

# ISPO TEXTRENDS 2017

## FALL/WINTER



**INFORMATION  
AND TEXTILE TRENDS  
FALL/WINTER 2018/19**



## 5<sup>th</sup> Edition at ISPO MUNICH 2017

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.

"Participating in the ISPO TEXTRENDS Forum provided a global showplace to reach out to designers and product developers with the latest CORDURA® brand innovations in performance fabric technology. With the CORDURA® brand focus of developing 'Durable Fabrics for Durable People™,' we want to recognize the significant role that our authorized mills play in developing new dimensions in durable fabric technologies. This collaboration is critical to bringing trend-setting durable fabrics to the market to meet the ever-evolving needs of our customers."

**Cindy McNaull, Global CORDURA® Brand and Marketing Director**

"The participation at ISPO TEXTRENDS created additional exposure for our company at ISPO MUNICH 2015. We had numerous instances of potential, new customers arriving at our stand with notes from the ISPO TEXTRENDS areas. This allowed us to start discussions with brands we might otherwise not have seen."

**Jose Fernandez, Global Merino**

## The Concept - Three Pillars

The conceptual foundation is based on three pillars.

### STRUCTURE

9 categories and 5 textile trends Fall/Winter 2018/19

### 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 3,500 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."

STRUCTURE

FOCUS

SALES PROMOTION



## 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 2017 is October 30<sup>th</sup>, 2016. In November, 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 additional "SELECTION" materials that will receive a number of attractive benefits for the promotion of the products.



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



**David Shah**  
CEO - View Publications



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



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



**Louisa Smith**  
Textile Trend Consultant



**Peter Waeber**  
CEO - bluesign Technologies ag



**Elisabeth Weisheit**  
Head of Department Oeko-Tex®



**Marta Balcerzak**  
Head of Fabric - Kjus



**Brad Boren**  
Director of Innovation & Sustainability  
Norrøna Sport AS

"It was my first time at the ISPO TEXTRENDS jury meeting. It is very impressive that not only innovative and creative styles were invented but also a lot of new ideas to implement regenerated fibers, to use new environmentally friendly finishing methods and many more. The combination of style, function and sustainability is possible and it is great to see, and in my opinion very important, that we will have more of it in the future."

**Elisabeth Weisheit, Head of Department Oeko-Tex®**

"You get to see a lot of different products and backgrounds - that makes it really interesting. There are some really special products. This award is really good, because that is what it's all about it, maybe giving the mills more motivation to go the extra mile. When companies invest in innovation, they can get the word out and people get to see it. That's why ISPO TEXTRENDS is a really good platform for them."

**Brad Boren, Director of Innovation & Sustainability Norrøna Sport AS**

## Categories

Innovative products (fabrics, components) can be entered in nine 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.**



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.



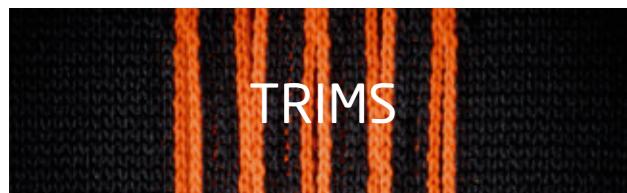
Fleece fabrics, lightweight protective fabrics, performance linings, stretch or non-stretch; usable for maximum thermal characteristics. Natural fibers from wool and cotton to eco-friendly and sustainable fibers, including celluloses.



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



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.



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



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



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



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



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

## 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

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 12 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.COM

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.

### 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 "BEST PRODUCTS", "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. Label files can also primarily be sent out for individual production.

### Benefit 9 – ISPO TEXTRENDS Forum at ISPO MUNICH

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 C3, it will be THE main attraction for your target group.

### Benefit 10 – ISPO TEXTRENDS Forum at ISPO BEIJING

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

### Benefit 11 – 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 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 - EARLY BIRDS until 30th August 2016	NONE	NONE
PARTICIPATION FEE - REGULAR (per application)	Regular: 75 €	Regular: 150 €
BEST PRODUCT, TOP 10 (per selected product)	1.190 €	2.190 €
SELECTION (per selected product)	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 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 Fall/Winter 2018/19

