

ISPO TEXTRENDS

SPRING/SUMMER



2019

**GENERAL INFORMATION
AND TEXTILE TRENDS
SPRING/SUMMER 2019**



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 2019 were identified, helping potential participants to prepare for this unique platform.

ISPO is looking forward to welcome you for the second edition of ISPO TEXTRENDS Spring/Summer at ISPO SHANGHAI (July 6-8, 2017).



Concept – Three 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 2019

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 excited 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 2019 Textile Trends,“ says Markus Hefter, Exhibition Group Director of ISPO.

STRUCTURE

FOCUS

SALES PROMOTION



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 2017 is April 30th, 2017. 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.

"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



David Pircher
Head of Business Development / Product Management
OEKO-TEX® Association



Fiona Fairhurst
Senior Manager Fabric Direction
RBIS - Avery Dennison



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



David Shah
CEO - View Publications

"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

Categories

Innovative products (fabrics, components) can be entered in 10 different categories. As ISPO 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.



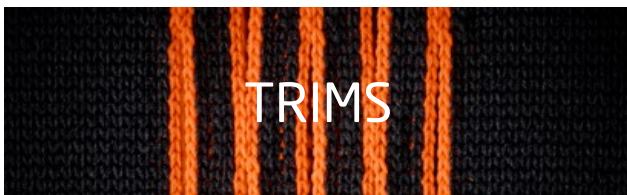
Fleece fabrics, lightweight protective fabrics, performance linings, stretch or non-stretch; usable for maximum thermal characteristics. Natural fibers from wool and cotton to eco-friendly and sustainable fibers, including cellulose.



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.



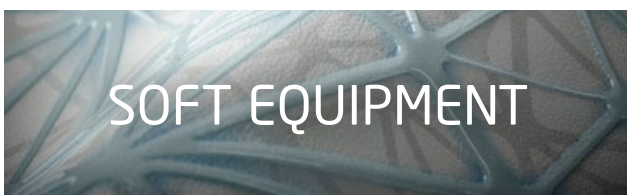
Traditional feather down, hollow and cross-section man-made or natural fibers with enhanced benefits for active wear.



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.



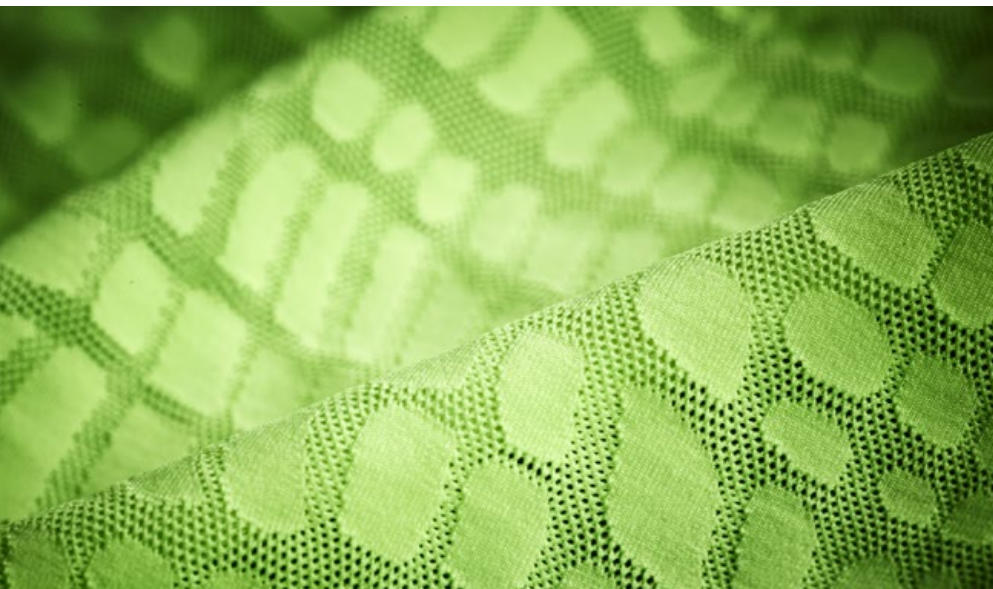
Fashion meets function, UV protection in yarn or finish, high resistant spandex - salt, sand and sun lotion resistant, graphic transfers. Fade resistant finishes and prints. DWR lightweight shells and lyocell blends for a fluid shape.

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 certificates	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 e.g. the Trend App. 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 SHANGHAI 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 8 – ISPO TEXTRENDS Forum at ISPO SHANGHAI - 6th to the 8th of July 2016

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.



