests
- Fabrics that deliver duality to a final garment
- Micro brushed finishing for that fuzzy natural look on the face of fabrics
- Exaggerated fleece
- Back to basics - interlock, terry toweling, yarns dyed structures
- Slub recycled polyester/cotton single jersey
- Street-styled exaggerated boucle knits
- Brushed technical side for a sensational touch
- Organic-inspired structures in openwork jacquards
- Crochet aspects bring added detail
- Double knits with contrasting colors and textures and yarn use
- 360° stretch in bottom weights for flexibility - mechanical or through yarn use
- Bonded fabrics - mesh with solids for creative contrastg

Target Markets

- Hiking
- Active Living
- Outdoor living
- Beach life - water sports, supping to surf/streetwear
- Yoga and pilates
- Outer shells - super light
- Soft equipment - back packs
- Tennis
- Golf
- Travel - natural feel with multi-functional performance
- Sleeping bags and tents - a strong connection with the great outdoors

Imagine

- NATURAL FEEL
- ORGANIC STRUCTURES
- BIO-MIMICRY
- HIGH LEVEL PERFORMANCE
- NANO TECHNOLOGY
- SUPER LIGHT
- STRONG



Textile Trend 5 Zealous

Tough and targeted, this textile direction delivers a higher level of tenacity to apparel, but also a sensational lightweight delivery. From high compression base layers with zoned body mapping through to micro light shells, the lightest yet that are anti-tear. This textile direction takes from tough tradition, teams with technology and adds decorative detail. Performance levels excel in this direction, this is about getting the best out of your gear. How can it enhance the high impact performance of the wearer combined with delivering a strong sense of protection? Aramid yarns are key in working in hybrid blends, creating tough textiles that are also intelligent, while micro encapsulated yarns and high compression offer personal protection and support direct to the body.

This is a highly technical approach packed full of multi functional performance. The engineered fabrics and garments will energize and enhance, ensuring the wearer the best equipment possible. A benefit to this sector is the durability it will bring to consumers, lasting longer and enhancing its lifecycle. The appeal of this trend is far reached. From extreme sports and speed activities to a lower level endorphins rush through regular sporting activities. Base layers bio-mimic the muscular structure of the body with body mapping technology being key. Not only does this protect the wearer through the varying zones different performance factors can be channeled as well as adding detail. Seamless apparel will feature with body shaping fit, eliminating the need for seams and ensuring a smooth and uninterrupted performance.

Fabrics and trims take on a gritty, matte-like aspect, this is tough, this is pushing the personal limits, retroreflectivity in contrast offers an important addition for safety and decorative detail. Glossy PU trims also appeal, delivering a confident statement to contrast with matte grounds. The high specs of products available will also provide the perfect offering for a new direction in garment and footwear manufacturing as cut-and-sew garments eliminate seams for an anti-chaffing enhanced comfort through to seamless production with zoned compression and strategically placed performance fabrics.

Fibers, Yarns & Finishes

- Aramid fibers
- High performance nylon and nylon 6.6
- Super chlorine and saltwater resistant spandex/elastane
- FIR yarns - increasing the circulation of the wearer
- Micro encapsulated cooling yarns
- Black dope dyed yarns for bestselling black and reducing water
- Chip dyed synthetics eliminate the need for textile dyeing
- Illuminating yarns and finishes
- Metallic foil prints and membranes
- High performance synthetic yarns - lightweight, dull or bright with built-in function including moisture management, anti bacterial, UV protection and quick dry
- Acetate
- High visibility trims through reflective yarn use or raised structures - safety + decorative detail
- Breathable, windproof and waterproof membranes
- Polypropylene - super lightweight

What to expect...