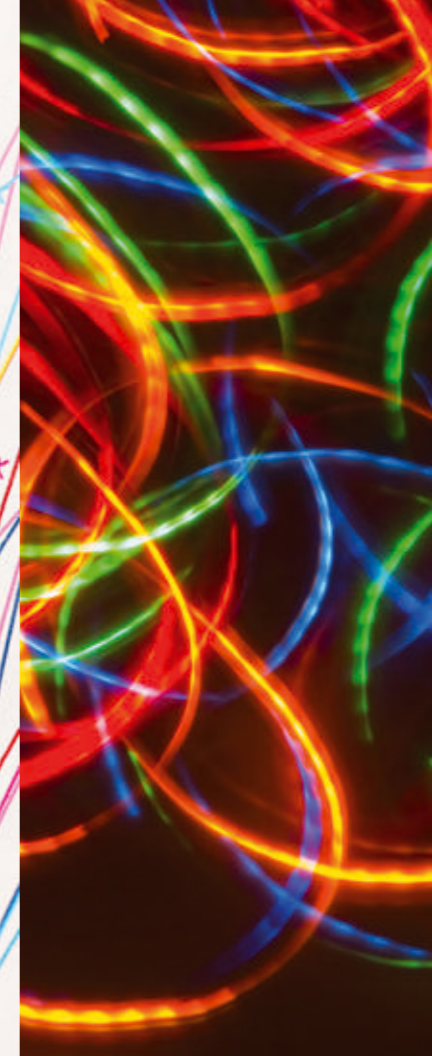
### Visions for the Textile Industry

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 2018/19 with the textile industry and to use these trends as a basic guideline for ISPO TEXTRENDS 2017.

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 2017.



## VISION FOR Fall/Winter 2018/19

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!

## Megatrends

### OPPORTUNITY KNOCKS

It's time to take the blinkers off and be aware of the new market opportunities on the horizon and move out of that comfort zone. The surge in interest in athleisure through to brands crossing over into new territory is providing plenty of opportunity. Key factors, alongside the essential performance sector, is fashion and functionality as a new audience of consumers embrace what we have known all along: the benefits our industry delivers in protecting the wearer and enhancing performance in the outdoor sector.

Customization continues as consumers and brands interplay, communicating through social media. The consumer remains in control. The overall mindset of this mega trend is about smart thinking, reworking classics in giving them a new perspective pushing the conventional into the unconventional. The world of outdoors and active is no longer confined to a niche market, open your eyes and your product ranges to new opportunities. It may look like a long shot, but as the market shifts and the industry embraces new challenges the outcome can truly be a lucrative one all round.

### PERPETUAL EMOTION

A surge of positivity is required across the board in an ever increasing world of doom and gloom. With our hyperconnected society ensuring, whether we like it or not, that we are up to speed with the latest global news 24/7. There is a demand for escapism, a turn towards freedom and this is going to come through for the season not just in colors, prints and relief but also in product development from the yarns, textiles and trims through to the final garment and product design.

Uplifting and confident, the core of this mega trend is to think positive, push boundaries and deliver top notch function without neglecting a strong sense of style. Bring basics to new levels and generate new products that once would have been only a dream and develop the inconceivable. Extol new products and create an emotional connection with the wearer. The consumer demands newness, wants uplifting through their purchases and wants the latest in functionality, enhanced experience and new emotions. Go on, be confident and seize the day in delivering to the consumers' requests.

### INFINITE ACT

An honest and transparent approach continues to define the market. Virtuous in its delivery, a strong trust is required from consumers that you are delivering the best solution possible to the end product. This mega trend incorporates the invariable eco/sustainable message combined with a strong corporate social responsibility, not just towards the environment but towards the workforce too.

This season we expect to see more interest in natural resources as alternative yarn sources, ranging from the conventional to the unconventional, and finishes feature. Nanotechnology and bio mimicry continue to make a mark, while the performance synthetics and chemical industries continue clean up their act. The reevaluation of production processes, at all levels of the textile chain, ensures the reduction of water, energy and elimination of harmful chemicals. It is an even keel when it comes to natural versus synthetic resources, as both sectors are united and determined in delivering a cleaner future without neglecting the rigorous performance attributes we have become accustomed to.