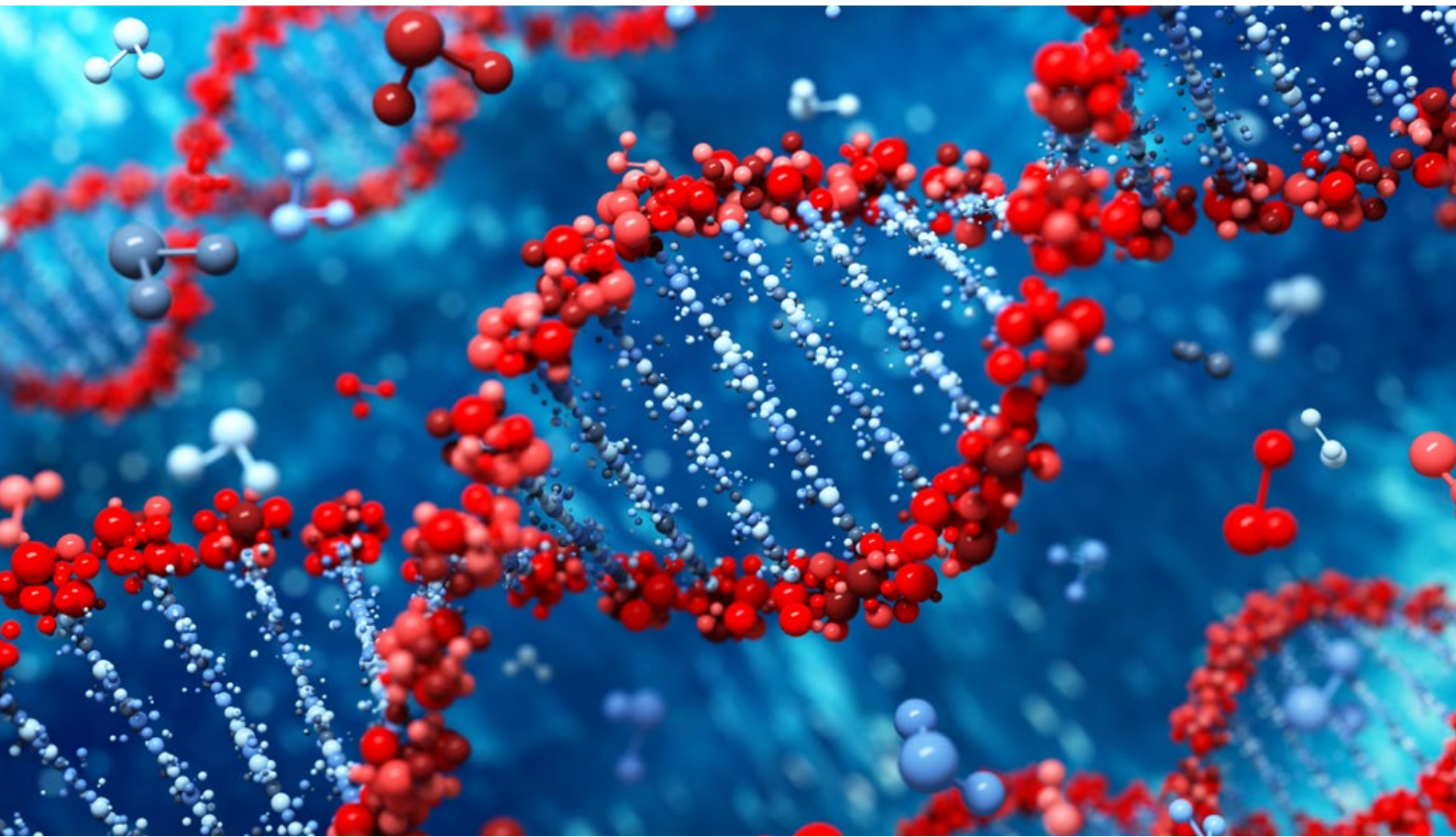
Textile Trends Spring/Summer 2019

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 2019 with the textile industry and to use these trends as a basic guideline for ISPO TEXTRENDS SUMMER 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 SUMMER 2017.



VISION FOR Spring/Summer 2019

CHAIN REACTION

A surge in summer sports and activities fuels the demand for high performance fabrics with new guidelines. The continued crossover of knowledge combined with different values of function befitting the Spring/Summer 2019 season, ensures a new performance level without neglecting the increasing interest in a stronger sense of style and creativity. There is a new connectivity and chain of reaction, with traditional functions and an injection of new color combinations being reengineered to deliver a much required newness and a powerful push in the market.

Expect to see softer and more sensually tactile products emerge, enhanced with the distinctive range of lusters plus an essential aspect of comfort and heavenly touch coming through. The focus on function ranges from UV protection, quick dry, moisture management and cooling technologies to compliment trans seasonal performance. High tenacity continues to encourage a new generation of very tough fabrics and trims that have a soft and sensual approach, while the natural and synthetic sectors continue on their course of hybridization.

This season is about exploration and evolution, meeting personal goals but with a super strong emphasis on style, vitality and technicity. ISPO TEXTRENDS leads the way in delivering on-target qualities in all sectors of the textile chain to guarantee that the sports sector has a strong bearing, seamlessly reacting and adapting to the consumers' requests for the various activities pursued.



Megatrends

MOMENT

With consumers realizing they have an abundance of 'stuff' in the form of multiple gadgets, appliances and personal possessions, there is a notable mood to pushing forward to outdoor experiences to share on social media and via group apps. With the trend for decluttering 'stuff' in the home to the work environment, it is the millennials, the 18-34 demographic, who are driving this mega trend. While mainstream retail will suffer, this is good news for the sports industry, as activities and experiences, shared on social media have much more kudos than having the latest must-have item. This is about taking time out, encountering new experiences and locations in the great outdoors through to more extreme sports, and most importantly sharing it.

We need to take a moment to realize that sometimes less is more, as items are dismissed in turn for truly experiencing something different through travel to more extreme activities. From camping through to kite surfing, now is the time to bring in a balance, enjoy our leisure time and share with friends and followers.

DYNAMIC

A renewed efficiency comes into play as we clean up our act on the sustainability front. All sectors of the textile industry continue to pursue a path of cleaner technology and a higher level of eco know-how with reduced waste, elimination of harmful chemicals and a push in recycling. Energy and water saving processes also come through in this viable new future. Be clear, sustainability is here to stay and will be continuing on its progressive path in creating an enlightened textile industry befitting the 21st Century and delivering to the demands of the consumer.

The pioneering and efficient processes from the textile chain cross over to the garments and accessories. We need to see enhanced performance and a function in the interaction of the fabrics and products with the wearer, generating next generation goods that effortlessly enhance and boost the experience. Multi functionality comes into play as does the ongoing mood for lightweight products combined with a new sensational touch, something that hasn't featured much before.

