

A/W 11/12: TITAS, TAIPEI

By Sharon Tsang, WGSN, 19 October 2010

Trend analysis

WGSN highlights the key A/W 11/12 materials trends at TITAS, Taipei. Keep an eye out for our full exhibitor coverage, going live October 25.



* KEY TRENDS

- *Pure recycled bottle fabric*
- *Super-lightweight nylon and polyester*
- *Cooling effect*
- *Dotted grids*
- *Shape memorizing fabric*
- *Paper transfer and cool transfer prints on lightweight fabric*
- *Textured geometric shapes*
- *Lime green*
- *Primary colours*

Pure recycled bottle fabric

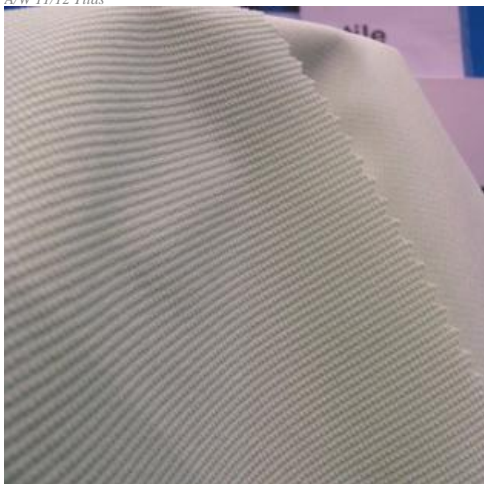


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- Taiwanese's recycled PET bottle fibre is well-known in the textiles industry as 20% of the local bottles are recycled to make eco-friendly poly
- An increasing supply of pure bottle usage, where poly chip is made with the original colour of the sorted bottle parts without dyeing or mixing in other materials
- Free of dyeing in any part of the textile production process

- PET recycle fibre are also used to make fabric with a cooling effect

Super-lightweight nylon and polyester



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- Super lightweight and transparent fabrics are popular to allow layering effect and multiple applications
- Patterned silicone coating, gridded versions are available as windbreakers or as down jacket coatings
- Zero weight nylon in soft hand feel is used on its own or for layering
- Lightweight fabric also has a warming version for sportswear

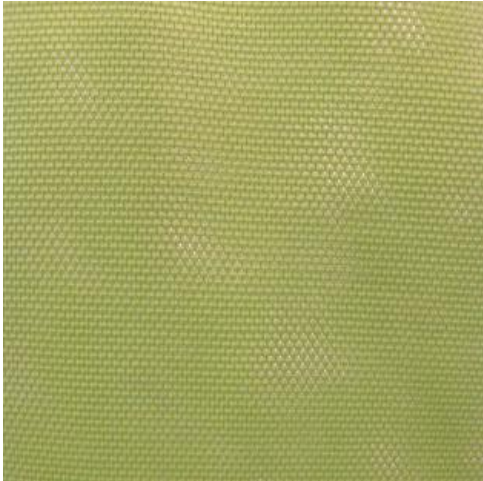
Cooling effect



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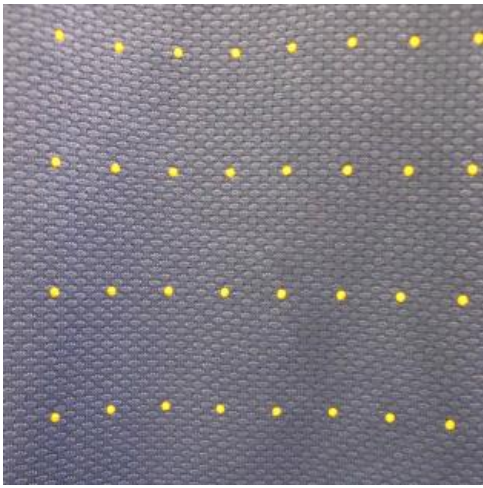
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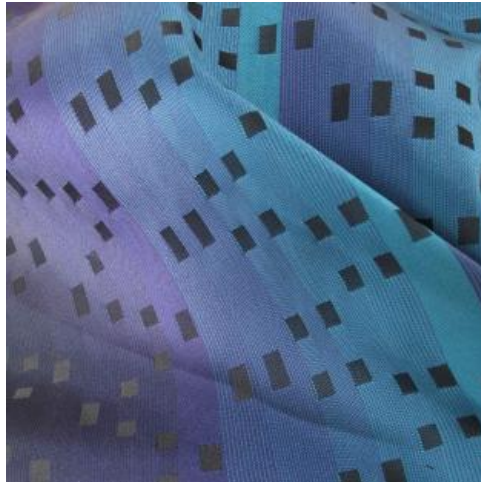


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- The Asian response to energy saving, CO₂ reduction and the unpredictable climate have pushed further development in cooling fibre
- Garments made with cooling fibre allow the wearer to feel 1-2°C lower and it lessens the need of air-conditioning
- Quick dry, drapery and soft hand feel allow extensive application from sportswear to casualwear
- New technologies are showed to allow polyester to achieve the same cooling effect as nylon
- Cooling fibre is adopted by products for the World Cup Football Game and Shanghai World Expo in 2010

Dotted grids

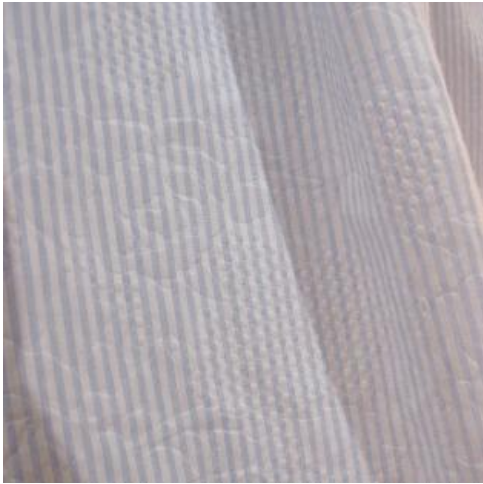


- Uniform pattern made up of square dots
- Samples seen on polyester or nylon
- Dots made of inserted fancy or shiny yarns