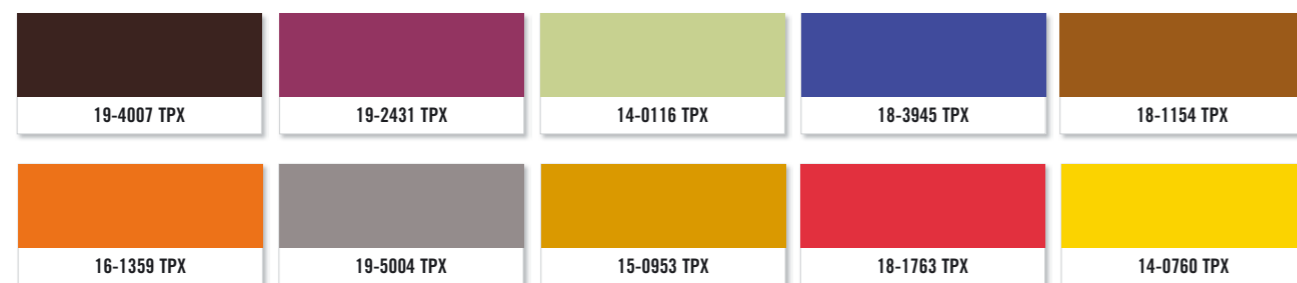


## Color Card

Striving forward, with a positive air and determination defines the Fall/Winter 2018/19 season with ISPO TEXTRENDS' new color palettes leading the way. The only way is up, and a bold array of rich tones complimented by renewed luminosity makes a dent in delivering new products for the season. Its time to energize, be adventurous and stand out, not solely in the color proposal but also in the innovative products that are possible and continue to develop and come through to market.

They say opposites attract, and this will be seen with the array of natural and synthetic applications that both contrast and collude in making this season one of the hottest yet. Be bold, be sassy, but most of all make the most of what is on offer in generating new products that will appeal to the consumer. Time is precious, lets make sure we live life to the full, it is time to embrace a renewed zeal. Viva la vida!

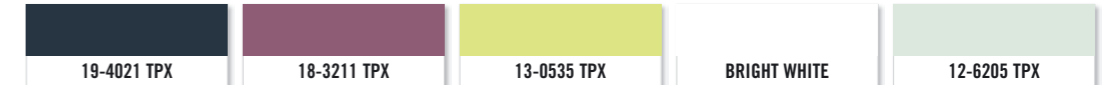
### Hub - Color Palette Fall/Winter 2018/19



It's all about the base, and this season's core active color palette shifts direction, taking on a more dusted appearance in hue compared to the traditional bright bestselling tones. Rich red and deep berry compliment new takes on green and orange in delivering a warm yet invigorating color palette inspired by nature.

### Satellite - Color Palettes Fall/Winter 2018/19

#### Into the Light



Renewed luminosity enhances this aurora-inspired palette, as bright white is complimented by dark tones of anthracite through to mineral inspired gleam. Work this palette from matte through to brilliance from the inclusion of bright yarns through to gloss membranes in enhancing the tones.

#### Fairground Attraction



Audacious and bold in tone, the inspiration from this color palette comes from the frenzy and motion of a fairground with a retro appeal. A feel good factor features, as a spirited color lineup comes through. Perfect for prints and solids, matte through to metallic finishes also feature, this color trend is meant to be seen.

#### Broadway



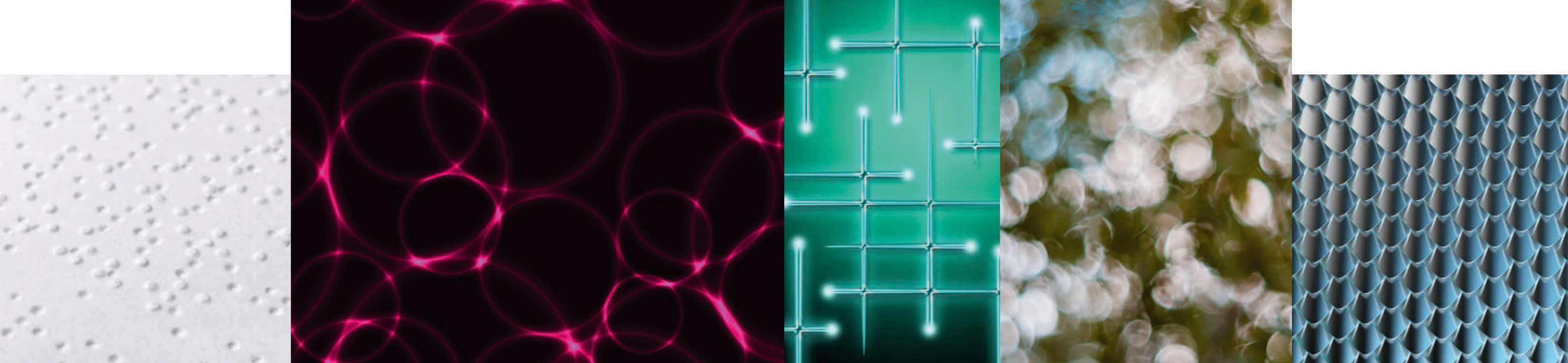
Geared towards the athleisure market and performance denim, an urban inspiration pushes through. Gray tones in black and blue bases feature with bolder accents accelerating the look. Indigo blue replaces bestselling black in deciphering a new code for this growing lifestyle trend.

