

2011: TITAS, TAIPEI

By Doranne Awad, WGSN , 18 October 2011

Trend analysis

Unconventional stripes and metallic finishes continue to prevail alongside an overwhelming focus on sustainability and the environment at this year's TITAS 2011.



Far Easter at TITAS 2011

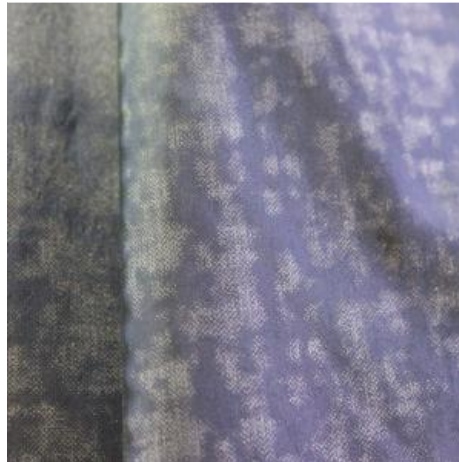
* WGSN KEY TRENDS

- *Metallic, leather-like coatings and finishes continue with an emphasis on fluidity and weightlessness*
- *Dimensional and textured treatments update by mixing inherent fabric structure with print*
- *Sustainability continues to be a key driver for fabric innovation with a focus of on improving environmental impact*

Low lustre



Fabric King at TITAS 2011



Formosa at TITAS 2011



Fortune at TITAS 2011



Jain at TITAS 2011



Jain at TITAS 2011



Singtex at TITAS 2011

- Rich, metallic surface treatments update with subtle shimmer effects and luminosity
- Weightlessness enhances the fluidity of the fabric
- Effects include distressed, cracked, faded, wrinkled, smooth and glossy

Gloss



Fabric King at TITAS 2011



Fabric King at TITAS 2011



Fabric King at TITAS 2011



Far Eastern at TITAS 2011



Formosa at TITAS 2011



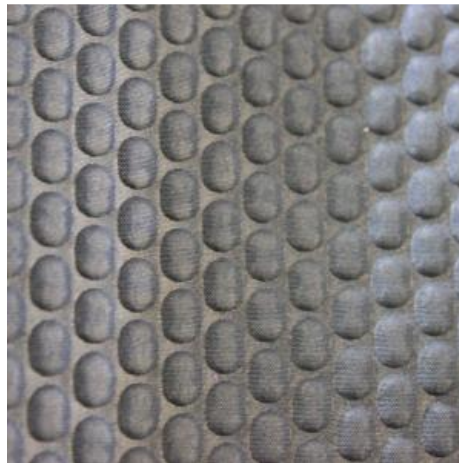
Jain at TITAS 2011

- Glossy leather-like finishes, ciré and PU coatings offer a wet look
- Predominantly smooth, single-colour applications
- Thin, single layers are bonded to fleece for added thermal protection

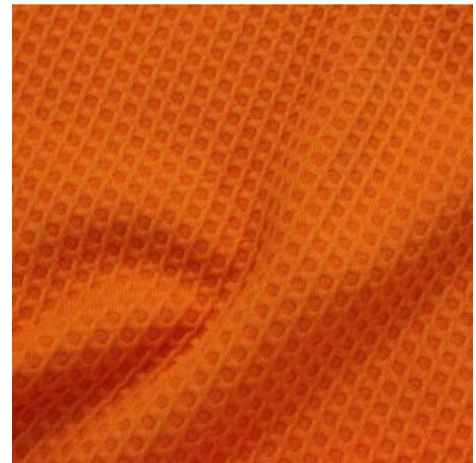
Tactile approach



EricTex at TITAS 2011



HiTex at TITAS 2011



New Wide at TITAS 2011



Shiuan Jia at TITAS 2011



Shiuan Jia at TITAS 2011



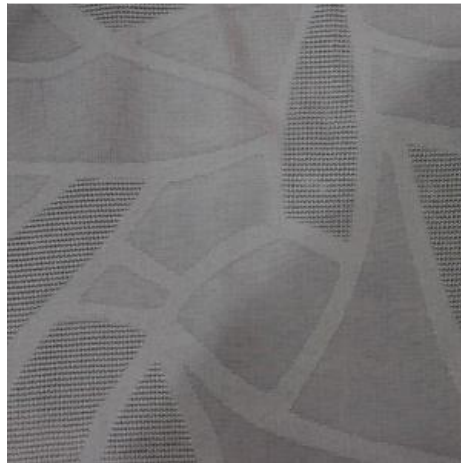
Wu Luen at TITAS 2011

- Nodules, ribbing and diamond structures are used in regular and uniformed arrangements
- Subtle styles evolve into oversized and chunky forms
- Stripes and smaller geometric patterns are worked in embossed or debossed effects

Printed overlays



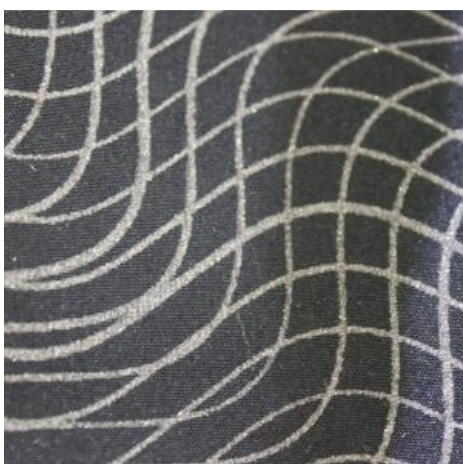
Fabric King at TITAS 2011



Fabric King at TITAS 2011



HiTex at TITAS 2011



HiTex at TITAS 2011



Singtex at TITAS 2011



Singtex at TITAS 2011

- Printed or embossed surfaces are mixed with the inherent linear fabric structures to create a complementary contrast
- Work this trend in both simple and subtle, or complex effects combining multiple layers and applications
- These patterns lend themselves best to outerwear pieces where motifs work in harmony with the function of the garment