Shape memorizing fabric



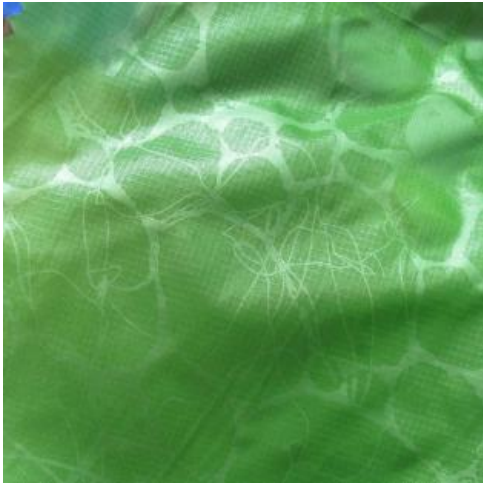
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- The function of “Thermally Induced Shape Memory”, allows fabric to restore its original condition after washing in 60 degree-water
- Shape memorizing fabric is often wrinkle-free which means that energy is saved by not needing to iron

Paper transfer and cool transfer prints on lightweight fabric



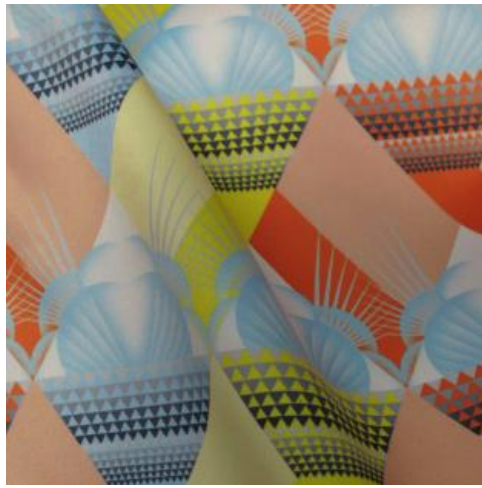
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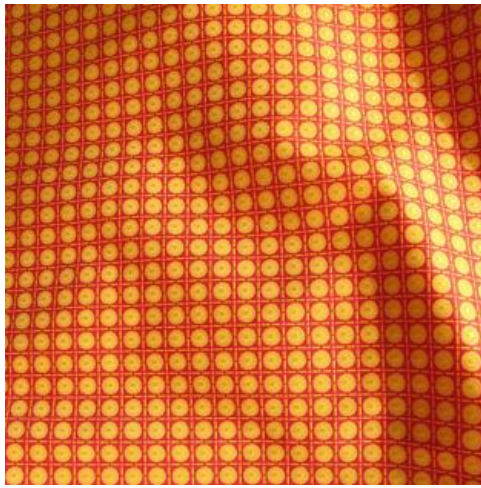
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- Printing is overtaking the dyeing option in terms of water-usage reduction
- Detailed wildlife images are printed on to various types of fabrics
- Colourful digital and repeating patterns are key
- New technology of heat-free transfer printing is giving buyers more flexibility in fabric use
- Weaving and knitting technology to produce printed-like finishing will be introduced next year with high expectations

Textured geometric shapes



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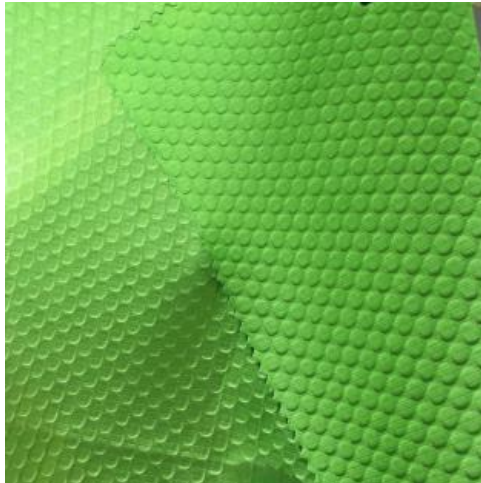
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- All-over patterns made up from geometrics shapes
- Textures achieved by weaving or knitting jacquard
- Metallic and shiny yarns give a contrasting surface

Lime green



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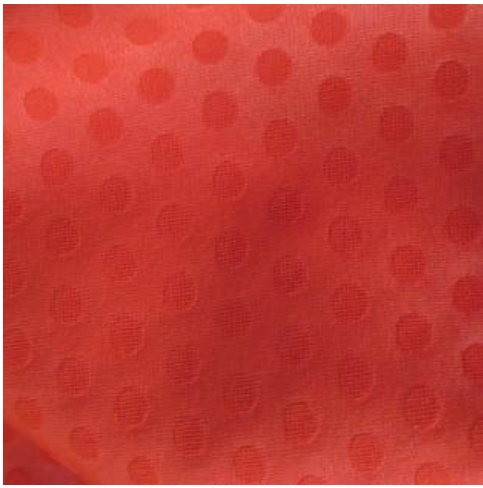
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- Lime green is a key colour in the show
- Surface include embossing, coating and knitting constructions
- The freshness of the colour gives a high-tech feeling
- Also seen on appliqué and trimming