#### Blazing



A vivid direction that can be moved up or down in intensity, as neon tones inspire. Dependent on the final application, it can be incredibly dense and bright on compact solid surfaces through to ethereal color combinations on featherweight knits and micro light qualities.





## Textile Trend 1 **SENSORY**

An emotional intercommunication between the wearer and the final product will enlighten the senses, not just in enhanced performance but through fit, sensual touch and visual appeal. The generated function features in invisible and visible format, from fabrics to finishes, trims to accessories. Smart and intelligent in its delivery, **SENSORY** also offers a protective element in new generation lightweight qualities from featherlight base layers through to super soft insulation and multi performance outer shells.

This trend is about getting clever with the high performance ingredients we have, pushing the boundaries in technology and also textile processing. In doing so, this predominantly synthetic trend will offer a strong sustainable story as a reduction of water and energy combined with innovative finishing and sustainable dyeing and finishing processes. All sectors of the industry are gearing up for this trend, with fiber manufacturers leading the way.

Wearable technology and intelligent sensors also feature combined with trims and finishes that react to changing environments, enhancing performance and offering unrivaled protection. Wellbeing also features with fabrics that energize, heal and nourish the body as well as intensifying performance.

### **Fibers & Finishes**

- Polypropylene - now dyeable
- Bright synthetic yarns
- Micro fine denier yarns
- Heat sensitive thermochromic and light sensitive photochromic dyes and finishes
- Micro encapsulated FIR yarns and finishes - from wellbeing to thermal benefits from minerals to metals
- Reflective technology - yarns and prints for fabrics and trims
- Phosphorescent yarns and prints
- High tenacity yarns
- Hollow yarns - lightweight and warm
- Heat generating yarns
- Performance membranes and laminates

### **Fabrics & Surfaces**

- Fabrics that react - physically and visually
- Featherweight fabrics with power in nano structures with 360° stretch and flexibility
- Super light and compact spacer fabrics
- Micro fleece structure, barely-there velvety pile
- Climatic control yarns and finishes
- Intelligent body morphing fabrics that stretch and recover
- Intelligent insulation - additional performance includes anti-microbial and bi-stretch and water repellency and breathability
- Micro light double faced fabrics and bonded structures, compressed for a thinner appeal
- but with all the performance
- Gleaming performance coatings
- Embedded RFID and sensors in accessories and trims
- Lucid coatings on micro fine rip stops
- 3D digital printed accessories - smooth and compact
- Magnetic clasps and closures

### **Sectors**

- High performance base layers
- Thermal base layers
- Super light and compact second layers
- Protective outer shells
- Footwear and back packs
- Tents

### **Target Markets**

- Active leisure performance to professional protection
- Running, gym workout and high impact performance - the focus on high level performance
- Lightweight performance for skiing, climbing and mountaineering

### **Imagine**

- VISUAL
- TACTILE
- SENSUAL
- COMPACT
- EMOTIONAL



## Textile Trend 2 **ALLEGIANCE**

The mood of consumers is split, their allegiance divided to the inherent features of natural yarns to the guaranteed performance of high-level synthetic ingredients. The obvious solution is to consolidate the best of both worlds, delivering precision performance and comfort touch. Expect to see an increase in hybrid blends, a push towards sustainable solutions as an intermix of natural, manmade and synthetic solutions comes into play.

The textile chain is being cooperative in addressing the ubiquitous 'S'-word: sustainability. From natural to synthetics fiber producers, textile manufacturers and finishes, all are united in delivering more sustainable products and processes. The strong organic mood influences not just the composition but also the fabric appeal. Porous surfaces work alongside featherweight circular knits, intriguing surfaces morph the functionality of this trend with the fashion aspect. A more decorative approach is being taken, think less about basics: this is about essentials. Essential in wearability and function of the garment, in wellness and wellbeing, and not forgetting giving the consumer a clear conscience.

Push the boundaries as contrasting ingredients intermingle in creating a renewed zeal towards functional fabrics and reworked finishes in establishing effective and dynamic solutions. Opposites can attract, as a united front for this season will result in delivering a strong sustainable aspect that will appeal to all sectors of the industry.

