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Press release

ISPO TEXTRENDS

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Textile trends for Fall/Winter 2018/2019

- Trend preview for designers and product developers
- Registration for ISPO TEXTRENDS 2017 available now

Together with trend experts, ISPO monitors influences, themes and colors that will shape fabric innovations for Fall/Winter 2018/2019. The textile trends are developed on the basis of these findings. They steer the work of designers and product developers and provide comprehensive predictions for future trend developments. Three megatrends focus on new market segments, the latest in functionality and the subject of sustainability. Companies wishing to showcase their products at ISPO TEXTRENDS can register now at www.textrends.ispo.com. More information on textile trends is available on request from: stephanie.ledru@pascher-heinz.com.

ISPO is a renowned network for innovations. In combination with ISPO TEXTRENDS, it provides a platform for innovative fabrics and components in the textile sector. Just recently the summer event was successfully launched for the first time at ISPO SHANGHAI. The well-established ISPO TEXTRENDS winter event will follow at ISPO MUNICH from February 5–8, 2017. Companies wishing to showcase their products at ISPO TEXTRENDS can register now at www.textrends.ispo.com. Which products can be entered in the race? Do they meet the expectations of the judging panel? The textile trends provide initial pointers and act as a guideline for participants when making their application. The textile trends consider various factors, from consumer behavior to the global economic situation. They also incorporate the influences of film, music and art on the industry and your products. The result is

three megatrends, upcoming color trends and five detailed textile trends. As part of this, ISPO provides an exclusive initial glimpse of the sportswear market for Fall/Winter 2018/2019.

A quick look at textile trends for Fall/Winter 2018/2019

Megatrends – Opportunity Knocks, Perpetual Emotion, Infinite Act

The three megatrends will influence the textiles of Fall/Winter 2018/2019, crossing over into the sports market:

Opportunity Knocks calls for a focus on new market opportunities. The outdoor and activewear sector is no longer solely confined to a niche market. It is an opportunity to successfully expand product ranges.

With the **Perpetual Emotion** trend, positivity and confidence take a stand against the ever-increasing doom and gloom in the world. This trend is spearheaded by the desire to explore boundaries and provide the ultimate functionality without compromising style. Consumers expect the latest in functionality, enhanced comfort and a feeling like no other they've experienced when they wear the garment.

Infinite Act focuses on the message of sustainability combined with a strong corporate responsibility both to the environment and the workforce.

Nanotechnology and biomimicry continue to make a mark, while the chemical industry and manufacturers of functional fabrics focus on their environmentally-friendly approach.

Color spectrum for Fall/Winter 2017/2018

The colors for the Fall/Winter season 2018/2019 are forward-looking, optimistic and focused. This season the active color spectrum is shifting to a slightly more powdery look compared to the traditionally bright best-selling tones. Deep reds and dark berry tones compliment envisaged shades of green and orange, presenting a warm but invigorating color spectrum inspired by nature.

Textile trends:

Sensory, Allegiance, Myriad, Paragon, Transmutation

Five textile trends reflect numerous influences from consumer behavior to the global economic situation.

Trend 1 – Sensory This trend is about enhancing performance through fit, touch and visual appeal. The functionality on offer is manifested in fabrics, finishes, trims and accessories. This covers featherlight base layers to super soft insulation and multi-functional outer shells. Sensory pushes the boundaries of technology and textile manufacturing.

Trend 2 – Allegiance This trend teams the benefits of natural fibers with the guaranteed performance of advanced synthetic fabrics. The result is an increase in hybrid blends. From manufacturers of natural and synthetic yarn to textile suppliers and finishing producers, everyone is striving to deliver more environmentally sustainable products and manufacturing processes. This also influences the appearance.

Trend 3 – Myriad This trend is aimed at incredibly lightweight products crammed full of multi-functionality, enabling popular basics to be spruced up into new generation must haves. The developments in this section give rise to highly intelligent products that create new agility and improved functionality for the consumer.

Trend 4 – Paragon Paragon is geared toward everyone who strives to be the best in winter sports – the fabrics, trims and accessories make for a winning performance. Protective aspects also feature in this trend, from core stability and reflective elements to tear resistance and shock absorption.

Trend 5 – Transmutation This trend brings about fabrics and trims that adapt to different situations, especially through prints and yarn combinations inspired by metamorphism. Visually and structurally stimulating, products in this sector are screaming for attention in a whole host of scenarios, ranging from high-level performance and fun with a hint of glamour.

Companies wishing to showcase their products at ISPO TEXTRENDS can register now at www.textrends.ispo.com. The application deadline is Sunday, October 30, 2016. An international expert judging panel will then assess all of the submissions. The selected materials will be exhibited at ISPO MUNICH 2017 in Hall C2.

The latest ISPO TEXTRENDS app reveals the best fabrics and components for making sportswear—get your copy from the [ISPO SHOP](#).

More information on ISPO TEXTRENDS is available at www.ispo.com/textrends and on Facebook: www.facebook.com/ispomunich

Messe München

Messe München is one of the world's leading trade fair companies. It organizes some 40 trade fairs for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number one in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade fair center, the ICM—Internationales Congress Center München and the MOC

Veranstaltungszentrum München. In addition, Messe München organizes trade fairs in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

About ISPO

Under its ISPO brand, Messe München International offers events and year-round services to the international sports industry. The goal of the full-service provider is to offer its customers added value for successful positioning in the market.

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 JOB MARKET, and ISPO NEWS. As globally successful sports business platforms and multi-segment trade fairs, ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.