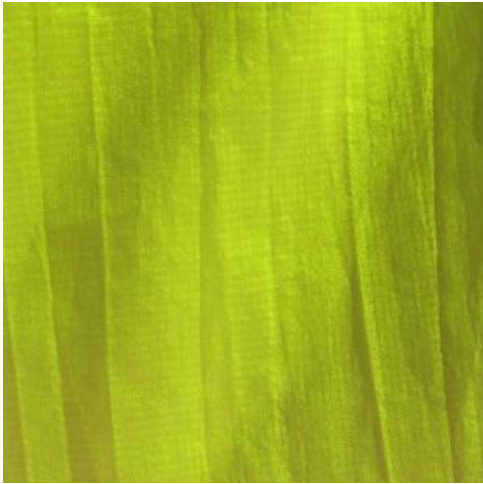
Primary colours



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- Primary colours are the best sellers this season according to various exhibitors
- Bright red and yellow are popular for the summer and particularly in the Chinese market
- Blue, along with black and the grey tones have been constantly well-received

- A large amount is seen on gridded, super-lightweight nylon

Exhibitor highlights

Alder Trading



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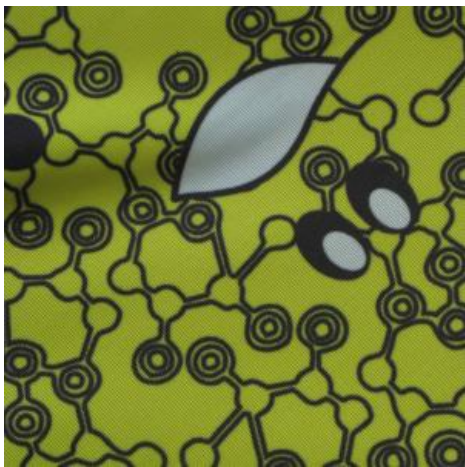
- Uses 100% cotton which is grown and manufactured in India
- Showing for the first time as exhibitors at TITAS to check out the possible market in technology dominant scene
- Product ranges from yarn, fabric and home fabric, where fancy yarns, stretch jeans and its home fabric are the best sellers
- Seasonal colours include orange and nature-inspired greens among the endless colour choices in the Indian market

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BEBE Cotton Knitting



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- With 35 years of professional experience, BEBE offers natural dyeing materials and natural pigment printing, natural colour cotton (single-sided with jacquard cloth), organic cotton, recycled PET fabric, natural man-made copper ammonium acid fiber-Cupro, polypropylene fiber – PP and high count Supima cotton
- SENSE, BEBE's range of fabric specifically for lingerie, has received great feedback on fabrics which are anti-bacterial, warmth retaining or have cooling effect
- Creamy and washed white knitted cotton are the best selling, while its pop art pigment paintings are also attractive to buyers

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Daai



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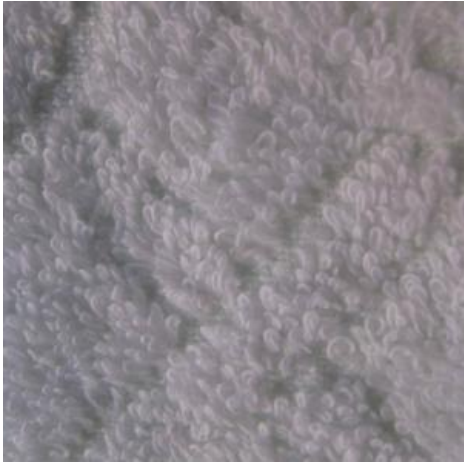
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Daai, A/W 11/12, Titas

- Daai offers recycled PET textiles for casualwear, bags and home accessories, with a focus on non-blending, non-dyeing process
- The company's tagline is "to spread love to others and to the earth", and teams up with local volunteers to daily collect and recycle bottles for the production
- Its signature colours are light green and white and originate from the green and transparent parts of the recycled bottles
- A bamboo charcoal textile is due to be launched next year

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Fabric King



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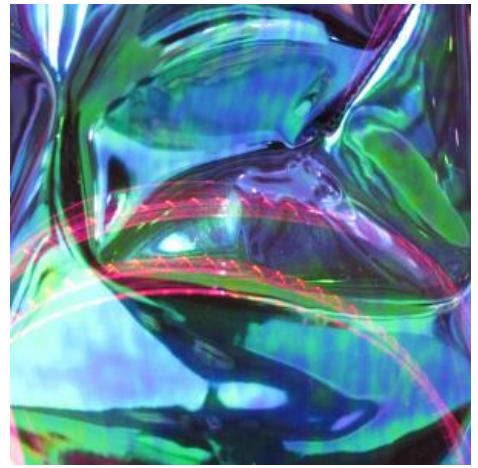
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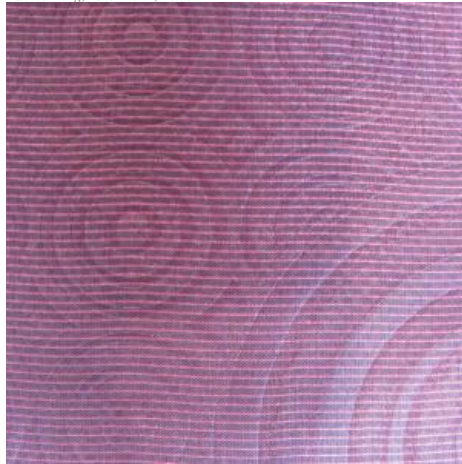
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- The company's eco-friendly approach focuses on its material use. Products include functional fabric with active wear, sportswear and outdoor use materials accounting for the majority of what's on offer
- This year the in-house designers put together a contemporary collection showing the LED application on clothing and accessories, which is also the company's unique selling point
- Best selling colours are bright primary colours
- A new knitting technology will be introduced next year, which can achieve a printed effect on a fabric without printing or dyeing of yarn