### **Fibers & Finishes**

- BCI cotton and organic cotton
- Merino wool - conventional and organic
- Recycled synthetics - smarter nylon and polyester dull textured yarns take the hybrid mood to a new level
- Lyocell and modal
- Milk, nettle, seaweed, caffeine and soya continue to develop as part of the new sustainable alternatives
- Nano technology membranes and finishes
- Wellbeing delivery from natural ingredients including minerals and caffeine
- Bio mimicry features in all levels of the textile chain
- Sustainable solutions at all levels - eliminating water, reduced dyeing processes from innovative yarn development, reduced energy and eco friendly chemicals
- Sublimation and digital printing

- Organic dyes and reduced water/chemical dyeing
- Traceable down and recycled insulation
- Natural/synthetic blends insulation - the best of both worlds for enhanced performance
- Recycled trims and accessories - metal or plastic

### **Fabrics & Surfaces**

- Organic inspired fabric structures
- Irregular openwork jacquards
- Contrasting dull/textured yarns offer subtle optical detail with an organic inspiration
- Raised relief on surfaces - irregular organic inspirations
- Brushed surfaces
- Single knit lyocell/recycled polyester blends for fluidity and performance
- Performance denim - thermal regulating, four-way stretch, moisture management in lookalike denim in knits through to authentic woven through the continuing interest of hybrid blends and layering technology
- Bonded fabrics with functional membrane for second layer fabrics that are transcending outerwear
- Mélange warp knits overprinted with a discharge effect
- High performance lightweight micro fleece - stamped and embossed for added detail
- Space dyed knits in natural touch synthetics
- Soft nap doeskin-inspired surfaces and/or technical side on knits and woven for supreme soothing touch from technical brushing to the use of textured yarns
- Cotton teams with synthetics and spandex/elastane for cotton touch power mesh
- 3 layer super lightweight outer shells with a powdery touch
- Brushed knits and wovens on the technical side for a fleecy touch against the skin Lucid coatings on micro fine rip stops
- 3D digital printed accessories - smooth and compact
- Magnetic clasps and closures

### **Sectors**

- Base, second and outer layers
- Performance denim
- Lightweight warmth in base and second layer shells
- Protective outer shells
- Footwear and backpacks
- Sleeping bags - insulation

### **Target Markets**

- Sophisticated through to sassy applications to appeal at all levels of the market Athleisure and street sports
- Soft sports - yoga and pilates
- Winter warmers with a perfect natural touch and built-in intelligence for sporty styling garment applications through to professional levels

### **Imagine**

- HONOR
- TRUTHFULNESS
- REVERENCE
- COACTION
- NATURAL ZEAL



## Textile Trend 3 MYRIAD

Forget less is more and focus on more is more, as an immeasurable amount of performance converts products, containing an assortment of ingredients in one final item. Layering technology, from physical fabric construction from the fibers and yarns to membranes and coatings adds value to the final products. This trend is directed towards incredibly lightweight products, packed full of multi function, allowing bestselling basics to get updated into new generation 'must haves' and textile and trim suppliers to play with readily available ingredients and create the next big thing.

With the abundance of ingredients setting a frenzied mood, it also crosses through to the fabric structure. A humorous and enticing spirit can be seen in prints and structures, taking on a 3D effect but with a sense of irregularity. Contrasting openwork jacquards bond together in different colors and textures, laser cutting and 3D prints give an illusive depth of texture and animated surfaces.

The development so this section leads to highly intelligent products that will eliminate the bulk of layering in garment form to create a new agility and improved performance for the consumer. The availability of true function throughout the textile chain allows for the unthinkable to be achieved. This is about stepping out of the zone, pushing for new developments that will stand out from the competition. It's about taking what we have available to new levels in a multifaceted way. Anything is possible if we truly believe in it and it performs the way it is supposed to.

