



## Coating and Lamination

### New Equipment Trends and German Brands - LACOM Introduction

To increase the added value and competitiveness, leaders of Taiwan's textile industry continually invest aggressively in researching of new technology for functional textiles. Lamination technology is one key process which can upgrade product value. Combining different substrate materials together to create a new functional product under environmental friendly conditions is one such way to achieve this goal. Their multi-purpose hot melt Lamination machine will play an important role as one of the key tools in the creative textile industry.

Germany's Lacom has long been

involved in manufacturing high precision lamination machinery with a careful eye and precision control with regards to bonding strength, mechanical bending, stretching, and deformation.

The seminar held by Chemtax Far East Industrial Co., Ltd. will highlight more choices in equipment to fulfill the goals of environmental friendly operation, low energy consumption, high efficiency, and greater creativity. These opportunities are particularly suited to the segments of sport and leisure wear, technical textiles, and functional textiles. For more information, please visit the Booth M1301a.

## Wool Textiles

### Innovative Product Trade Promotion Conference

In recent years, the application of wool in textile production has a stunning development. Its unique and superior function has also become one of the primary choices as the materials in fashion and outdoor-wear markets.

To help brand developers, distributors and traders as well as Taiwan's textile manufacturers to keep track of the trend development and latest technology of wool textile, Taiwan Textile Industrial Association holds a presentation event of



## Smart Garments

### Development Trends and User Context

Smart textiles is an emerging industry that first began to appear in fashion literature as early as thirty years ago. The rapid development of cloud technology, smart phones, IoT and apps has created yet another niche in the form of wearable devices. Also, new ventures and key players involved in the R&D of smart textiles has led the industry to yet another new phase which is making smart clothing a very hot issue.

According to market observations, most users of smart clothing are interested in health management. Taiwan is currently facing the issue of an aging society and most people over the age of 65 have the ability to take care of themselves and move about freely. But before these people become elderly,

they will begin to care about their health. Furthermore, this group has a higher acceptance of information technology as well as a strong motivation for health promotion.

In Taiwan, smart clothing has mostly been focused on the development of goods with little to no development of service or business models for smart clothing. The application and popularization of goods still has much to achieve and in this seminar will discuss trends in smart clothing and future views. We hope smart textiles can achieve commercialization through the industry's diverse inputs as well as the new service/business models which will be soon implemented. For more information, please visit the Booth M136.

Innovative wool textile products trading during the TITAS 2015. The association invites the Key account manager Ms. Lillian Chiang of The Woolmark Company to introduce 2016/17 autumn/winter wool fashion trend. The executive vice president Mr. Chase Wong of Chia Her Industrial Co., Ltd. shares the latest development of functional wool. The R

& D manager Mr. Tony Kuo of Creative Tech Textile Co., Ltd. analyses "How to stride across the limit of high-tech textile products?" Additionally, in the meantime, all the participating companies jointly showcase new technology and innovative products at the presentation to interact at this industrial platform. For more information, please visit the Booth N715.

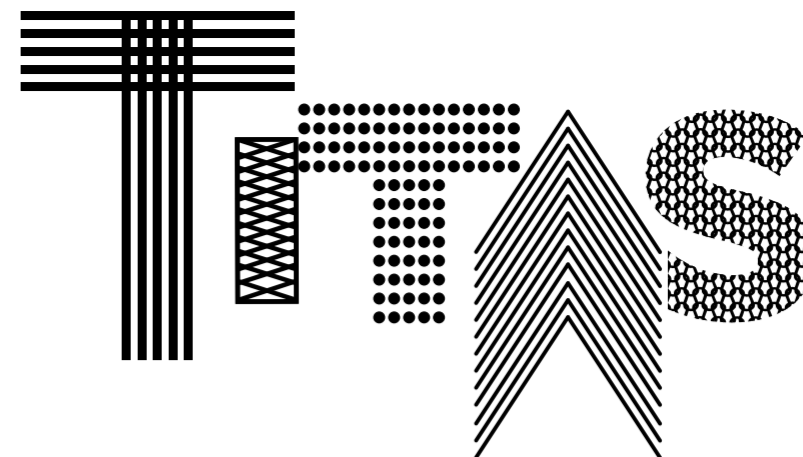
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## Taiwan Textile Forum

TITAS is not only showcases the most innovative textiles, but is also aims to bring businesses together. The exhibition seeks to create more visibility for local manufacturers who produce international quality products allowing them to develop new contacts and connections to develop new business markets. For many, TITAS is an important platform that can pair both exhibitors and buyers, and create many

business opportunities particularly suited to small and medium sized enterprises as well as large businesses.

