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**Press Release**

ISPO TEXTRENDS

## **Textile Trends for Fall/Winter 2017/18**

- Trend Preview for Designers and Product Developers
- Registration for ISPO TEXTRENDS 2016 Now Open

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**What influences, themes and colors will have an impact on the textile innovations for Fall/Winter 2017/2018? In cooperation with trend experts ISPO observes global developments and provides designers and product developers with an advance overview. Consumers' complete trust in the "sustainable" designation will become an important topic. In addition, the wish for more quality of life and fun will also have an impact on future products. Natural fibers combined with synthetic fibers and new finishing techniques are among the innovations. For more information on the textile trends please contact [stephanie.ledru@pascher-heinz.com](mailto:stephanie.ledru@pascher-heinz.com).**

ISPO is well known as a network for innovations. In the textile segment it offers an informative platform for innovative fabrics and components, ISPO TEXTRENDS. In 2015 the forum experienced a 65 percent increase in visitor numbers. Acting as a guideline for interested companies, ISPO and its trend experts observe a variety of factors, everything from consumer behavior to the state of the global economy. The influence of movies, music, social media as well as art on industry and retail and its products is also part of the observations. The results are reflected in the textile trends. They encompass three mega trends, the new trend colors as well as five detailed textile trends. ISPO thus provides an exciting first look at the sportswear market for Fall/Winter 2017/2018.

## **Overview of the Textile Trends for Fall/Winter 2017/2018**

### **Megatrends – Blind Faith, Reason to Rejoice, Neoteric**

Three mega trends will have an impact on the textile market, as well as the sports business, in Fall/Winter 2017/2018:

**Blind Faith** is based on the continuing sustainability trend. Consumers want to be assured that they can trust in the sustainability of a purchased product; that said product is eco-friendly and made with resource-saving materials.

Fun is the focus of **A Reason to Rejoice**. The market is influenced by the wellness and health segment, and the trend combines this with haptic, colors, fit, wear comfort and looks.

The third trend, **Neoteric**, shows that it is possible to revisit the past to reinvent the future. It revolves around the rediscovery of natural fibers and finishes, and their further advancement with the help of modern synthetic fibers and finishing methods.

### **Color Palette Fall/Winter 2017/18**

The palette of the most popular colors is becoming considerably lighter. Color nuances are more homogeneous, with increased sharpness and intensity. The contrast to a variety of gray tones, including black and white, further strengthens the color impact.

### **Textile Trends:**

#### **Contact, Probe, Schismatic, Transcendental, Defense**

Five textile trends reflect a variety of influences from consumer behavior to the state of the global economy.

**Trend 1 – Contact.** This trend focuses on the improvement of physical performance with the help of clothing. The primary topics include body heat and exercise, as well as protection against weather conditions.

**Trend 2 – Probe.** Probe discusses the interpretation of old traditions turning them into new concepts. The focus is on the new. How can the existing be improved by using state-of-the-art technologies?

**Trend 3 – Schismatic.** This trend moves away from tradition and perfectionism towards the unusual and unique. The goal is to develop apparel for a variety of uses, complementing the taste of the next generation and reflecting a completely new style.

**Trend 4 – Transcendental.** New fibers for extremely lightweight products that also offer a high degree of performance. They will feature completely new levels of light refraction and luminosity in the coming season.

**Trend 5 – Defense.** Robust fabrics and components increase the usable life of sportswear products thanks to their durable features.

Companies wishing to present their products at the ISPO TEXTRENDS Forum can register now at <http://textrends.ispo.com>. The registration deadline is September 15, 2015. An international jury of experts will review all submissions. The selected materials will be exhibited at ISPO MUNICH 2016 in Hall C2.

The latest ISPO TEXTRENDS book and app provide information on the best fabrics and components. Both are available at the [ISPO SHOP](#).

For more information on ISPO TEXTRENDS please refer to [www.ispo.com/textrends](http://www.ispo.com/textrends) and on Facebook at [www.facebook.com/ispomunich](http://www.facebook.com/ispomunich)

#### **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, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 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 COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.