### Fibers & Finishes

- Hollow polypropylene in delivering the lightest fabrics yet
- High strength synthetic fibers in blends for added strength without the weight
- Bright micro denier nylon
- Spandex/elastane for power in light weight fabrics
- Hollow thermal regulating yarns
- Water free dyeing
- Mineral-embedded FIR yarns - polyester and nylon
- Eco-friendly membranes and coatings
- Recycled synthetics
- Multi performance layering finishes
- Innovative reflective/metallic coatings for textural effect
- Hyperrealistic prints and yarn blends

### Fabrics & Surfaces

- Second skin featherweight nano structured high performance fabrics that multi perform - breathable, quick dry, thermal, waterproof, windproof for outer layers
- Micro light fabrics with enhanced levels of function from fiber through to construction through to finish
- Featherweight circular knits for compression base layers
- Key components including insulation and accessories go incredibly light in weight
- Micro light rip stop - membrane protected
- Multi functional fabrics inspired by hosiery construction
- Added performance finishes add value to existing performance fabrics
- Clean cut circular knit - opaque fabrics in micro light weights
- Erratic openwork and power mesh - single or double layer for contrast
- Raised surfaces effects
- Nurturing and the effect of physically healing fabrics in power powered compression knits
- 3D digital printed trims and accessories
- Multi-layer performance fabrics - bonded or structured but plenty of layering
- Vapor structures with 3D visual surface effects
- Engineered power panels in flat knit garment forms with singular seam
- Spacer fabrics
- Moire-look knits and coatings - light deflecting surface appeal
- Double faced fabrics with contrasting perfection
- Optical rib and chevron effects from bright/dull yarns

### Sectors

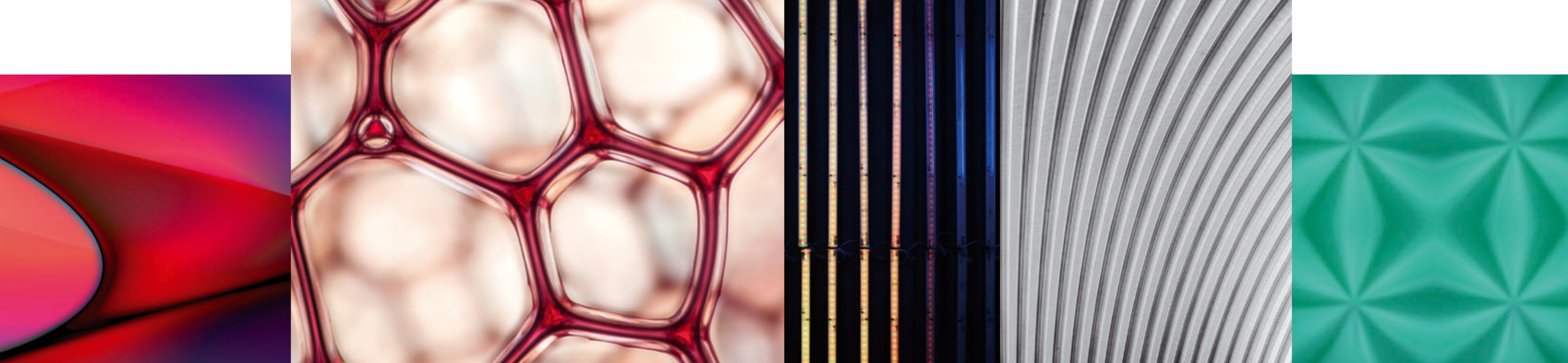
- Stylish, sophisticated and slightly futuristic outdoor wear
- Base layers - virtually second skin but opaque and performing
- Pro-level performance skiing
- Aerodynamic garments - second skin and high compression
- Second layers with higher levels of performance eliminate the need for outer shells
- Soft equipment - tents and sleeping bags

### Target Markets

- Outdoor wear
- Semi and pro winter sports
- Skiing and all snow sports
- Climbing and ice-climbing

### Imagine

- MULTIFARIOUS
- DIVERSE
- AGILE
- ENHANCED PERFORMANCE
- CONTRASTING



## Textile Trend 4 PARAGON

Achieving that perfect performance isn't just down to the prowess of the wearer, the equipment required is just as important in attaining personal goals. Perfection comes into play as surfaces offer a sublime feel, embrace and protect the body as well as deliver enhanced proficiency no matter what the outdoor activity. PARAGON is geared to those who strive to be the best in both conventional and extreme winter sports, and the fabrics, trims and accessories aid a winning performance. Devoted to athletes in all sectors of the sports world, this is the 'crème de la crème' of the performance sector.

Compact and embracing, the fabrics' intelligent instinct kicks in, enhancing the performance of the wearer. A protective aspect features at various levels from core stability to reflective elements, tear resistant to shock absorbing. A tough industrial influence features alongside a modern digital aspect. Combine those with the science of nature, you get the full deal of tomorrows fabrics and accessories.

