



Back to the Neon Future... One Year After

REPORT FROM THE 20TH TAIPEI INNOVATIVE TEXTILE APPLICATION SHOW (TITAS)

by Alex Geyman

This October the Taipei Innovative Textile Application Show (TITAS) organized by the Taiwan Textile Federation (TTF) and under the auspices of the Bureau of Foreign Trade, and Ministry of Economic Affairs, celebrated its 20th anniversary.

Twenty years ago, while conceptualizing and developing what later has become the TITAS as we know it, the fundamental question before organizers was, “What VALUE can we offer?” The only answer back then was CHEAPER. But nowadays, and looking into next twenty years, the core value offered by the show is BETTER!

Attending last year’s edition of the TITAS was an unforgettable eye-opening experience. It dramatically expanded my understanding of modern non-traditional textiles and the opportunities these materials offer — particularly to the fashion industry. As I said in the article that followed my visit, “I see a brighter neon glowing future for these man-made materials and strongly recommend American fashion designers and entrepreneurs to pay better attention to this rapidly evolving industry.” Only after visiting the TITAS in 2015 and becoming better informed about new technologies and applications of technical textile, also about environmental trends, recycling, etc. I began noticing changes happening around me and in the world. Just within one year, major fashion brands such as Armani, Hugo Boss, Ralph Lauren, and Tommy Hilfiger, have announced ditching natural furs. A powerful documentary *The True Cost* has unveiled to a world-wide audience the unprecedented scope of environmental and human disaster caused by fast fashion. This year, in more than 92 coun-



tries around the world, tens of thousands of people took part in the Fashion Revolution Week, demanding manufacturers’ prove that their clothes are made safe, clean and in a humane way. Suddenly everybody is talking about water and energy conservation, green technologies, recycling, and of course, global warming. The point I am making is that today’s consumers are becoming increasingly aware and conscious and thus, very SELECTIVE about how, where and by whom their clothes were made — we want clothes that we will be proud to wear.

This is why I was so interested to revisit the TITAS this year hoping to spot new trends, new materials and technologies that may or will change the world in the near future. I wasn’t disappointed.

At the TITAS 2016 there were 376 exhibitors from 9 nations including China, Ger-



President Tsai Ing-wen at the show opening ceremony.

many, India, Indonesia, Japan, South Korea, Sweden, Switzerland, Taiwan and the United States, presenting their latest collections in more than 800 booths, a record-high scale since its debut in 1997.

The opening ceremony was highlighted by the presence of Taiwan’s President Tsai



Performance materials in fashion applications.

Ing-wen, congratulating the show on its' 20th anniversary and acknowledging its' importance to domestic economy. Starting as a driving force behind Taiwan's economic miracle decades ago, Taiwan's textile industry has evolved into the world's premier supplier of technology-intensive functional textiles, earning a reputation as the "Silicon Valley of Textiles".

Function continued to be the main theme of the show, while eco-friendly and smart textiles were two other directions in attention. And, I've spotted a new, apparently HUGELY important growing trend that eventually will change the industry as we know it. It's a certification program with a mission to advance towards Zero Discharge of Hazardous Chemicals (ZDHC) in the textile and footwear value chain to improve the environment and people's well being. To make it simple, if (in the near future) the apparel or footwear product you want to sell doesn't bare the ZDHC compliance stamp, you may be screwed... big time! The companies already members of this protocol include Nike, Puma, Adidas, Burberry, Gap, H&M, Levi's, PVH, New Balance and many others. More information can be found at www.roadmaptozero.com. This is important, so please make yourself aware of

this program, especially if you are in manufacturing, distribution, or retail.

The 20th edition continued impressing me with further technological developments in fibers, textiles and materials suitable for fashion applications. Just like a year ago, there was no shortage of eco-friendly materials offering partial or complete moisture absorption and water/oil repelling, two and four-way stretchable fabrics, textiles with glowing properties, breathable, odor managing.

Interesting developments were noticed in the SMART CLOTHING sector, where electronics merge with textiles to create fashionable, functional, and comfortable solutions to meet people's everyday needs. Smart Clothing brings the seamless fusion of fashion, function and technologies, and plays a crucial role by offering a complete and vertical integration of functional and fashionable technologies, with applications like: bio monitoring, protection, heating, and lighting.

Textile Clocks use a coating process to make EL clocks, which are able to convey the time and physiological information, advertise propaganda, or provide a warning system during the night;

Novel Nylon Protimo destroys the epidermis of bacteria or fungus, making it unable to survive and reproduce and thus, seems perfect for intimate wear applications, beachwear, sportswear and hygienic garments.

