

# PREVIEW: TITAS TAIPEI 2011

From October 12th to 14th, Taipei World Trade Center will host the fifteenth edition of Taipei Innovative Textile Application Show ([TITAS](#)). Organized by Taiwan Textile Federation, this not-to-miss material sourcing event is a one-stop-shop for cutting-edge functional outdoor and sportswear fabric developments.

In this report, Stylesight takes a sneak peek at the 2011 show program and textile themes that will highlight a fusion between fashion, functional comfort and sustainability. Stylesight will publish its full TITAS trade show report by the end of October.





Fabric King Textile



Formosa Taffeta



Taiwan Textile Federation TTF

# SHOW INFORMATION

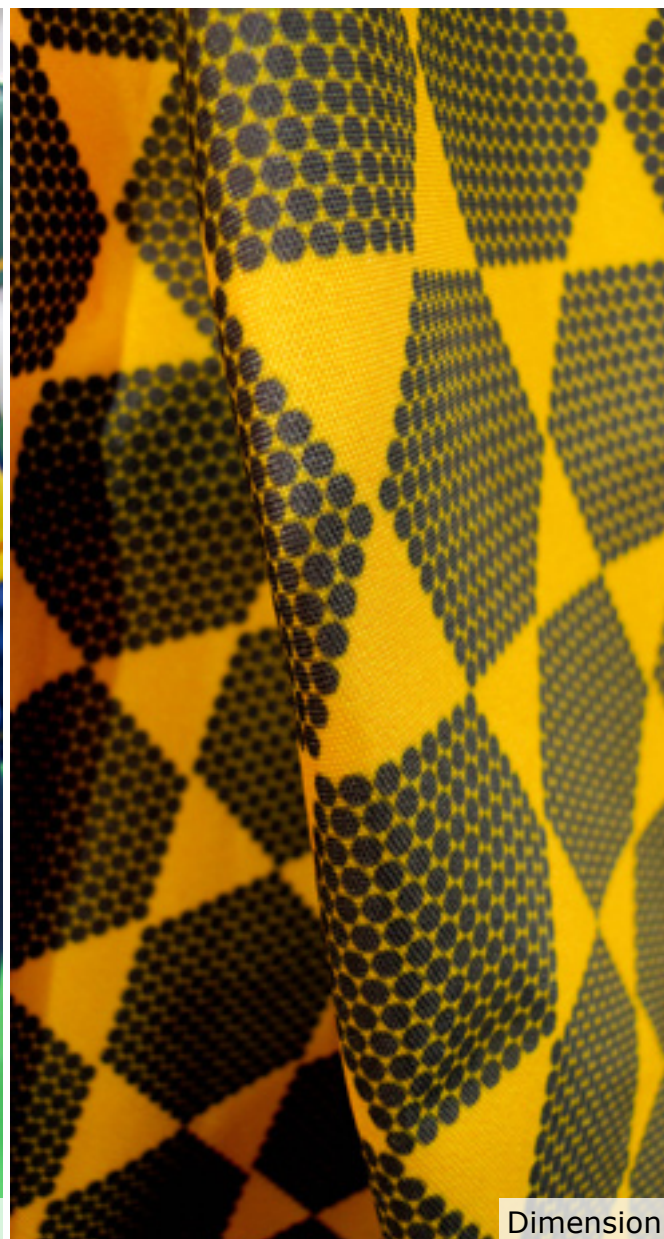
TITAS will feature over 500 booths showcasing performance textile and trim collections that target the active, outdoor, lounge, sport and "green" casual apparel markets.

TITAS will host the most dynamic Taiwanese manufacturers showing cutting-edge performance materials at competitive prices / Functional textiles, fibers and trims for apparel / Some upholstery and industrial applications / Recycled and sustainable textile developments for low carbon footprints / Images from TITAS 2010





Fun



Dimension



Kitsch



Less

## TREND THEMES

TITAS's trend forum will feature four themes (Fun, Dimension, Kitsch and Less) to guide fabric buyers and designers to new suppliers.