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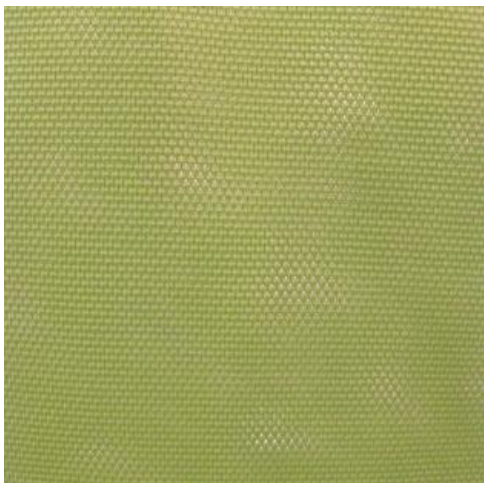
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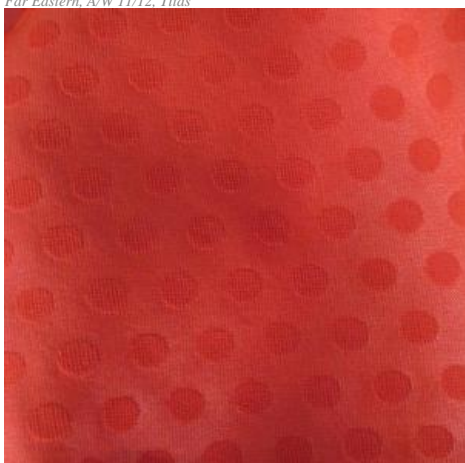
Far Eastern



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- This Taiwanese corporation specialises in polyester fibres and other related textile products, and in particular knitted sportswear fabrics
- Its Topgreen® recycled yarn is made from recycled PET bottles, which has the permeable function to keep the sweaty sportswear from sticking on the skin. It was worn by nine different teams at the 2010 World Cup in South Africa
- The company introduced its cool fibre to the market at Titas, it can resist static electricity and create a cool feeling on the body. The high-quality polyester is different from the other existing nylon cool fibres in the market and has good elasticity, excellent in heat and cold resistance, water-proof and wind-proof. As a result of these multiple functions the company has received a bluesign® certificate and meets the EU's REACH test requirements
- Bright, primary colours are the seasonal colours
- Lightweight fabrics and cooling fibres are the most popular products

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Formosa Chemicals & Fibre



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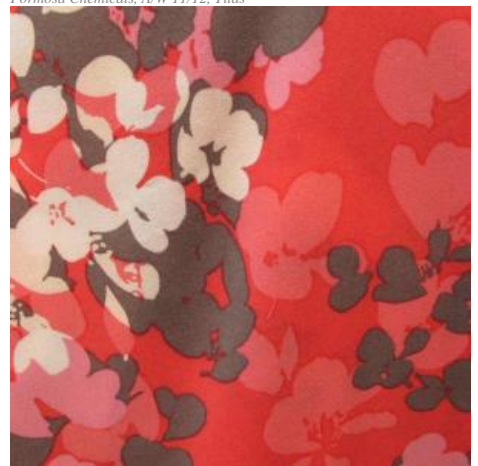
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Formosa Chemicals, A/W 11/12, Titas

- Formosa Chemicals & Fibre Corporation offers mainly functional yarns and related outerwear products
- The company has launched its own high humidity coefficient rayon fibre (FORMOTEX[®]), a high tenacity, superabsorbent fabric with dimensional stability. It is a soft, comfortable, excellent drapery fabric, making it the top choice in high-fashion casual wear
- With light, natural and comfort as the key directions this year, the company's lightweight fabric and unique Golden Yarn are recognised as best sellers

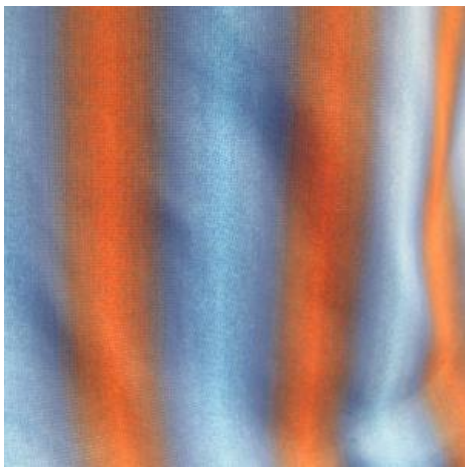
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Formosa Taffeta