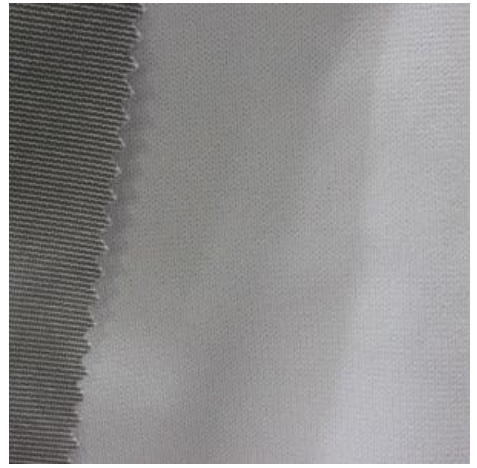
Rewind and grind



Far Eastern at TITAS 2011



Far Eastern at TITAS 2011



HoYu at TITAS 2011



New Wide at TITAS 2011



New Wide at TITAS 2011



Singtex at TITAS 2011

- Creative and innovative ways to repurpose materials includes the addition of nanoparticles from coffee grinds, sugar cane pulp and minerals
- Functional features include odour control, lightweight and thermal retention
- Appropriate for base layer and outerwear applications

Minimal impact



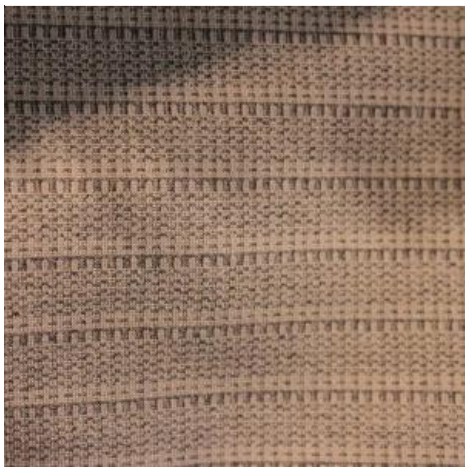
Fabric King at TITAS 2011



Fabric King at TITAS 2011



New Wide at TITAS 2011



Singtex at TITAS 2011



Singtex at TITAS 2011



Wu Luen at TITAS 2011

- This trend utilises new techniques and technology to minimise environmental impact
- Quick-dry fabrics save energy
- Eco-friendly dyes and cold-transfer paper printing processes create less waste and toxic materials

Practical mission



Fabric King at TITAS 2011



Far Eastern at TITAS 2011



Formosa at TITAS 2011



New Wide at TITAS 2011



Tri Ocean at TITAS 2011



Whei Shin at TITAS 2011

- Mills focus on developing fabrics that enhance, protect, and make the wearer more comfortable
- Temperature regulating fabrics include cooling yarns and thermal retaining properties
- Safety features are enhanced and improved- LED lighting with removable, and now rechargeable, batteries is seen at Fabric King

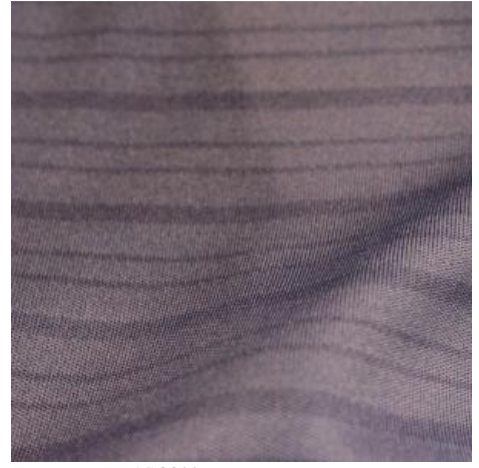
Unconventional streak



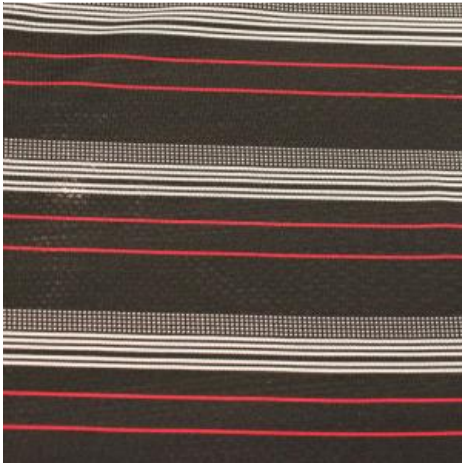
Erictex at TITAS 2011



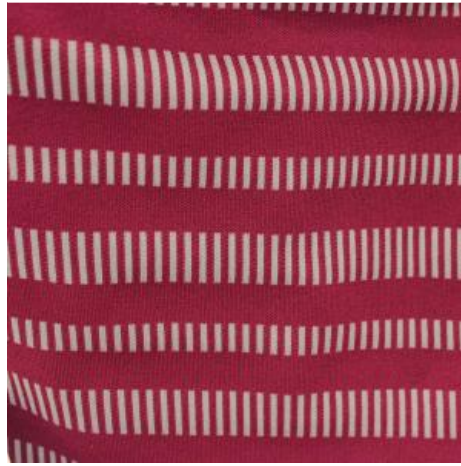
Fortune at TITAS 2011



Fortune at TITAS 2011



Fortune at TITAS 2011



Fortune at TITAS 2011



New Wide at TITAS 2011

- Irregular striping patterns create a statement with the use of overt stitch patterns
- The trend is predominantly favoured for knitwear
- Variations of yarn thickness are concealed by the mixing of matt and shine finishes