Fun: color juxtapositions, recycled ideas, simple and unadorned looks / Dimension: 2-D and 3-D textures; digitalization / Kitsch: classic styles infused with humor and luxe notes; abundant layering, tweed textures and sporty plaids / Less: leisurely atmosphere; embedded technologies give new life to classic, practical materials

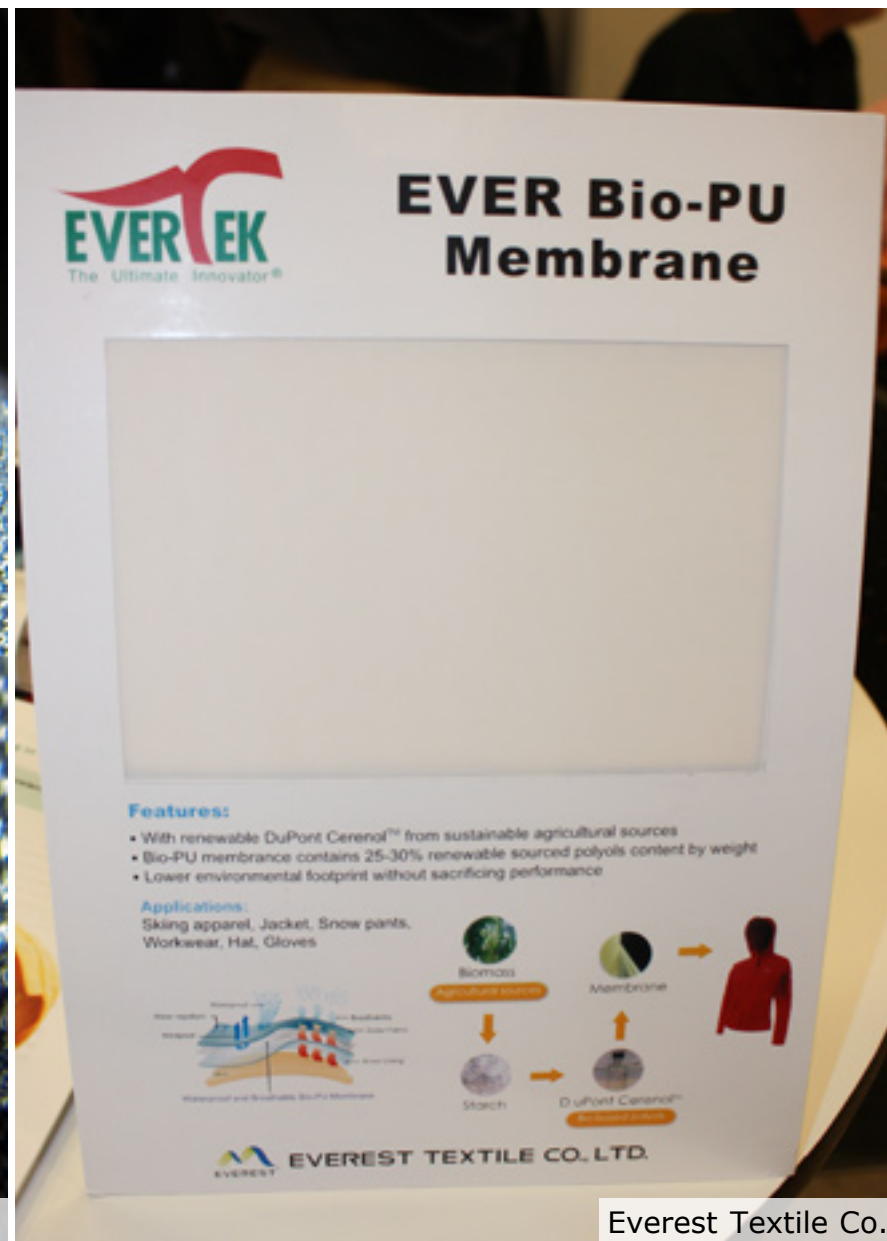




DA AI Technology



New Wide



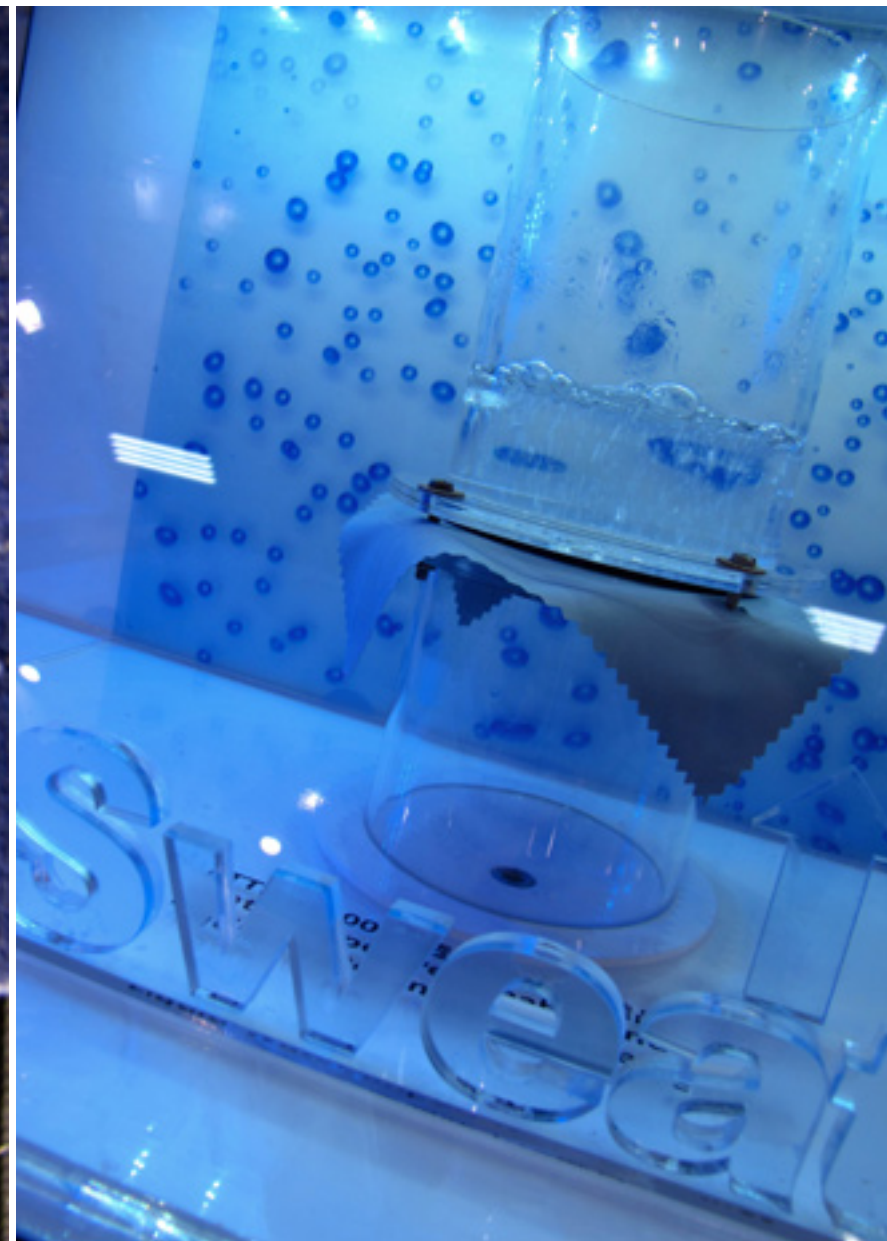
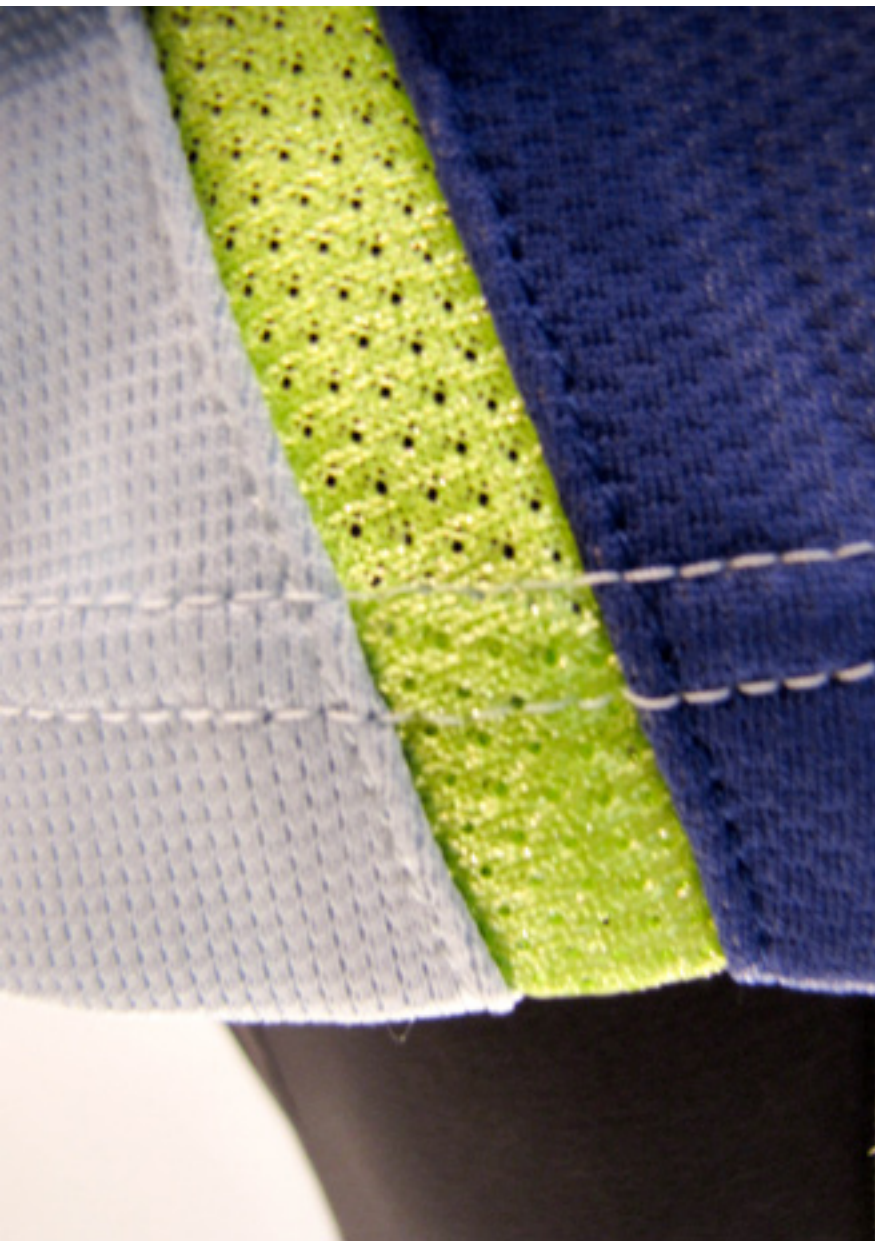
Everest Textile Co.