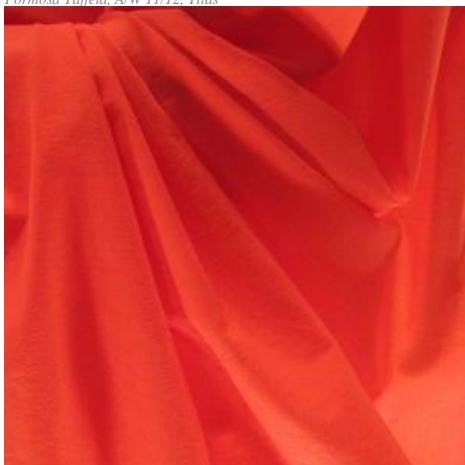
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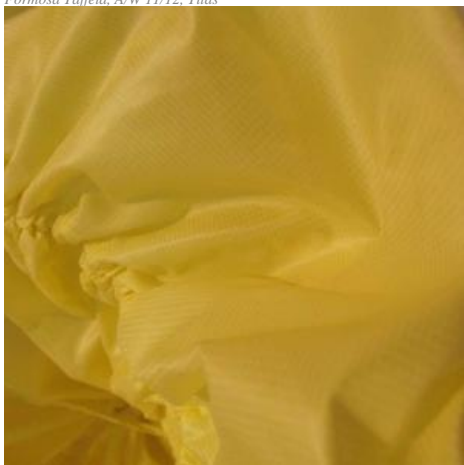
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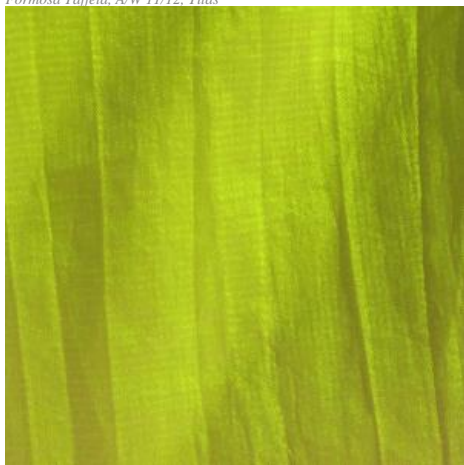
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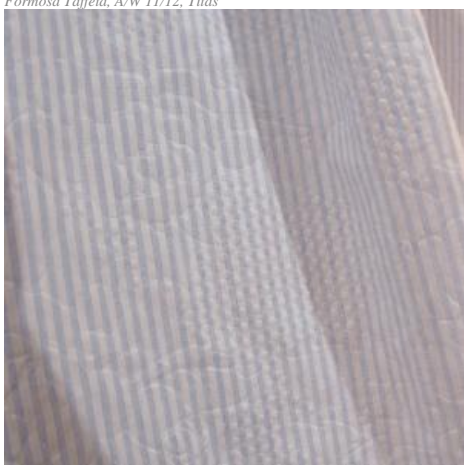
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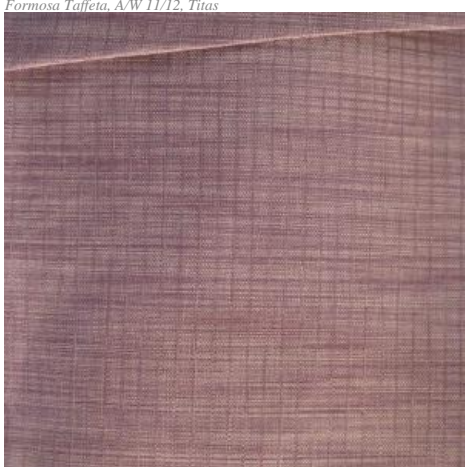
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- This year the company introduced its Boometex recycled polyester fabric. Such fabric, made from recycled PET bottles and nylons, is developed due to the threat of the global warming and disappearing resources
- Other textiles including the zero-weight fabric, -1Cooling Textile and SmartYa (shape memory cotton textile) are also the company's key products
- The zero-weight fabric with polyester or nylon fiber below 15 Deniers is used for light and thin windproof jackets and down jackets, giving a lot of flexibility in sportswear and outerwear layering design

- The SmarYa is a kind of shape memory cotton textile that uses the polyurethane with the function of “Thermally Induced Shape Memory”. It can withstand being washed in hot water to the temperature of 60 °c and will retain its original condition

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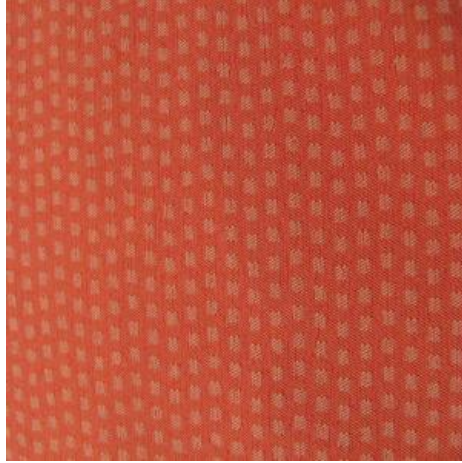
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Jang Bin



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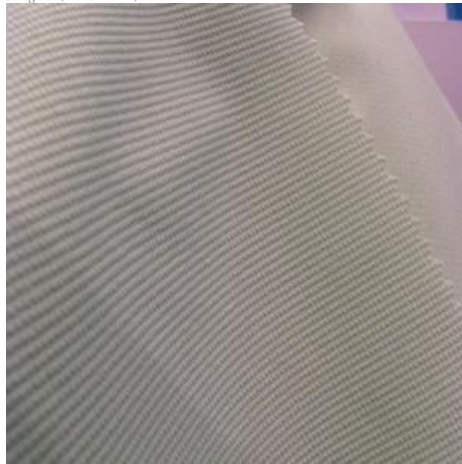
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- Jang Bin focuses on sportswear, casual wear and knitted textiles
- Key products include cotton-like polyester, recycled PET bottle textiles and stretch fabrics
- Greens and earthy tones are the seasonal colours

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LIBOLON



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- LIBOLON showed off its wide range of energy saving and environmental friendly textiles solutions
- Its product ranges from outdoor use fabric to industrial use textiles. Among its many commitment to functional fabric development, cooling fibres such as CoolBest II and SecoTec II are especially popular for sportswear and footwear
- New patented product, the Bar Code Yarn, is a new invention from the company. It allows many varieties of long-lasting colour effect without using mixing other yarns with the dope-dyed yarn
- LIBOLON is also promoting the idea of recycling not only materials for fabric but the waste fabric itself. It has collaborated with IKEA to create a 2010 homeware and furniture collection made out of blocks of compressed recycled wood-fabric mix. Such wooden-like material can be used for flooring and facades