Uncompromising in its performance, these products from base layer up are tenacious and hardy in longevity, softer, and equally as important, super light in weight without neglecting the robustness, combined with being comfortable and flexible to wear. Zoned compression base layers through to aramid fibers in new generation stretch qualities for woven that embrace and protect the body. Anti-bacterial ingredients, water repellency and thermal regulation add to the mix in creating the ultimate in active achievements whatever the conditions.

### Fibers & Finishes

- Steel-like strength aramid yarns with super soft touch
- Tenacious synthetics
- Thermal regulating synthetic yarns
- High power spandex/elastane
- Dull and bright synthetic yarns
- DWR finishes
- Moisture management, anti-bacterial, anti-static performance in yarn or finish content
- Breathable/waterproof/windproof membranes
- Micro light trims and accessories
- Multi functional insulation

### Fabrics & Surfaces

- High compression fabrics - extreme power and protective fit
- Spacer fabrics
- Flexible 360° power stretch fabrics
- Neoprene yarns - comfort spongy recovery
- Protective outer shells
- Reactive fabrics that respond to impact for protection with locked-in zones
- Zoned compression in seamless and cut-and-sew applications
- Four-way stretch functional membranes and coatings
- Polyurethane stretch prints in transparent or colored qualities update basics optically
- 3-layer wovens with stretch and surface performance
- Lightweight quilting using high tenacity nylon for the face fabrics for protection and warmth
- Fast drying fabrics
- Multi layered and bonded fabrics
- Cellular structured double sided fabrics
- Impact resistant fabrics
- Silicon embedded 3 layers fabrics for shock resistance
- High tenacity anti-abrasive wovens and knits
- Erratic prints for outer layers
- Low scrunch noise on 3-layer shell fabrics with high performance for skiing

### Sectors

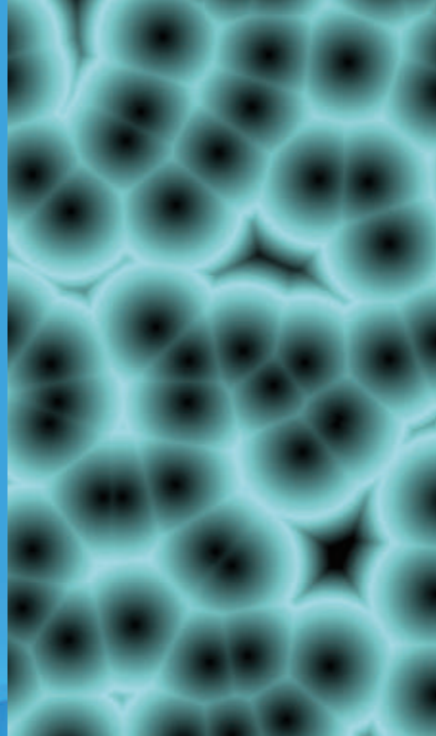
- High compression base layers
- Thermal regulating base layers
- Rigid and stretch second layers
- Outer layers range from soft shell to crisp rip stop for tops
- Woven bottom outer layer fabrics with anti-abrasive comfort

### Target Markets

- Iron Man, triathlete, marathon
- High level cross training
- High impact workouts
- Extreme winter sports - ice climbing, ski biking, snow kiting
- Cycling
- Urban sports
- Mountaineering
- Pro-sport base layers with compression
- Soft equipment - lightweight yet strong tents and sleeping bags

### Imagine

- OBSESSION
- FOCUSED
- EPITOME
- CHAMPION
- PRIME



## Textile Trend 5 TRANSMUTATION

Adaptive to all surroundings and activities, fabrics mutate, evolve and chaotically behave on a visual and physical level. An unruly mood dictates through prints and textures, this is a mutiny from the old school style of safe performance fabrics - it is time to break free from the norm and reject conventionality. But while this trend takes on a defiant direction to the old to bring in the new, it still requires the traditional aspect of the performance fibers and finishes available to achieve its unique style.

Visual aspects range from bold and brassy to a more subtle blasé appeal, this direction also evolves fabrics and trims that mutate to different situations, especially through metamorphism-inspired prints and yarn combinations. Camouflage, mélange and chameleon-like color variations feature in changing effects from yarn through to innovative coating.

Strikingly optical, the basics of stretch and recovery, protective aspects and a need for a soft touch are key, as compact surfaces work alongside oscillating structures. This is all part of the diversity of this direction, it is the oxymoron trend of the season, expressive through the disparateness and irregularity in surfaces and density through to optically enigmatic graphics. Visually and texturally stimulating, products in this sector are shouting out to be seen ranging from high level performance to a fun hint of glam. Let's change the rules!