CALM

Take a step back, breathe and realize all the opportunities you are missing. In our frenzied, hyper-connected world we really need to take time out, go back to the fundamental aspects of being human and enjoying our time on planet earth. Now is the time to take a chill pill, escape the modern-day bedlam of 21st Century existence and create an oasis of time to recharge and make the most of the opportunities open to us. When one of the key points of advice proffered by mindfulness and self-help professionals comes down to breathing, elementary to our existence, it really is time to take a check up from the neck up and instill a harmonious balance in our lives.

This mega trend translates through to the materials for the season, delivering the multi-functionality desired to finally achieve that work/life balance. Fabrics will soothe, nourish and deliver a renewed comfort as well as offer a sensual experience. In turn the ongoing for wellbeing and healthwear is influential to the collections coming through.













Color Card

A softer approach is pursued with the traditional CORE palette for Spring/ Summer 2019, as a filtered effect is applied to some of the traditional primary tones, taking them down to a comforting and cheery delivery. This is in direct response to the much needed calm and reassurance requested throughout the season, as key tones become more muted than the blazing brights that have featured in previous.

Core

Relaxed and tranquil in its arrangement, it manages to retain substance. These newly created CORE tones work perfectly through the interplay of the bolder tones and fresh muted hues that feature in the complimenting satellite palettes. The key colors can be readily adapted in creating unique complimenting and contrasting color combinations for different activities and end products.

Axis- Color Palettes Spring/Summer 2019

 15-4720 TPX	 BLACK	 15-0545 TPX	 14-1307 TPX	 17-1664 TPX
 12-0642 TPX	 14-4002 TPX	 WHITE	 15-1164 TPX	 17-0330 TPX



Satellite - Color Palettes Spring/Summer 2019

Tropical



A natural-inspired zesty palette that will react to different tones depending on the final substrate. Matte touch fabrics and trims will deliver a bitter sweet refreshing looking, with bright yarns, glossy membranes and coatings taking it to a sharper, syrupy level.

Dancing



An element of reflectivity and luminosity features in this dark to white range pulled from the color spectrum, as a techno wave mood inspires. Bestselling black from the Core palette compliments the liveliness and technicity of the hues here. The depth of color ranges with the final application, subtle through matte delivery to an enlightened experience through to more brilliant and gloss finishes.

Fantasia



A collision of colors emerges with a redefined vibrancy for synthetics and hybrid blends. Focus on a truly synthetic level of intensity and vivacity or opt for a pared down approach by teaming with a more natural hand teamed with the neutrals featured in the Core palette. A fantastical and experimental color palette, leading the way for change, whether it be subtle or full-on drama.

Jungle Jammin'



With natural fibers taking a stronger position for the season, the vitality and brilliance that nature can also offer inspires. From intense blues to lush greens accentuated by energetic red tones, the key to this palette in keeping it sharp. A perfect palette to work with the Core key tones, in delivering a refreshing and awesome approach derived from the unique aspects of nature.



Textile Trend 1 **MAXIMAL**

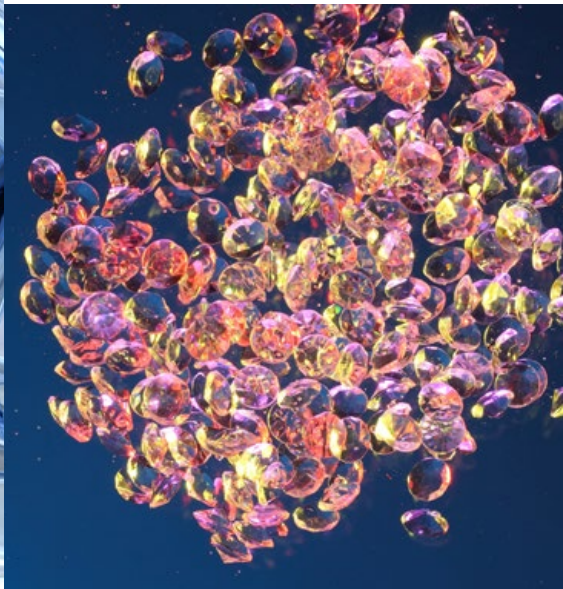
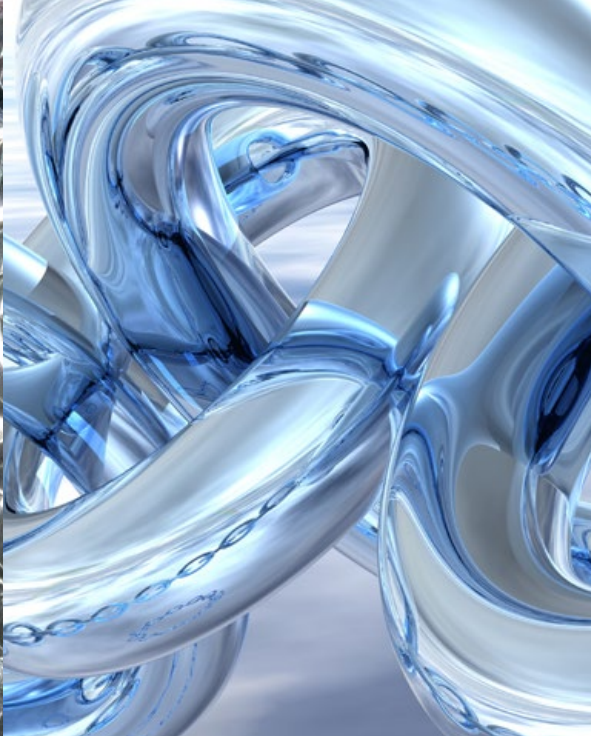
This trend is simply the best when it comes to strength and tenacity. From anti-tear and anti-stress materials to body mapped aspects of reinforced engineered zones, only the toughest, resilient and durable fibers will do. The growth in high-tenacity yarns is having an effect on the market, previously tough and rigid, today's new all-powerful fabrics have a super soft hand and enhanced flexibility. A key aspect for extreme sports including road cycling and rock climbing is the endurance these fabrics can withstand, enhancing the performance of the wearer. The appeal of this trend also influences the growing 'lifestyle' sector, from urban activities through to leisure and camping.