## EXHIBITOR HIGHLIGHTS

Focusing on sustainability and advanced performances, top Taiwanese and Asian textile groups will launch new novelties and product updates at TITAS.

Far Eastern New Century will feature moisture-managing Topcool +, the company's recycled PET bottle, modified polyester fabric, as well as its new anti-odor and anti-UV sheath-core fiber / Acelon will feature a wide range of filament nylon yarns (with quick-dry properties) and bamboo charcoal blends / Giftstar glow-in-the-dark and reflective materials; color updates in PU, TPU and silicone for labels and accessories





## TAIWAN FUNCTIONAL TEXTILES CERTIFICATION

Taiwan remains a world-leader for functional fabrics. To build buyer recognition for innovative Taiwanese textiles, the Taiwan Textile Federation developed the Taiwan Functional Textiles (TFT) certification and labeling system for quality assurance for the entire textile chain from manufacturer to end consumer. At TITAS 2011, a Functional Textiles Zone will feature TFT-labeled functional textiles. TFT certification is recognized in Taiwan, the U.S.A., the E.U., Japan and China.





## ONE-TO-ONE TRADE TALKS

TITAS stands out due to its considered focus on one-to-one trade meetings. At the last show, 653 qualified business consultations were arranged by TITAS for 109 representatives from 66 top international brands from nineteen countries. Held in separate spaces, meetings between buyers and key exhibitors included trade talk and sample presentations





## FORUMS & SEMINARS

TITAS 2011 will host a series of must-attend events.

Stylesight Youth Culture F/W 12 Trend Seminar: in-depth analysis of emerging youth culture, consumer, behavioral and fashion trends (October 12th, 1:30 to 3:00pm, seminar room 3) / [International forum of Sustainability in textile industry](#): for information and registration, contact [V. Lin](#) (October 13th, 8:30am to 5:00pm, room 101 AB, Taipei International Convention Center)