To organize the annual TITAS exhibition more than 150 different Taiwan textile firms were consulted. Special trips were also made to international brands and retailers in Germany, UK, Sweden, Switzerland, Italy, France, Norway, Holland, Russia, America,

## 2015 TITAS Exhibition Business Opportunities for Exhibitors and Buyers

Canada, Japan, South Korea, Hong Kong, China and Australia. This year's exhibition will feature more than 18 countries and regions and represent a total of more than 90 brands with important procurement projects including breathable waterproof products, laminating, coating, fleece, moisture wicking, blended or blended fabric, and environmentally friendly materials, and

knitted or woven functional fabrics. Also, there will be companies focusing on necessary accessories such as zippers, buttons, ribbons and other products.

Each year, TITAS plays an important role in pairing fabric manufacturers with the brands that make use of innovative and functional fabrics. To learn more about this important forum, please visit the TITAS website at [www.titas.tw](http://www.titas.tw).



## Hugo Boss

VIP Friends from afar <<

### A Fashion Leader in Search of Improved Sustainability

Hugo Boss is a German luxury fashion and style house based in Metzingen, Germany that has been a major icon in the fashion industry for almost 100 years. The company has been working with companies in Taiwan for quite some time

and made its first appearance at TITAS this year. A company representative said that while functionality was extremely important, Hugo Boss also aimed to be one of the world leaders in terms of using materials that were sustainable,

environmentally-friendly and as natural as possible.

The representative said that he had already had a chance to look around the show and had seen a few suppliers that particularly impressed him with

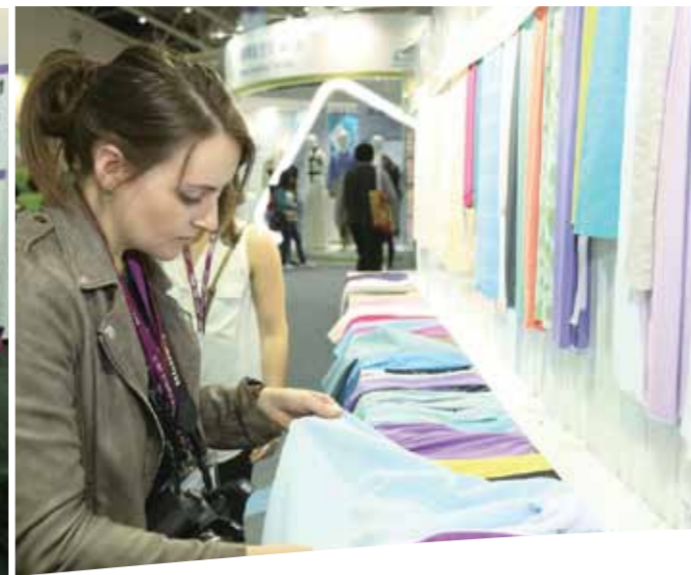
their innovative materials. He said that as Hugo Boss would continue to work with Taiwanese suppliers as long as they continued to produce cutting-edge fabrics.

Sponsoring Authority



Organizers





## Puma

### Sportswear Giant Looking for a Textile Story

The German multinational footwear and sportswear company Puma made its first appearance at this year's TITAS. The company was founded in 1924 and is based in Herzogenaurach, German. Puma offers performance and sport-inspired lifestyle products in categories such as Football, Running, Training, Golf, and Motorsport. It engages in collaborations with renowned design brands such as Alexander McQueen and Mihara Yasuhiro to offer innovative designs to the sports world.

A Puma company representative said that the company has worked with Taiwan suppliers for years for their performance clothes and is here in search of new fabrics for the next season. She was happy to be at TITAS and said that Puma was always looking for new innovative materials. "We are always looking for new materials and new applications. What we really like to

see is a story behind the materials. We can produce a whole line based on that story which greatly helps marketing."

The representative said that while functionality was always of primary importance, more and more customers were demanding sustainable fabrics. "We aim to provide the highest-performing clothes that we can that are as light as possible, but we also aim to be as environmentally friendly as possible."