The best in lightweight protection also features, with high performance denim and lightweight ripstop delivering an anti-tear function, and more importantly to the consumer, longer life to products, which in turn means added value. Not just confined to wovens, knits are also taking up this trend with protective elements applied in single and double-layer sponge-like fabrics.

The focus on protection continues further with engineered fabrics that lock on impact for cycling through to high compression fabrics that embrace the wearer anatomically in crucial places. Trims and accessories take up this direction with super strong snappers and zippers, through to tough accessories that are incredibly strong. The alliance of strength with softness is appealing across the textile industry, applicable to many sectors from high impact sports through to lifestyle, as fabrics become much lighter but still maintain their character and performance with amazing fortitude. The tenacious approach is a growth area in all sectors of the market and not to be missed. This about getting the maximum out of materials.

Fibers, Yarns & Finishes

- Aramid yarns
- High tenacity yarns
- Graphite-inspired strength - 200 time finer than a human hair
- Natural, manmade and synthetics fibers all feature as blending partners
- Classics including gabardine and twill are updated in lighter weights with high tenacity yarns for enduring products
- Featherweight rip stops - super light and consider moire and colored membranes for finish
- Tough membranes and coatings - for shell-like protection
- Glassy aspects through cooling technology



- Settable silicon
- Stretch laminates for added protection to the embedded high tenacity yarns
- Breathable DWR finishes
- High power spandex/elastane for high compression
- Multi functional yarns and finishes for added performance
- Yarn and finishes cooling technologies
- A renewed look at lightweight plastic trims and accessories with super strength through new ingredients in the molded structure - settable silicone and new super strength polymers
- Reflective trims and prints for an added safety aspect

Focus on....

- Lighter weight performance fabrics that enhance the pursuance of a sport as well as offering high level protection
- High power compression fabrics for base layers and anatomical support
- Anti-rip and cut resistant single jersey
- FIR yarns for enhanced energetic properties and wellbeing
- Power stretch mesh - industrial in aspect but soft and super-soft to touch
- Rigid fabrics for backpacks - super-light, tough and decorative
- Performance denim
- Lightweight double layers - contrasting solid weaves with jersey
- Nylon/polyamide warp knits with integrated compression zones, selvedge finishes, clean cut function
- 360° stretch wovens with high tenacity for fit, performance and greater flexibility in movement
- Zippers with a light but tough appearance

Target Markets

- High power compression base layer
- High impact sports - base through to second layer protections
- Road cycling/mountain biking - apparel through to helmets
- Rock climbing
- Lifestyle - athleisure/street sports
- Skateboarding
- Travel
- Outdoor equipment - tents, back packs, sleeping bags

Imagine

- HIGH TENACITY
- PROTECTION
- ROBUST
- TOUGH
- HARD CORE
- SOFT TOUCH



Textile Trend 2 **KIT AND KABOODLE**

A turbocharged feel features as fabrics and trims in this sector are outstanding in delivering enhanced performance, exceptional protection and premium function. High compression fabrics, feature in four-way stretch, taking on a biomimetic approach to the muscular structure of the body. Zoned compression fabrics in various power/weight ratio protect and embrace the muscular structures of the wearer. Reflective fabrics and trims feature in featherlight weights alongside high-tenacity fabrics using micro fine steel-strength aramid fibers. In the past the technology has been focused solely on the function, but for the Spring/Summer 18 season we need to look to lighter variations and more detailed surface effects that don't deny the true benefit.

Performance boosting, there is a renewed modernity to this trend, it takes on a robot-inspired appearance in terms of the product structure, whether it be fabrics or trims zoned and inserted in the final garment. It is very precise and compact, protective and most importantly appealing, with a much softer and more comfortable wearability than before.

Intelligent interfaces on the technical or face of fabric improve performance from swim, running and triathlons, offering cool touch effects, water repellency, UV protection and quick dry. The fabrics are super modern and super sophisticated. These aren't for the fainthearted, these are for athletes that want the best from their sports gear on terra firma or the high seas. With ACCELERATE they are set to have their wishes answered and receive that added physical and mental determination to reach the winning line and achieve their personal best.

Fibers, Yarns & Finishes

- Multi-functional materials dominate
- Key functions in include: cool touch, moisture management, UV protection
- High performance polyester and nylon feature
- Man-made fibers - lyocell, modal
- Silver, zinc and copper yarns and finishes for well-being benefits
- FIR and NIR yarns for enhanced wellbeing and personal comfort
- Natural touch synthetic performance yarns
- Spandex/elastane for stretch and recovery and more importantly a comfort fit for the 'lifestyle' sector
- Cool touch technology
- Micro-encapsulated yarns and finishes - mineral embedded yarns - cooling through to energizing



- Air textured yarn technology
- Textured synthetic yarns for a grainy, natural touch
- DWR membranes
- Colored coatings
- Reflective prints
- Nano membranes
- Retro-inspired trims and accessories - rethink the good old days

Focus on....

