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Press release

ISPO TEXTRENDS

ISPO names the best performance textiles and components

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- ISPO TEXTRENDS Forum presents 462 new products in ten categories
- Select innovations in Hall C3 at ISPO MUNICH

Twice a year, ISPO honors innovative fabrics and components that are used to manufacture sports apparel with ISPO TEXTRENDS. The current selection—462 products—will be on display in Hall C3 at ISPO MUNICH from February 5 to 8. The new "EcoEra" category focuses on natural fabrics. PVC-free products and innovations surrounding the hot topic of "visibility" will be on display at ISPO MUNICH and then later at ISPO BEIJING.

Designers, product managers and media representatives consider ISPO TEXTRENDS a valuable platform for pioneering textile trends and innovations. ISPO TEXTRENDS registered a 40-percent increase in submissions for the Fall/Winter of 2018/19 over the previous year. They were evaluated by journalists, designers and independent specialists at a jury meeting in Munich at the end of November.

Louisa Smith, trend scout and head judge for ISPO TEXTRENDS, summarized her impressions from the jury meeting: "Sportswear fabrics are demonstrating an entirely new level of style with fascinating surfaces, interesting colors and structure. Reflection was a prevalent theme, as were hybrid innovations that combine synthetic and natural fibers."

Natural and sustainable fabrics continue to gain ground. The new EcoEra category reflects that development. This year's innovations include presentations that show how combining sheep's wool or organic cotton with recycled polyester

brings out the best of both worlds. The result: optimum performance and comfort.

Besides the strong theme of "nature", "visibility" is also emerging as a trend. The desire to be "seen," which is currently being kindled by social media, is making its way into the real world. Fabrics, zippers, buttons and embroidery are used to emphasize reflection. For example, in a beam of light, a light-colored fabric with light shading could appear to have patterns with brightly colored accents.

Industry professionals can experience the latest selection and, thus, the most important developments in fabrics, fibers and accessories at ISPO TEXTRENDS in Hall C3 at the beginning of February. The exhibition showcases innovations in ten categories (Base Layer, Second Layer, Outer Layer, Membranes & Coatings, Accessories, Trims, Fibers & Insulations, Soft Equipment, StreetsSport and EcoEra), with a BEST PRODUCT, a TOP 10 selection and up to 50 additional outstanding materials ("SELECTION") in each category.

ISPO TEXTRENDS gives designers and product developers a comprehensive overview of exciting innovations, but it is also a unique opportunity for networking and sourcing. [Technical lectures](#) on the latest topics will be held in Hall B5 on each day of the show. Experts will speak about and shed light on two main themes: "How to Clean up Your Act" and "Vision for the Migration to the Future." Topics will include innovative, sustainable products, transparency in production and sustainability as a future factor of company success. They will also discuss the effective implementation of reflective elements in fabrics, exciting and innovative sportswear fabrics and a preliminary trend forecast for 2019.

Anyone who cannot attend the forum personally can find the complete range of information in the ISPO TEXTRENDS Trend Book, which can be ordered in advance [now](#) and will be available as of February 2017.

Additional information: <http://textrends.ispo.com>

About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET, and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year

round —identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.

Messe München

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