Fiber-grade PP Pellets by Formosa Chem-

icals and Fibre (FCFC) feature light weight, quick dry thermal, easy to wash, chemical resistant and eco-friendly. **The PP Faux Suede** is highly recognized by both domestic and overseas clients. FCFC also introduces colored rayon CRAYON® and its leading ultrafine denier nylon filaments.

Taiwanese company Tex-Ray presented **TCool®** that can block nearly 70% of near infrared and UV lights and low down temperature by 2~5°C, **THot®** that can increase temperature by 3~5°C, combing fashion, function and hi-tech to be used for outdoor activities, exercise and training, and remote home care!

The last year's 19th edition of the TITAS was great. I've got the opportunity to learn about future trends and materials of the future first hand, and it changed my mind set and perception of technical textiles. I've got a good feeling that there are tremendous opportunities for fashion businesses here and was very vocal about it in my review that followed the show. My message has been "get into this NOW, it's going to be HUGE!"

Just within one year after I had came up with my predictions and recommendations, a bunch of major fashion brands have decided to stop using natural fur: Giorgio Armani, Ralph Lauren, Hugo Boss, etc. A documentary "True Cost" has shocked the audiences around the world with the scenes of ugly environmental, social and economic disasters caused by fast fashion business. A trend →



Gripmore® Revolutionary Biomimetic Fish/Snake Skin is made of eco-friendly Polyurethane. Multiple discrete scales planted on a soft textile deliver believable mimicking of the real fish/snake skin, better than traditional embossed or printed faux skin. This material features excellent shock absorption and water repellency. Suitable for footwear uppers, fashion bags and backpacks, headwear.



SOURCING



LUMI LONG fiber absorbs sun light or surrounding light and then generates soft light in the dark. The light from the **LUMI LONG** luminous textile can stable emit for several hours in the dark. The novel textile provides the benefits of safety and energy saving. **LUMI LONG** can maintain its' intensity even after 50 washes.

promoting sustainable clothing production has become a movement.

Consumers are becoming more environmentally and socially responsible and the questions how, where and by whom the clothes are made do matter to them.

And lastly, please review the "Fashion Trends for Spring-Summer 2017" of this issue with fashion trends as seen at the major fashion shows around the world- you may be pleasantly surprised to find functional materials used in many garments, shoes and accessories!

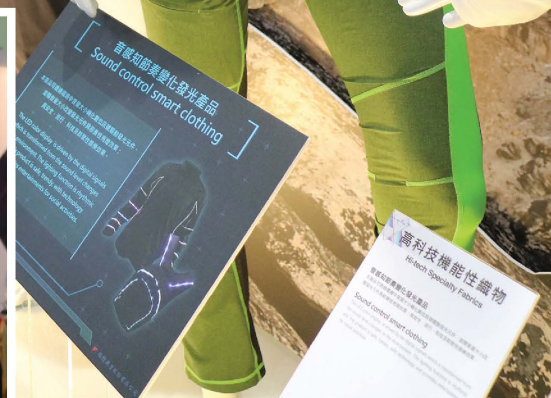
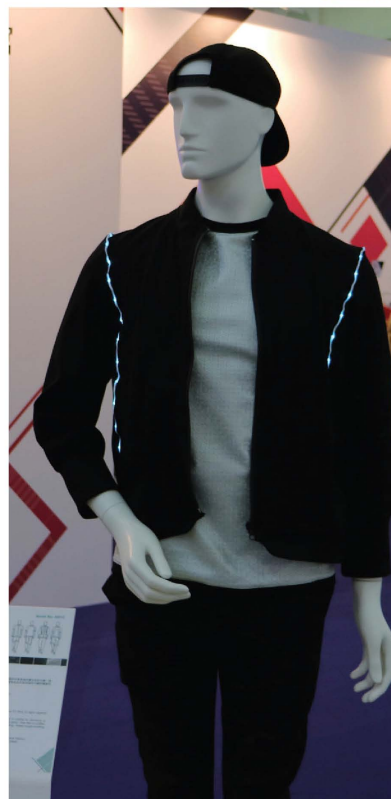
The last year's 19th edition of the TITAS was great. But the 20th edition was even better- more exhibitors, more visitors, **MORE BUSINESS!**

Get Into This Now, It's going To Be HUGE! ❖

FOR MORE INFORMATION:

Taipei Innovative Textile Application Show (TITAS):
www.titas.tw

Taiwan Textile Federation (TTF):
www.textiles.org.tw



Sound Control Smart Clothing demonstrated by Formosa Plastic Group captures sound noises coming from the surrounding environment and transforms them into rhythmic lights via the LED color displays mounted on the clothes. Applications could be for entertainment or original fashion statements.