- Single knits that deliver well-being, first and performance for base layers
- Sustainable dye processes - one dye for multicolored melange and heather knits
- Multi-functional high power natural touch warp knits with moisture management, cool touch, quick dry, anti-bacterial
- Spongy double knits
- Super light but snug aspects with a cooling feel
- Cotton touch spacer fabric - emboss for added detail
- Rework retro French terry with a natural touch but high levels of added function
- Classic interlock - treat with a DWR for protection
- Functional stretch membranes feature on second layers for those summer showers
- Micro light fleece with a natural touch and added performance
- Comfort and power stretch in wovens
- Grainy textures appeal
- Classic yarn dyed stripes and cheques
- Brush surfaces for a sueded and soft finish
- Super lightweight gabardine and twill

Target Markets

- Beach sport
- Yoga, pilates - natural touch technicity
- Golf, tennis
- Running - UV protection, cooling technology and moisture management key to this sector
- Outdoors
- Travel
- Active intimate apparel and socks
- Soft equipment - backpacks

Imagine

- RETRO
- TRADITIONAL
- NATURAL
- MULTI FUNCTIONALITY
- COMFORT
- EASY WEAR



Textile Trend 3 **LURE**

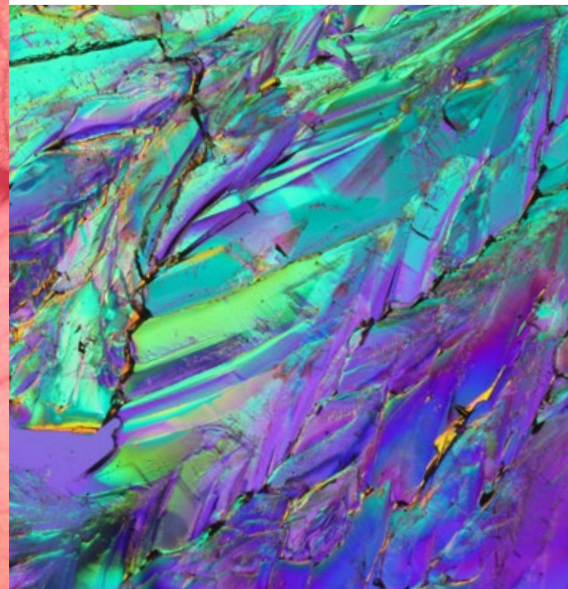
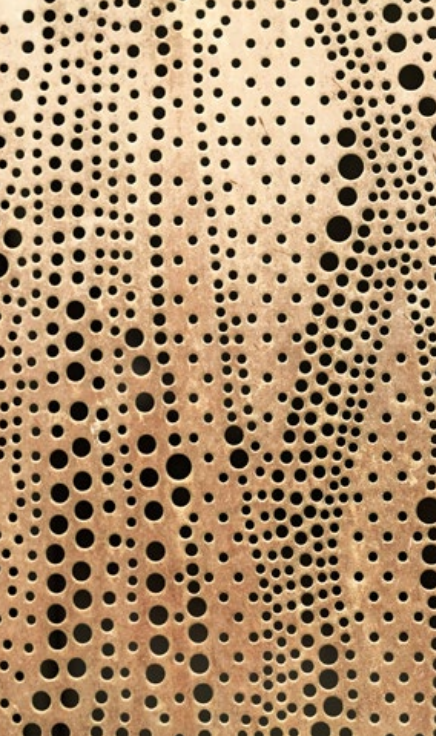
An enticing trend that sees a new level of luster feature and materials and trims that get the attention of the consumer. The attraction of this trend is the renewed luminosity and brightness, without neglecting the luxury level of touch that can be achieved. This trend can be taken to a modern level or worked in a rich and opulent way. Through the brilliance of yarns through to the sumptuous touch, scintillating materials and trims in the sector act like a magnet, standing out and enchanting the consumer, most importantly to purchase!

There is a subtle allure to this heightened and beguiling look. Compact fabrics with glossy substrates vie with more textured constructions and optical prints in creating something new. This is the trend where function and fashion collide, as a higher take at the glamour stakes comes through combined with the Spring/Summer season's essential performance ingredients. While lacquered looks and overall brilliance emerges, functionality must not be ignored. Continue with cool touch, UV protection, high compression, moisture management and thermal regulating ingredients as the basics.

Now is not the time to stand in the shadows, it is time to be seen and materials and trims will take on a modern synthetic approach combined with bold color use to vintage classics with metallic tones. Optical and tactual stimulation is the goal.

Fibers, Yarns & Finishes

- UV protection - essential for the outdoor features of this trend
- High performance nylon with built in function including moisture management, cool touch, quick dry and UV protection
- Super chlorine resistant spandex/elastane
- Reflective yarns, prints and transfers
- Tri-lobal yarns for new generation shine
- Iridescent yarns
- Metallic coatings, transfers and prints
- Traditional foil prints
- Dazzling bright tone through lamination and intense yarn dyed synthetics
- Moire aspects in jersey and wovens
- Watermark yarn relief and coatings for iridescent appeal
- Reflective yarns, prints and trims for safety and added style
- Rainbow reflectivity in finishes - coatings and prints
- Gleaming trims - new gold, titanium
- Transparent plastic trims



- Zippers - both the tape and teeth take can be inspired
- Textured reflectivity - update the traditional flat surfaces and look to texture

Focus on....

