**TITAS: Taipei Innovation and Textile Application Show**

NG YI LIAN, WGSN 27.10.09

**Autumn/winter 2010/11, October 14-16 2009, Taipei, Taiwan**

Overview

Brand highlights / Trends

**TITAS collaborated with TIFE this year - reinforcing its push for textile research and development to produce innovative yet sustainable technologies.**

**QUICK SHOW FACTS**

**Show dates:** October 14 to 16 2009

**Location:** Taipei World Trade Centre (TWTC), Taiwan

**Key buyers:** Essential show for global buyers as Taiwan is the biggest textile exporter in Asia. Sportswear, adventure wear and outerwear buyers make up the majority

**Product catergories:** Textiles, yarns and applications

**Show status:** 325 exhibitors, mainly Taiwan-based manufacturers. Other countries include China, Hong Kong, Japan, South Korea, India, Germany, Poland and the Netherlands

**Next show dates:** October 13-15 2010

TITAS exhibition hall


Exhibition floor

**ventiveness and sustainability** remained the key words at the 2009 Taipei Innovation and Textile Application Show (TITAS) with exhibitors offering the latest high-tech fabrics and developments.

To further emphasise the theme, TITAS collaborated with the Textile International Forum and Exhibition (TIFE) for the first time, with the latter's booth presenting its continuous effort at textile research and development.

Among the highlights this year were **LED-embedded yarn, solar-powered tents and electro-thermal textiles**.


Pre-opening fashion show

**Chinese hemp fibre** is also gaining interest among both manufacturers and buyers. Justin Huang, secretary general of Taiwan Textile Federation (TTF), told WGSN he expects the fibre to be incorporated into new fabric technologies by next year. According to Huang, Chinese hemp fibre is extremely soft with anti-bacterial functions, quick absorbance of wetness, rapid drying and no static electricity. Also, it can black over 95% of ultraviolet rays and will not change its colour at up to 370° Celsius. "Moreover," Huang added, "at 1,000° Celsius the fibre will only be carbonised without burning. It is the **most natural anti-UV and heat-resisting textile material**."

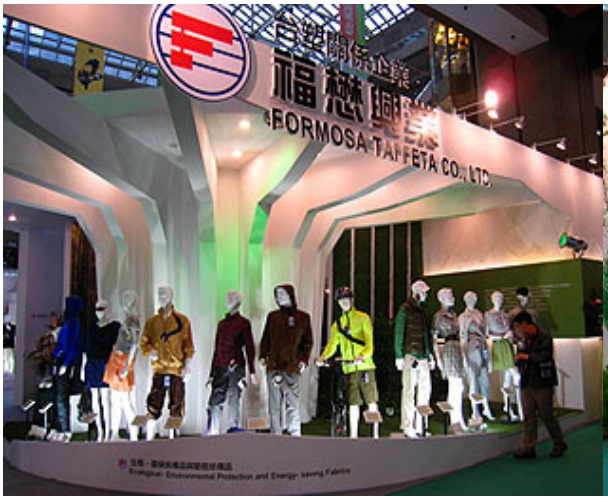

TITAS trend forum

Leading this year in innovation was Formosa Taffeta with its **'Wicking Windows'** and **'Coldblack'** technologies.

Wicking Windows' special finishing treatment enables moisture to move in a singular direction through fabrics, and sweat can be evacuated from skin to garment surface

so it can **evaporate instantly**.

Meanwhile, Coldblack reduces heat build-up and provides UV ray protection in dark coloured fabrics, so **both garment and wearer remain cool**.




Formosa Taffeta booth


Daai Technology booth

Johanna Black, fabric manager from Norwegian company Helly Hansen, told WGSN: "I'm especially excited about Coldblack and can't wait to see what the technology can do for **our dark-coloured apparel**."

Sylvain Ruffier, textile and accessories buying purchaser of French sportswear company Lafuma, agreed. "It's great to see Taiwanese manufacturers continue to come up with new developments because **European customers really want eco-friendly products**," she said.


Taiwan Garment Industry Association booth


Taiwan Textile Research Institute booth

Seeing buyers' growing emphasis on eco-friendly fabrics, TITAS designed an eco-label system for this year's fair.

**Green Label** is presented to textiles made from eco-friendly materials and **Grey Label** to those made through eco-friendly production processes which generate minimum environmental impact. This system aids buyers to **identify and access green textiles easily and efficiently**.

WGSN likes this system, as with the soaring environmental awareness worldwide, eco-friendliness is becoming a necessity for textiles.

Huang said: "Today, it's about the integration of advanced technology with sustainability. They're no longer mutually exclusive."


PET material


Sunny Lace fabric


Far Eastern Textile booth

Huang also spoke of another type of integration - the Economic Cooperation Financial Agreement (ECFA) between China and Taiwan. ECFA is a free trade agreement that **sees the relaxation of trade tariffs**.

"Currently, the trade tax is 5% to 12% for Taiwanese exporters and during the past year, Taiwan had exported (US)$2.9 billion worth of textiles to the Chinese market," said Huang. "With the ECFA, the government hopes to **increase the value to (US)$5 billion in three years**.

"Taiwanese textile manufacturers are strongly anticipating the signing of the agreement because without ECFA, we face the danger of being **marginalised in the region** as China will enter into the ASEAN Plus One framework next year with Southeast Asian countries."

Contact
Taiwan Textile Federation
Tel: +886 2 2725 5200
taitra@taitra.org.tw
www.taitra.org.tw

**Trends**

**The key fabric and colour trends presented by TITAS are linked by a futuristic theme: Imagination Replay, Delight Recall, Industrial Aesthetics and Future Evolving.**

## Imagination Replay

An eclectic, deliberate mix of textures and patterns.
Kaleidoscopic shades of peach, winter white, fuchsia rose, lavender, medieval blue and apple green.
Ethnic, fun and vintage appeal.
Conveys fantasy and colourful dreamland.
The trend applies imagination to decorate source materials with recycling.
Delight Recall







Pastel shades such as shell, jade green, lemon, mandarin, coral and scarlet.
An interpretation of the balance of body and soul with lightweight fabrics.
High-tech materials concentrated with polyester, polypropylene, stainless steel and cotton blends.
Colourful, vibrant and feminine appeal.
Industrial Aesthetics

A return-to-nature theme where eco fabrics are key and colours are technology-enhanced.
A earthly colour palette of burgundy, chocolate, wheat beige, gardenia white and dove grey.
High-tech Teflon blends and coated fabrics.
Traditional weaving materials with folksy traits.

## Future Evolving

Dominated by eco textures and shades of charcoal black, volcanic-ash grey, folkstone grey, silver birch and dark olive.
Regular, geometric texturised patterns evoke an futuristic, organic appeal.
Fluid and malleable source materials are added with technologically enhanced glossiness to create a 3D liquid finishing.
Sources of materials include metal, yarns and stainless steel and nylon blends.