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Press Release

ISPO Textrends

Sylvia Schalli  
Projekt-PR-Manager  
Tel.+49 89 949-21773  
schalli@ispo.com

## **Textile Innovations For The Sportswear Market 2015/2016**

- ISPO Textrends Forum attracts record number of visitors
- ISPO Trendbook and ISPO Textrends app now available
- ISPO Textrends at ISPO BEIJING

The ISPO Textrends Forum presented innovations from the textile and component sector for the second time during ISPO MUNICH. Close to 2,450 interested visitors – representing an increase of 63 percent – came to this year’s forum. One of the focus topics of the 2015/2016 season was the strong demand for trims and lightweight Aramid materials. ISPO Textrends will also be held for the first time ever at ISPO BEIJING from February 19 to 22, 2014, and provide an important trend platform for product developers and designers. Furthermore, interested parties can find all innovations bundled in the new Trendbook available at the ISPO Shop and the unique ISPO Textrends app.

In 2013 ISPO launched ISPO Textrends as a new platform where designers, product managers and members of the media can preview and experience the most important developments from the fabrics, fibers and accessories categories for all sports and outdoor textiles. The industry benefits from ISPO Textrends as an opportunity for research, networking and sourcing. Nico Serena, Head of Design and Product Development for Kjus likes ISPO Textrends and states: “Textile innovations are the foundation for all advances in the sports apparel industry. ISPO Textrends presents the top innovations in the fiber and components sector. This platform presents the highest manufacturing standards in terms of performance, comfort and design.”

Visitors were able to preview 263 products on site, among them the top 10 innovations from the Base Layer, Second Layer, Outer Layer, Membrane and

Coatings categories, as well as the top 5 from the Fibers and Insulations, Accessories, Trims and Soft Equipment groups.

Anyone unable to visit ISPO MUNICH will now have another chance to take advantage of the knowhow offered by ISPO Textrends, as ISPO has launched a special digital research tool, the ISPO Textrends app.

It is the only mobile textile library comprising all fibers and components selected by an international jury, including images, product and company information, as well as contact details. The app allows targeted searches and direct product comparisons. Developed as an effective, unique working tool it makes material research easier for designers and products managers, and thus creates more time for product development and design. Once downloaded, the app offers all functions even without Internet connection. The ISPO Textrends app for iPad with iOS 7.x is now available at the Apple iOS App Store by searching "Textrends". If you would rather have a printed version, you can purchase the ISPO Trendbook at the ISPO Shop at <http://shop.ispo.com>

For more information on ISPO please refer to [www.ispo.com](http://www.ispo.com) and facebook: <http://www.facebook.com/ispomunich>

The latest voting results from the ISPO Network are available at: [www.ispo.com/community](http://www.ispo.com/community)

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

**About ISPO**

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO Academy, ISPO AWARD, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.