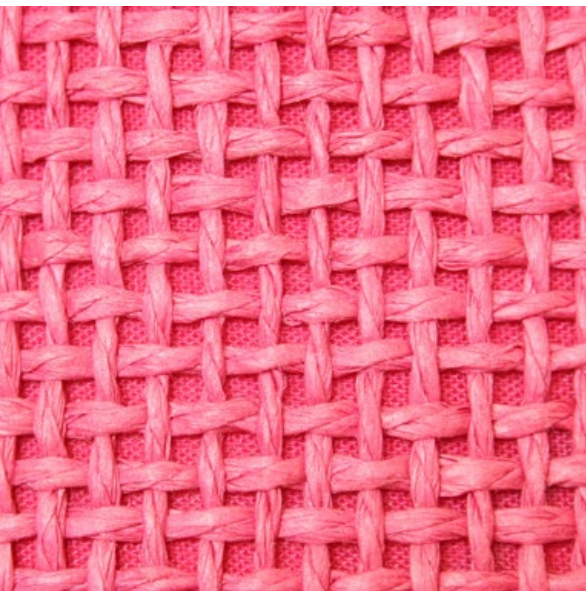
- High stretch jacquards - compact or textured, closed or open
- Jazz up basic sports fabrics through the use of bright yarns - a glossy and gleaming effect on solid circular and warp knits through to power mesh
- Decorative openwork mesh in illuminating yarns or finished with a foil print
- Lazer cutting and punch out add a decorative aspect - seal off with a membrane finish for added protection
- Neoprene - print it up for something new - give it an optically illusive surface effect through digital printing
- Micro fine nylon rip stop that can be advanced in performance through colored membrane technology
- High compression warp knits for shaping and support for inland or aqua activity
- Compact and textured surfaces feature untied with the lure of shine
- Super lightweight multi-functional rip stops with
- Bi-stretch jacquard effects - open or closed using matte/brilliant yarn combinations for definition
- Molded spacer fabrics - left plain or printed
- Thermo-chromic waterproof stretch transfers and PU tapes
- Chlorine resistant metallic thread
- Metal trims are bright
- Glossy plastic and resin trims for a modern take
- Stretch metallic and luminous coatings
- Glow in the dark yarns and finishes
- Fluorescent and phosphorescent yarns and finishes
- Crystal and glass heat transfers
- Eye-catching optical prints

Target Markets

- Athleisure - glamor
- Lifestyle/urban
- Hiking
- Beach sports apparel and swimwear surfers style
- Stylish workout wear with high levels of performance
- Aerobic classes - dry or aqua
- Spin classes - Soul Cycle
- Fitness swimming and aqua Zumba, aqua fitness, aqua spin
- Base layers, second and uterlayers take on a renewed opulence
- Soft equipment

Imagine

- ATTRACTION
- APPEAL
- BRIGHT
- ENTICING
- ILLUSION
- LUSTER
- SCINTILLATION



Textile Trend 4 **MASH UP**

Sustainability, a staple across the textile industry, soars in this particular trend, placing an emphasis on the partnership between new generation synthetics, natural and man-made fibers and how they can collude to be a winning team. Hybridization plays an important role as ingredients from different sectors marry for a synergetic approach. The great outdoors plays a pivotal part in inspiration on intelligent function as well as being one the designated end sectors, mountains and beach.

On the synthetic side there is a push in higher performance recycled nylon and recycled polyester with bio synthetics also making strides. Very natural in inspiration for touch, there is also a strong use of natural fibers from BCI cotton, pima cotton, merino wool as well as the luxury application of silk. Lyocell and micro modal feature from the man-made side in delivering a soft touch. Take a selection of these ingredients and blend, creating new level options with a strong sustainable stance for all sectors of the market.

Moisture management, cool touch, quick dry and comfort fit feature, as a collision of contrasting ingredients creates a new code. Expressive in its form, there is a strong natural nuance through touch and visual aspect, updated with performance. What is clear about this trend is that it is a team effort in delivering the best multi-functional products in a natural way.

Fibers, Yarns & Finishes

- Cotton and cellulose for super soft natural touch
- Hemp and linen in refined yarns for a grainy aspect
- The inherent function of merino wool in terms of thermal regulation and comfort for the Spring/Summer season
- Micro modal, lyocell and silk for added softness
- Moisture management and anti-bacterial are key performance factors
- Recycled nylon and polyester
- Nano membranes for DWR
- Bio-based spandex/elastane and eco friendly spandex/elastane
- Built-in performance yarns - moisture management, UV protection, anti bacterial, cooling
- Reduced water and energy consumption for a sustainable aspect in finishing and dyeing



Focus on....

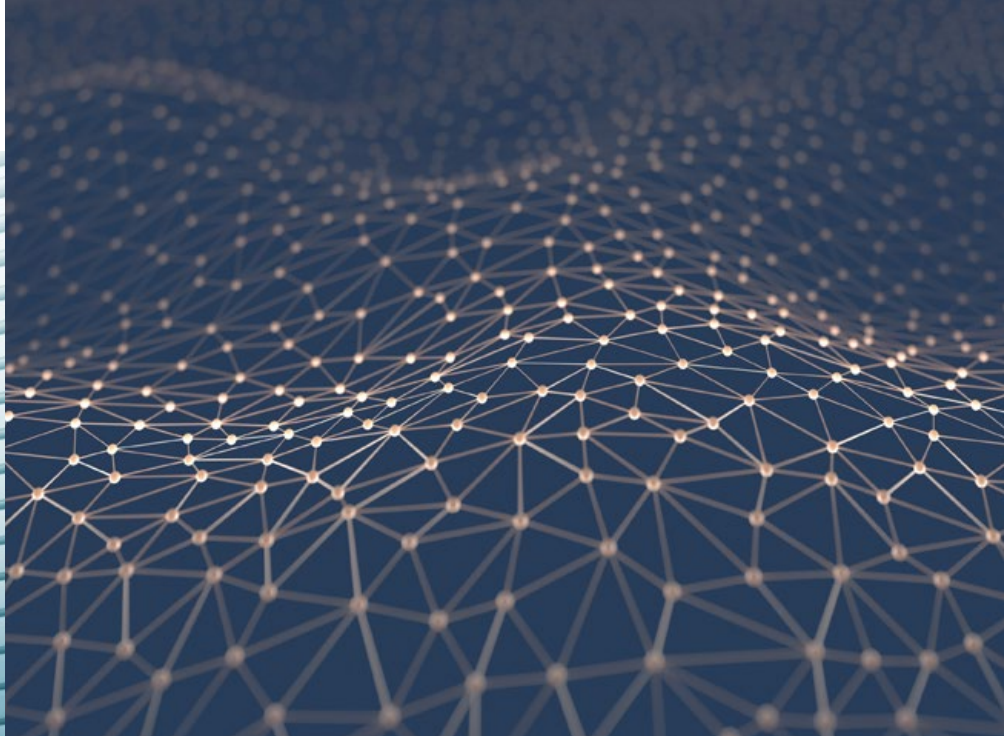
- Lightweight spring summer insulation - recycled synthetics plus added ingredients for enhanced wellbeing
- Bio synthetic insulation for summer delivery in hybrid blends with recycled polyester
- Lively soft and sensational surface in bio synthetics blends
- Natural touch synthetics
- Neoprene free recycled fabrics for water sports
- High color longevity and brilliance from synthetic and spandex yarns when blended with natural yarns
- Double sided knits - natural/synthetic
- Natural-touch spacers - contrast textures - plain/solid
- Organic-inspired openwork knits
- Grainy, paper touch rip stops for full protection for shells and tents with the add-on technology of membrane technology
- Waterproof, windproof, breathable laminates and membranes
- Texturized synthetic yarns with a cotton touch and built in performance
- Waterproof seamless transfers for added details
- Impact protective lightweight waterproof foam for safety
- Nano hydrophobic finishes feature on warp and circular knits - creating dry swimsuits or adding an extra level of protection to second layers, which become an outer shell
- Micro pique structures in hybrid blends
- Lightweight double sided fabrics with contrasting color and texture
- Cooling and comfort fit performance denim - cotton, spandex and nylon
- Recycled nylon rip stops
- Featherlight circular knits - look to the truly grainy and natural linen, silk and cotton knits enhanced with the inclusion of functional polyester for added performance - authentic look and touch with a secret ingredient