- Spongey double-knit structures
- Embossed surfaces for a new dimension
- Featherweight knits with cool touch technology and UV protection
- Glossy and lacquered look finishes for a heavy metal look
- Embossed foam filled and spacer fabrics for a quilted look and protective elements
- Matte and bright finishes for contrast
- Perfect surfaces - despite the grittiness of this trend the actual construction of high performance fabrics is precise
- Super lightweights performance wovens - precise construction with flexible stretch
- Featherweight performance at all levels
- High compression fabrics deliver core stability and muscular support
- Super lightweight fleeces
- Double sided fabrics
- Warp knits take on a rounded surface effect - ultimately smooth but with body - perfect for footwear
- Neoprene-inspired structures
- Macro grid-inspired mesh
- Power mesh - super high compression
- Fabrics that react a second before impact in protecting the wearer

- Zippers take on exaggerated molded look, in plastic, easily heat sealed to create waterproof finishing
- Compact surfaces can withstand punch out effects for ventilation without ripping
- Precision molded trims and snappers
- High compression warp and circular knits with added performance from FIR yarns and moisture management systems
- Micro light insulation for Summer insulation

Target Markets

- Marathon
- Ironman
- Running
- Soccer
- Climbing
- Pro surfing
- Competitive swimming
- Roadside and track cycling
- Mountain bike racing
- Lane and Competitive swimming
- Recovery base layers for all sports - cooling down and reducing muscle fatigue
- Outdoor equipment - high tenacity tents and sleeping bags
- Soft equipment - backpacks and footwear
- Legwear - compression socks and supports

Imagine

- LIFECYCLE
- BARRIER
- TOUGH
- ETHEREAL
- COMPACT
- INTELLIGENT
- DURABLE



ISPO Shanghai 2018

Market Introduction Program for China.

The Chinese sports market continues to exhibit a lot of potential. Yet how should European and American companies stage a successful market entry in China? The China Market Introduction Program provides answers to this and other questions.

MIP ISPO Shanghai 2018	
July 05–07, 2018	
July 03	Distributor Networking Dinner, hosted by ISPO
July 04	Full day seminar program
July 05	Visit to ISPO Shanghai 2018 (runs on 5 th - 7 th July 2018)
July 05	Guided retail tour

Apply now: shanghai.ispo.com

The Asian-Pacific Market at its best.

Dates & Facts	
ISPO SHANGHAI is the outstanding sports business platform that brings together the world's leading brands on one of the greatest emerging consumer markets.	
Date	July 05–07, 2018
Location	Shanghai's New International Expo Center (SNIEC)
Visitors (2017)	more than 14,000
Exhibitors (2017)	more than 570 exhibitors with more than 650 brands
Exhibitors Space (2017)	33,000 sqm

Exhibitor Application	
Raw space (min. 12 m²)	
Regular Price	1,120 RMB/m²
Early Bird Price (Deadline: December 31, 2017)	998 RMB/m² (11% discount)
Full-year package ISPO Beijing & ISPO Shanghai (Discount on ISPO Shanghai only)	1,120 RMB/m² – 20% discount = 896 RMB/m²
Shell scheme (stand package)	from 385 RMB/m²

Download your application form: shanghai.ispo.com



Interested in ISPO Textrends Spring/Summer 2019

ISPO Textrends Organization
Pascher+Heinz GmbH
stephanie.ledru@pascher-heinz.com
Joseph-Wild-Straße 20
81829 Munich, Germany
Tel: +49 89 944 196-0

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 **10 categories** Base Layer, Second Layer, Outer Layer, Street Sports, Trims, Fibers and Insulations, Membranes and Coatings, Accessories, Soft Equipment and Beachwear.

Jury Selection – An international jury will select **up to 60 products** of each of each category. Out of these items the jury chooses the **Best Product**, the **Top 10** and the **Selection**. All selected products receive ISPO Textrends benefit package.

Benefits and Fees – There is no participation fee but if products are selected by the jury, the respective companies will receive the benefit package for a **promotion fee**.

Product Delivery Address – ISPO Textrends c/o Pascher+Heinz GmbH, Joseph-Wild-Straße 20, 81829 Munich, Germany, Tel: +49 89 944 196-0

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

1. Completed Online Application
<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 April 30th, 2018.

Deadline: April 30th, 2018