The representative was here for the first time working for Puma but had attended TITAS in the past. She said that TITAS had continued to improve over the years but she would like to see more expansion in size. She also hoped that Taiwan suppliers could put more emphasis on yarn innovation. "Taiwan suppliers are excellent at functional fabrics, but we are always looking for new kinds of yarn with a great story."

## Sea to Summit

### Popular Outdoor Accessories

Sea to Summit is a company focused on producing the top quality outdoor accessories, everything from air mattresses to inflatable pillows and even cooking wear. The company has continually pioneered new technology such as new valve closures for air mattresses as well as mosquito nets that are so fine even midges and other tiny insects can't penetrate. One company representative says an octagonal design for the netting is far preferable for protection when compared to traditional loop designs, and hole count must be kept under 500 holes per square inch.

The company began rather accidentally as 25 years ago the company founder realized that no one

had truly climbed Everest from the start. So he took a trek and traveled from the Bay of Bengal and eventually soloed Everest by himself. Later, he would commit himself to creating a company that specializes in outdoor accessories that would be useful to similar expeditions.

"We have been really impressed with Taiwanese companies. Even those that we work with in China tend to be Taiwan owned."

For the moment, Sea to Summit's specialty is waterproof bags and dry sacs that are perfect for river tracing, canoeing or paddle boarding. Many of these products are made from 420 denier rip stop material with a TPU laminate.

## Mountain Equipment Premier

Mountain Equipment was founded in 1972 in Manchester which is very near the Lake District which is a popular place for outdoor hikes and treks. Unfortunately, the weather on occasion can be quite wet and cold leading this company to develop its specialty in waterproof outdoor gear.

A company representative said many outdoor brands are founded by enthusiasts who simply can find the appropriate garments to meet their needs. For this reason they often go on to create their own brands to create their own products. Such is the case of Mountain Equipment as the company designs and tests all of its own products, which leads little to chance when it comes to quality.

Our product is used on Everest. And we are known for making the best mountain clothing in the world. We are all about quality as we don't lower our prices.

This company representative adds that about 20% of the company's material comes from Taiwan. The company also works with the Fair Wear Foundation from Holland which audits suppliers to ensure workers are treated fairly and given access to good wages, the right to collective bargaining, and other workplace freedoms.

The company says it's also quite loyal to suppliers and enjoys working with companies that are able to deliver quality materials according to a reasonable delivery schedule.

## Lancy The Never-Ending Search for New and Exciting Fabrics

Chinese fashion powerhouse Lancy made its first visit to TITAS this year and found much to help them in their search for new and stimulating fabrics. The listed company has numerous subordinate brands and is famous for its high-end women's formal fashion.

Lancy is devoted to becoming top-class fashion industry group of achieving the nationalization of a "General Fashion Ecological Circle". To this end the company has engaged in continual expansion and acquisition of numerous famous brands. Every year, the company launches more than 4000 designs, which interpret the fashion and trend of international famous brand products with brand-new design conception and enable females with modern sensibilities to experience the benefits of international fashion.

Lancy attended this year's show with an aim to find high-quality fabrics for high fashion day-to-day wear. They hope to find fabrics that they can be proud of for its quality and sustainability. A representative for the company said,

"Taiwan is well-known for its functional fabrics but that is not what we are here for. We are here for textiles that are natural, high in quality, environmentally friendly and beautiful."

The company representative said that Lancy was always on the lookout for a diverse range of textiles and prints. He was happy with the range of products on display at this year's show and had already noticed a line of zippers that were particularly interesting. He said he looked forward to coming on the second day of TITAS because he would have more time to examine the range of fabrics available.

The representative said that the trend in China was toward more responsibility in terms of fabric choice and that Lancy had made a choice to stand behind all of its products and materials for its retailers and customers.

For the future, the representative said he hoped that he could find more fabrics with the outstanding quality presented by Japanese companies as well as more exciting and fashion-forward prints.

## J. Lindeberg

### Functionality Key Element in Fabric Selection

J. Lindeberg has been working with Taiwan textile suppliers for years and sent representatives for the fourth year in a row. The company is a Swedish clothing company marketed as a 21<sup>st</sup> Century lifestyle brand.

Currently, J.Lindeberg is distributed in over 30 countries. The company is particularly well known for its golfing and skiing lines of clothing which is often worn by notable sporting figures.