Target Markets

- Water sports - surfing, kite surfing, kayaking, fly boarding and windsurfing
- Athleisure/Lifestyle
- Urban cycling
- Outdoors
- Yoga
- Soft sports
- Golf
- Tennis
- Hiking
- Travel
- Soft Equipment - tents, sleeping bags, backpacks, shoes

Imagine

- HYBRIDIZE
- FRESH
- SYNERGY
- TACTILE
- HARMONY
- TEAM EFFORT



Textile Trend 5 **CLEAR-CUT**

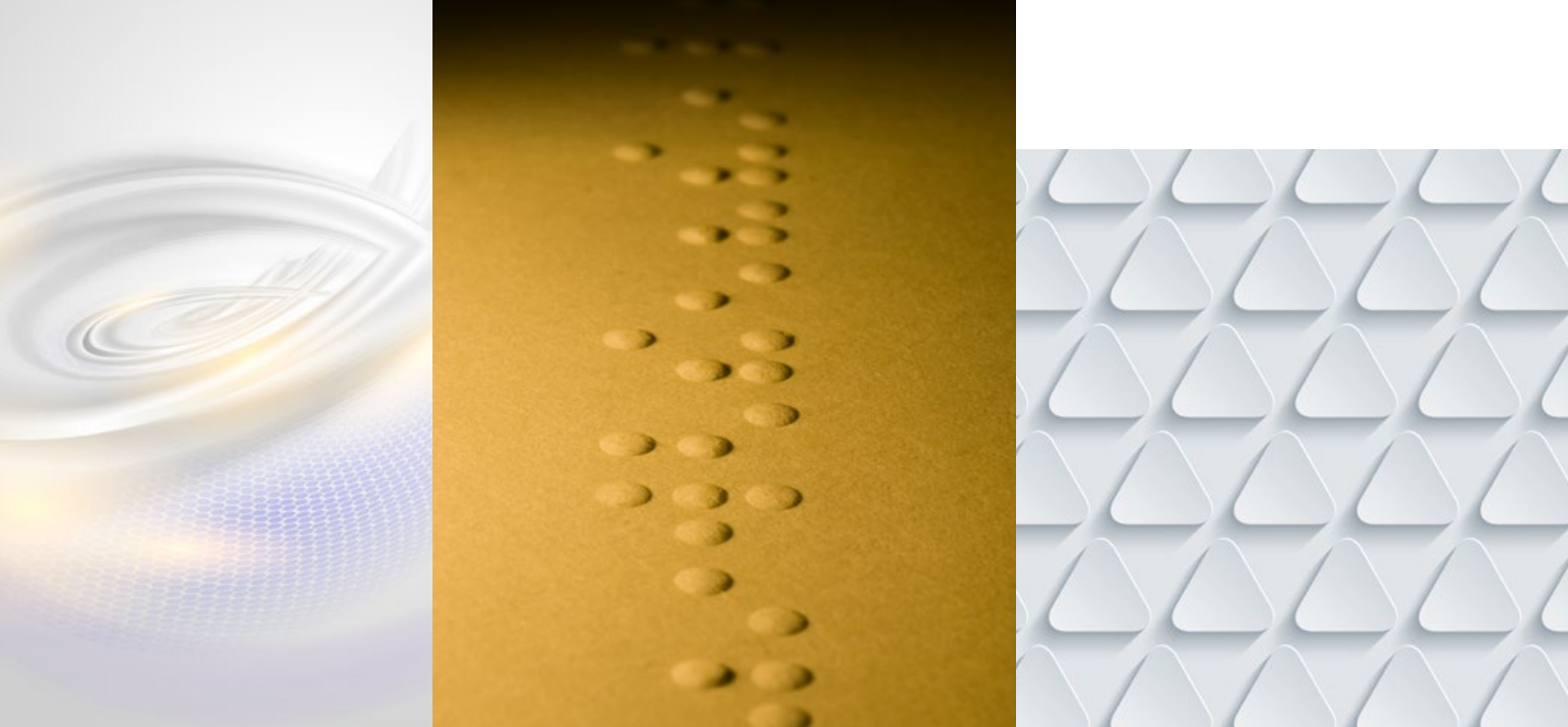
Finesse at its finest, this weightless direction maintains a very strong and powerful impact on the wearer. From micro fine hosiery-inspired knits to micro light trims and accessories, this distinctive and precise trend delivers on all the fronts. Creatively through engineered structures and technically through the abundance of performance found in this area, these are tomorrow's textiles today. This is a pure techno sports trend, where the wearer doesn't feel the weight of their equipment, yet at the same time the micro light, next generation fabrics aid the achievement.