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New Wide Enterprise



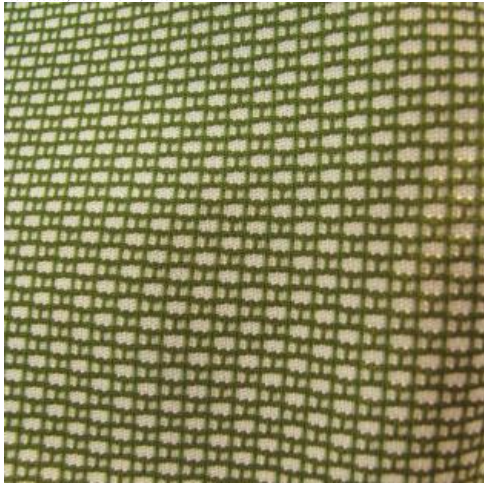
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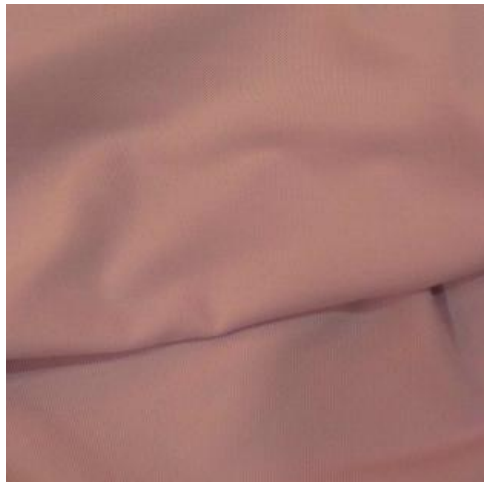
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- New Wide Enterprise specialises in combining materials with weaving and dyeing technology and develops lining materials with functions such as anti-bacterial, deodorizing, permeable, and senses of warmth, cool and fragrance
- With its eco-high-tech products such as Flycool, Sorona and CoCona fibres, the company received exclusive permission to sell functional lining products with the Expo logo this year
- The company expects to stand out the international textile market with its best sellers Flycool yarn and CoolTrans. The new printing technology doesn't require heat in the transfer print process, saving 50% on energy and 70% on water usage
- New Wide has also collaborated with graphic designer *I'm Mark* to create a casualwear collection
- Seasonal colour palettes include light yellow, fresh green and bright colours for summer
- The company's newly launched web service platform *ishowroom* promotes communication with clients. The online showroom gives company information and new technological breakthroughs, stores the fabric product database, and is the company's online store. It also allows real-time tracking of shipping orders

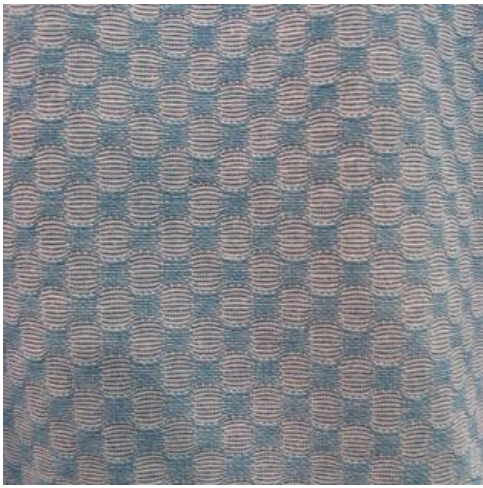
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Omikenshi



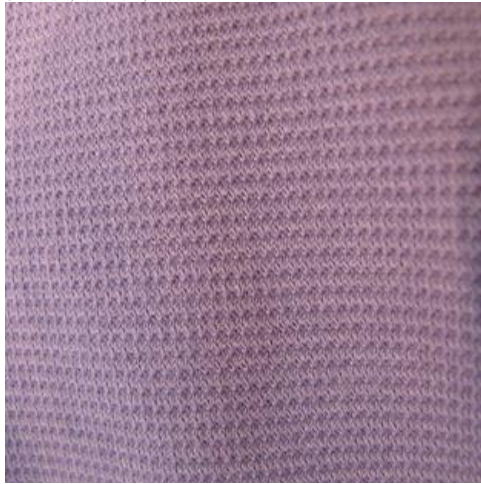
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- A Japanese rayon textiles supplier exports functional wear, casual wear and knits
- Omikenshi uses plants and recycled materials such as bamboo, kenaf and waste paper packaging to produce a cooling fibre, temperature controlling fibre, infrared exothermic fibre and photocatalytic rayon fibre

- Natural coloured yarns are most common for the fibre used

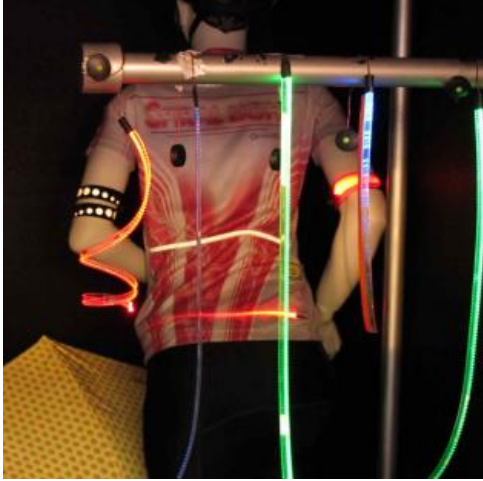
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Pai Ho



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- Pai Ho offers products that use Velcro fasteners or other items such as elastic bands, ribbon, lace, or reflective materials. The company has received the CAS certification guaranteeing quality products
- The company has manifested itself now only in using new glues that are environmentally safe, and with certification by Swiss Oeko and Japanese testing standards
- Its reflective fabrics are used for umbrellas, bags and functional garments
- Spiral light, the LED sealed in customizable plastic trims are put on sportswear garments and accessories. The detachable battery allows for washing
- In response to the eco trend, new product such as the rice husk fibre will be available next year