### Fibers & Finishes

- DTY Textured yarns for a grainy touch
- Cut yarns
- Heat generated yarns
- Moisture management and anti bacterial function
- High power spandex/elastane
- High performance synthetics
- Hollow synthetics for lightweight warmth
- Merino wool, cotton and cellulosics for blends
- Micro acrylic
- Fancy macro yarns - boucle and looped
- Mélange and space dyed effects with new yarn combinations
- Reflective yarns
- Fluorescent transfers and prints
- Illusive lenicular printed coatings and membranes

### Fabrics & Surfaces

- Rebellious and erratic textures
- New generation fleece - extend the pile and emboss
- Light deflecting and reflecting contradictory finishes in printed and solid coatings and membranes
- Double side bonded fabrics - compact/irregular
- Temperature reactive pigment prints
- Changeant cross dye effects
- Breathable lamination
- DWR on high performance second layer fabrics with thermal regulation eliminating the need for an outer shell
- Digital printing
- Exaggerated interlock with PU coating
- Flocked and brushed finishes
- Neon reflective elements - go for color - especially in trims and tapes
- Down proof rip stops perfect for prints
- Synthetic featherweight base layers
- Visually stimulating prints - lenicular illusive prints for trims and transfers
- Bright tri-lobal nylons
- We want to see roving prints that catch the light and adapt in different environments
- Fabrics that mold to the body
- Performance faux fur
- High performance synthetic shearling

### Sectors

- Soft touch base layers
- Second layers feature from shirting through to single knits
- Outer layers - performance sport to sport styles
- Soft equipment - backpacks, footwear

### Target Markets

- Skiwear and winter sports at all levels
- Running - zany new prints and protective aspects from the reflective aspect of this trend
- High impact gym and aerobic activities
- Outdoor active with a rebellious fashion style
- Urban active/street sports
- Smart urban active
- Soft equipment
- Funky athleisure

### Imagine

- DECEPTIVE
- EVOLVE
- ADAPTABLE
- VICISSITUDE
- TURBULENT



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## Trendbook Fall/Winter 2017/18

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

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- All products with references and company details
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- 5 textile trends Fall/Winter 2017/18
- General color chart Fall/Winter 2017/18
- Preview on textile trends Fall/Winter 2018/19 and color cards

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## Trendapp Fall/Winter 2017/18

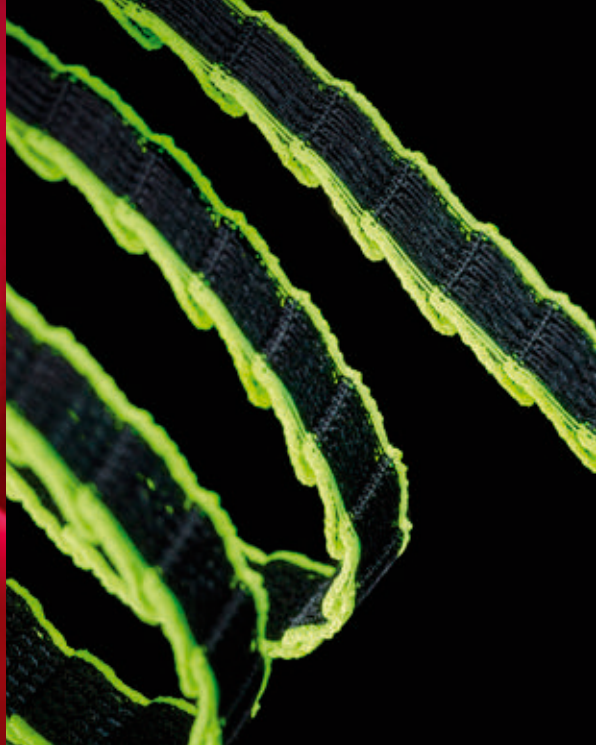
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**ISPO Trendapp is a great working tool for designers and product managers.**

Available from App Store end of February 2016.



## Interested in ISPO TEXTRENDS 2017?

### 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 **9 categories**  
Base Layer, Second Layer, Outer Layer, Street Sports, 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  
**BEST PRODUCT**, the **TOP 10** and up to 50 **SELECTION** Products.  
All selected products receive the appropriate 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 **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 (online in May 2016)

<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 October 30th, 2016.

#### Deadline: October 30th, 2016