Cool touch, compression, UV protection and anti-bacterial are key to this trend in delivering barely there fabrics packed full of performance. A strong influence in engineered fabrics through body mapping specific functions into key zones in the fabric construction leads to a more seamless fit. Due to the interest in base layers that embrace and protect the body, micro-encapsulated yarns feature in additional function to create a perfect workout experience.

Artificial intelligence and automation inspire fabric construction, as the high power in terms of fit, precise surfaces and performance mimic the case of a robot, boosting and strengthening the motion and friction between the body and the garment. This is intelligent thinking at its best, in how these materials know when and how to react and protect, guaranteeing enhanced performance and a truly visionary approach in the sportswear sector.

Fibers, Yarns & Finishes

- Micro fiber synthetics with permanent performance - moisture management, cool touch, UV protection, anti-bacterial, quick dry
- High powered spandex/elastane for second skin compression and core stability support
- Power stretch spandex/elastane - super chlorine resistant
- Dyeable polypropylene for micro light knits
- Iridescent yarns
- Metalloplastic yarns
- Trims and accessories take on a super smooth finish
- PU tapes - heat bonded seams
- Futuristically optical heat transfers
- Thermochromatic yarns and transfer prints
- Reflective technology - yarns, prints and finishes



- Day-Glo trims and yarns
- Day-Glo silicone prints and trims
- Phosphorescent micro fine yarns

What to expect

- Compact and perfect single and double knits for second layer
- Hosiery-inspired featherweight knits with perfect surfaces
- Super light rip stop for single outer shells - finished with glossy membranes for an iridescent finish
- Embossed and calendared fabrics for a futuristic relief
- Embedded sensors linked to apps to monitor performance
- F IR and NIR yarns for enhanced performance and comfort
- Moire effects
- Pearlized membranes add an optical technicity to mesh and solids
- Variable modulus fabrics
- Clean cut technology and lazer cutting - perfect for heat seam bonding or clean hem finishing
- Patina surfaces through yarn content or finish
- Touch is seamlessly perfect - fabrics go nano in structure
- Zoned performance with garments
- Reduced construction in final products due to the intelligent aspects of the materials used
- Sophisticated anatomically designed seamless technology
- A new lightweight generation of fabrics, trims and accessories

Target Markets

- Track cycling
- Running
- Marathon & Triathlon
- Athletics
- Fitness & Gym apparel and soft equipment
- Active intimate apparel and body wear
- Cross training and cardio classes
- Wearable technology

Imagine

- CRISP
- PERFECTION
- PRECISION
- FEATHERWEIGHT
- AMBITIOUS
- NEXT GENERATION



Messe München

Connecting Global Competence

ISPO SHANGHAI 2017

CHINA MARKET INTRODUCTION PROGRAM

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 BEIJING 2017

February 13-16, 2017

Feb 13	Distributor Networking Dinner, hosted by ISPO
Feb 14	Full day seminar program / Evening: Distributor networking dinner
Feb 15	Visit to ISPO BEIJING 2017 (runs on 15th -18th February 2017)
Feb 16	Guided retail tour, <i>Pre-registration required</i> Alternative: Asia Pacific Snow Conference – seminars

Apply now: beijing.ispo.com

MIP ISPO SHANGHAI 2017

July 4-6, 2017

July 4	Distributor Networking Dinner, hosted by ISPO
July 5	Full day seminar program
July 6	Visit to ISPO SHANGHAI 2017 (runs on 6th -8th July, 2017)
July 7	Guided retail tour <i>Pre-registration required</i>

Apply now: shanghai.ispo.com



ISPO SHANGHAI
JULY 6-8, 2017

ISPO.COM



ISPO SHANGHAI



Messe München

Connecting Global Competence

ISPO SHANGHAI 2017

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 6-8, 2017
- Location: Shanghai's New International Expo Center (SNIEC)
- Visitors (2016): 14,593
- Exhibitors (2016): 470 with more than 500 brands
- Exhibit Space (2016): 30,000 m²

EXHIBITOR APPLICATION

Raw space (min. 12 m ²)	
Regular Price	1,120 RMB/m ²
Early Bird Price (deadline: December 31, 2016)	998 RMB/m ² (11% discount)
Full-year package ISPO BEIJING & ISPO SHANGHAI (Discount on ISPO SHANGHAI only)	1,120 RMB/m ² - 20% discount = 896 RMB/m ²
Shell scheme (stand package)	from 385 RMB/m ²

Download your application form: shanghai.ispo.com

 SportsTechAsia
亚洲运动用品技术展

NEW! ISPO SHANGHAI presents Sports Tech Asia!
In cooperation with Adsale Exhibition Services, ISPO SHANGHAI showcases not only the finished materials and textiles, but also the corresponding production technologies and machinery, representing the entire value chain.

ISPO SHANGHAI
JULY 6-8, 2017

ISPO.COM





INTERESTED IN ISPO TEXTRENDS SPRING/SUMMER 2019

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 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, Phone +49 89 944 196-0

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

1. Completed Online Application (online in February 2017)

<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, 2017.

Deadline: April 30th, 2017