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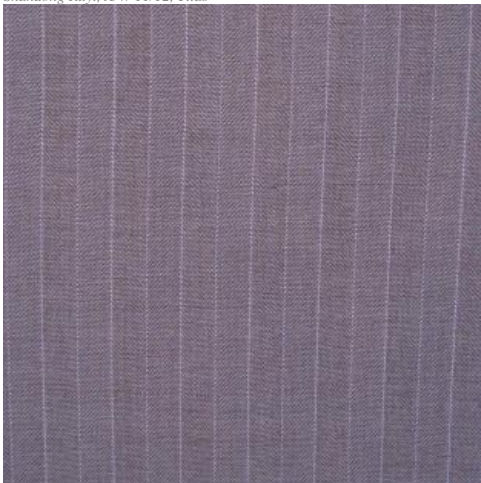
Shandong Ruyi



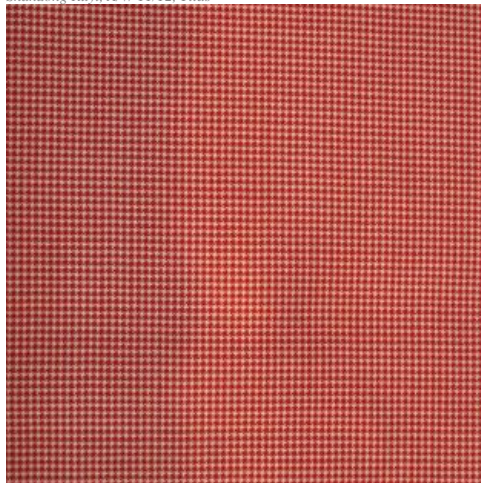
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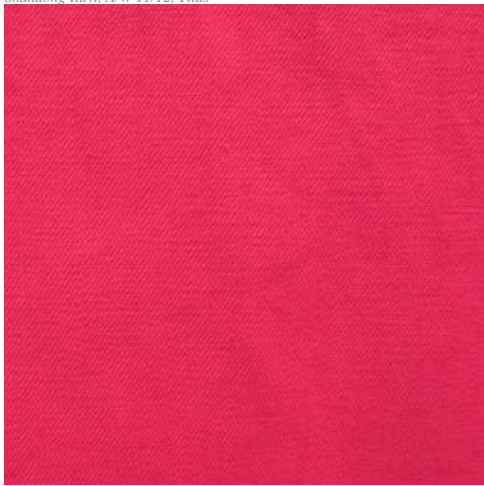
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Shandong Ruyi, A/W 11/12, Titas

- Awarded as “Chinese Famous Brand”, Shandong Ruyi is at TITAS for the first time, seeking partners and opportunity to work with designers
- Ruyi is focusing on showing the special “Ruyi Spinning Technology”, which produces yarn that has a softer hand feel, results in thinner fabric
- The group was the first Chinese wool textile exhibitor to show at Première Vision Paris in 2009

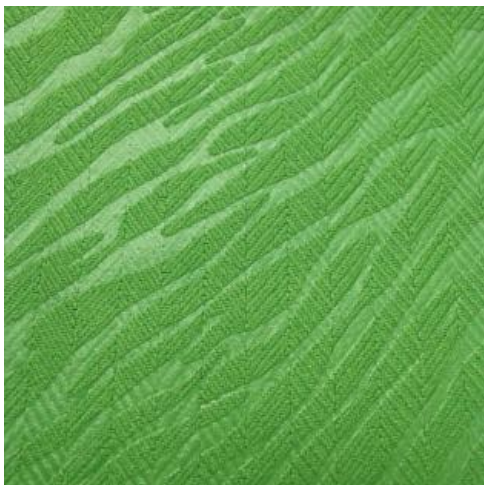
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Shing Ho



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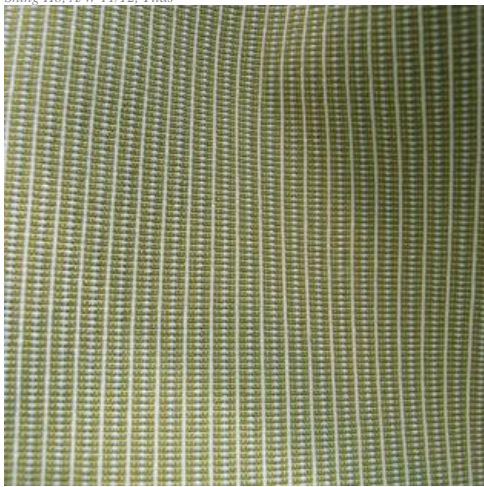
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- Shing Ho offers mainly suiting fabrics and formalwear materials
- Fabric made with recycled PET, bamboo charcoal, coconut charcoal and negative ions are also available
- Seasonal colours are light, such as sky blue and cream. Tomato red is also popular
- Mid weight and light weight suiting fabric, grid-like textured fabric, and embossed pattern fabric are the best sellers

Contact

Tel: +886 2 2558 5101

sinhopt@ms26.hinet.net

Tanboocel



Tanboocel, A/W 11/12, Titas



Tanboocel, A/W 11/12, Titas



Tanboocel, A/W 11/12, Titas



Tanboocel, A/W 11/12, Titas



Tanboocel, A/W 11/12, Titas

- Tanboocel specialises in bamboo fibre that has a high moisture-absorptive capacity and an antistatic function
- The fibre is excellent for underwear, kidswear, activewear and home textiles

Contact

Tel: +886 2 82854501

service@newfibers.com.tw

http://newfibers.com.tw

Trend forum

Magical Montage



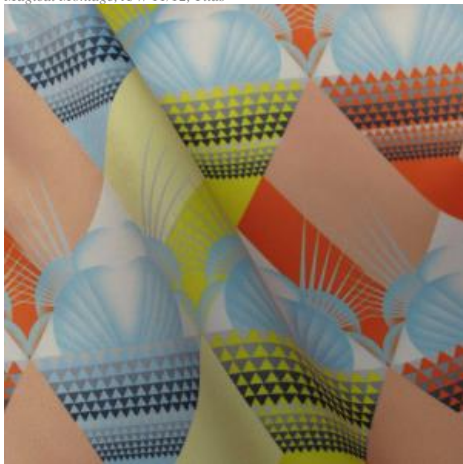
Magical Montage, A/W 11/12, Titas



Magical Montage, A/W 11/12, Titas



Magical Montage, A/W 11/12, Titas



Magical Montage, A/W 11/12, Titas



Magical Montage, A/W 11/12, Titas



Magical Montage, A/W 11/12, Titas

- Contradicting texture and colours
- Diversified source materials
- Colourful patterns
- Multilayered post-processing