A representative of J. Lindeberg said that they currently use fabrics from Taiwan in their golf, active wear and ski lines. They are most dependent on Taiwan to supply functional fabrics. "For us, the emphasis is on the technical

aspects of the fabric. For many of our lines, functionality is the key draw and that is what we look to give our customers."

Over the years, the representative has noticed some changes in TITAS. "While fashion is still important, I have definitely noticed that there is an increased emphasis on functional fabrics. For us, that is a great thing and that is why we continue to come each year."

When asked about trends in the active wear industry, the representative said that the biggest ongoing trend was for fabric to be as light as possible while still maintaining its functionality.

### Chinese Company Looks for New Materials

## Ellassay

### During its First TITAS Appearance

Ellassay is a Guangdong-based high-end female clothing manufacturer. They made their way to TITAS this year for the first time.

The company has been working with Taiwan materials for quite some time but has worked primarily through importers. They now hope to forge direct partnerships with Taiwanese suppliers.

A representative of the company said, "We now produce clothing for many different countries with a variety of standards. We of course aim to source high-quality and beautiful clothing, but now it is also important that that clothing be sustainable and be as little dependent on chemicals as possible. We hope to

eliminate the middle-man and deal with suppliers directly."

The representative said she had already visited with many suppliers at TITAS and was very happy with what she had seen.

"I have seen many fabrics and materials that are extremely innovative and I am very happy to be here. Based on what we have seen I think we will definitely be back next year."

One product Ellassay is very interested in is buttons and clasps. "One of our purposes here is to find high-quality buttons. I have seen some that interest us, but I plan to get around to find more."

## Norrøna

### Top of the Line Outdoor Wear Requires the Best in Functional Fabrics

Norrøna from Norway returned once again to make an appearance at TITAS this year. The company has been making some of the best outdoor wear and accessories in the world for almost a century.

According to a company representative, Norrøna is always on

the search for the best in functional fabrics, but also wants the material to be as environmentally friendly as possible. "Many of our customers are as serious about protecting the environment as they are about their outdoor activities. They demand that we use natural and recyclable fabrics whenever possible and

## Kasper

### Maintaining Successful Ties with Taiwan Textile Manufacturers

Representatives of the Kasper Group made a second appearance at TITAS this year. The Kasper Group is a trusted portfolio of global fashion brands with an expertise in Jackets, Pants, Skirts, and Blouses. The Group designs and markets innovative, quality, seasonal products which are sold and distributed through their own outlet stores, department stores, and online. The company's internationally recognized premier brands include Nine West, Anne Klein, Kasper, and Le Suit.

A company representative of Kasper said that they have long been

cooperating with Taiwanese companies. "We have excellent cooperative partnerships with Taiwanese companies. I believe our largest mill is in Taiwan which produces 1.4 million yards for us."

The representative said that they were looking for functional fabrics in terms of day to day wear in women's fashion.

"We source a lot of our fabrics for our high twist woven suits from Taiwan."

She also said she would love to see more jersey knit prints and hoped that Taiwan suppliers would work to build multi-tiered supply chains with speedy turnaround.

## Kathmandu

### The Quest for Functional and Sustainable Fabrics

Outdoor clothing company, Kathmandu attended TITAS for a second time this year to continue their search for environmentally-friendly and functional textiles. The company is based in Christchurch, New Zealand and offers a full range of outdoor wear as well as gear for camping and outdoor activities. The company likes to focus on the full range of needs from its customers by offering clothing for both urban and country setting and anything in-between.

A representative of the company said, "What we want most are fabrics that are

light, fast and cool. People want to have functional clothing that is light and easy to carry and use."

Kathmandu is also concerned with the story behind the fabric. "We want natural, sustainable clothing and we are very concerned with chemical management. At the same time, fashion for outdoor clothing is more important than ever."

A representative of the company said that Taiwan made excellent functional fabrics and he hoped that expertise would continue and grow to include more natural blended fabrics.

We do our best to give them what they want. The customer awareness of the different kinds of fabrics is growing very quickly."

The Norrøna representative at TITAS said they try to attend the show each year and are currently working with a number of Taiwanese companies. She

said that the fabric needs of the company are very specific and that they were often looking for manufacturers that could handle smaller quantities.