Actual Utopia



Actual Utopia, A/W 11/12, Titas



Actual Utopia, A/W 11/12, Titas



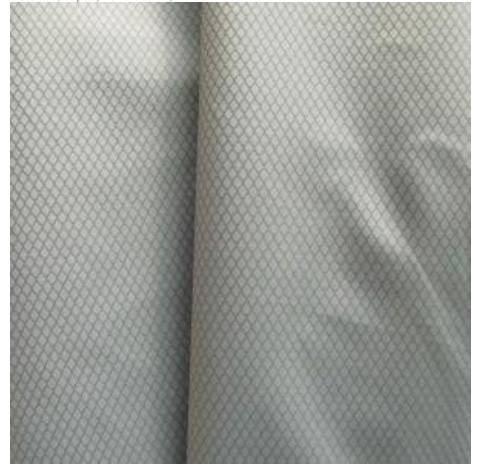
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Actual Utopia, A/W 11/12, Titas



Actual Utopia, A/W 11/12, Titas



Actual Utopia, A/W 11/12, Titas

- High performance and valuing environmental protection leads to careful selection for materials
- Pro-technology, neat and flexible shape
- Supporting elegant and comfort engineering
- For a safe and bright future for the metropolitan

Virtual Ritual



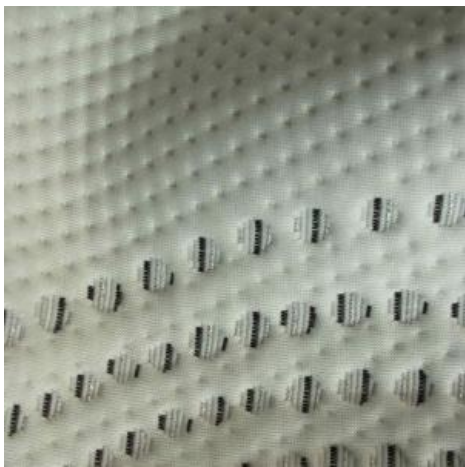
Virtual Ritual, A/W 11/12, Titas



Virtual Ritual, A/W 11/12, Titas



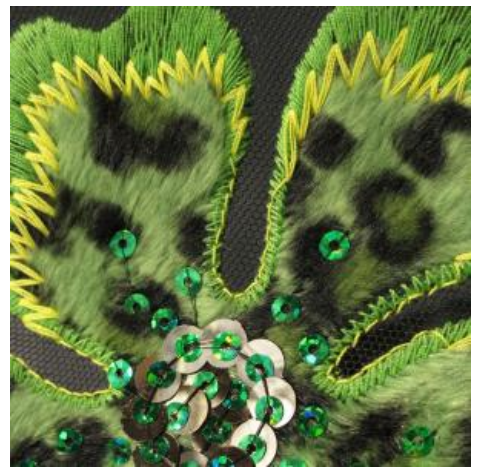
Virtual Ritual, A/W 11/12, Titas



Virtual Ritual, A/W 11/12, Titas



Virtual Ritual, A/W 11/12, Titas



Virtual Ritual, A/W 11/12, Titas

- Experimental visual
- Rare theme on patterns
- Unique appearance of normal materials

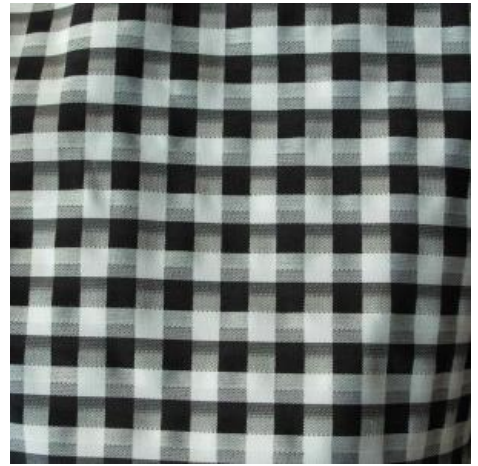
Wise Collection



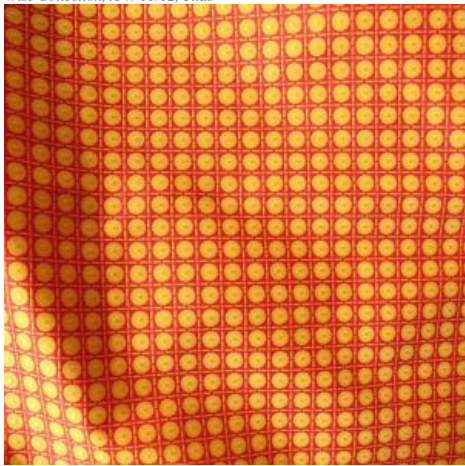
Wise Collection, A/W 11/12, Titas



Wise Collection, A/W 11/12, Titas



Wise Collection, A/W 11/12, Titas



Wise Collection, A/W 11/12, Titas



Wise Collection, A/W 11/12, Titas



Wise Collection, A/W 11/12, Titas

- Elegant appearance, ordered quality
- Delicate texture processing
- Outstanding reemergence of the classics
- Literate understanding of human thoughts and philosophy of relishing things