



p2 Asian Pavilions

p3 Beyond Denim

p4 Yarn Expo

p5 Fringe Programme

What Buyers Want



Western buyers explore what's new in the Chinese market

It's common in the textile sector to hear talk of costs rising in China, but that fact doesn't seem to be deterring international buyers at all.

At the opening of Intertextile Shanghai Wednesday, buyers from all over Asia and the West came looking for the cost savings they know they can rely on, and the expanded offerings from Chinese manufacturers they can now expect.

Andrea Bertollini, a buyer for a major Italian fashion brand, attended the show to source fashion outerwear fabrics for womenswear, and said rising costs in China is of little concern.

"It's not a problem for the European market. In our business we have time and can spend something more," Bertollini said. "The price is better and the quality now is not bad."

What China has over its neighboring countries, like Vietnam and Thailand, Bertollini said, is its fabric offering.

"For fabrics, China is still China. It's still the best country to buy from," he said.

The sentiment is one Aleks Kuijpers

of WorkingMenBlues agrees with.

"The advantage of China is that you can find it all, from raw materials to finished garments," Kuijpers said.

At this show, WorkingMenBlues will be looking for Chinese manufacturers specializing in smaller quantities, in-house development and material innovations that are at the forefront of the market. The focus will also be on going back to the core—the quality of materials and products—and those materials and products will have to come from companies practicing greater transparency and focusing on more eco-friendly use of materials.

"For smaller quantity and higher-end demands we are producing in Europe, mainly also because fabric MOQs from Italy are much lower, for example. However, in case we could find a partner in China that is able to meet this requirement (small quantity + higher-end confection), we would be open to move back some of these EU productions to China. Mainly, and also because for materials, China is still leading in terms of the number of options available."

Simone Kott, fabric manager for

BOSS Green, the sportier side of Hugo Boss, came to Intertextile looking for outerwear fabrics, and namely with performance traits like breathability and laminated fabric options. What's above all for the coming season, however, is materials with less impact on the environment.

"For us it's most important to have the sustainable fabrics," Kott said. "We have to be innovative in that way and our consumers have to think about it."

Denim topped the agenda for Juliana Restrepo, a buyer for Colombia's Denim Lovers, who said she came to the show looking for new innovations in denim performance fabric, like thermal technology, cooling traits and stretch—all of which she sees as key trends in denim for the coming season.

For Restrepo, the quality coming out of the Chinese market is good, but above all else, she said, "They have cheaper prices."

In other cases, however, rising costs have been more of a concern.

For Rene Dademasch, a buyer for German wholesaler Der Stoff Handel, the biggest problem in the business in the last year has been currency fluctuations among the renminbi, the U.S. dollar and the euro, which have affected pricing. The issue has forced the company to buy more from Turkey for orders that would have otherwise been placed in China.

"For us it's very difficult to sell with this situation because all fabrics are based on dollar cost," Dademasch said. "I hope that will improve because we are buying here for many years."

中文版：

Chinese section:

纺织服装周刊

TEXTILE APPAREL WEEKLY

英文版支持媒体：

English section supported by:

SJ SOURCING JOURNAL

Thursday, March 16

(all sessions in English & Mandarin Chinese unless otherwise stated)

Design and Trends

Textile Dialogue, hall 5.2

14:40 – 15:20, Feminine Archetype of Today and Evolutions to 2019, Carlin Creative Trend Bureau

15:30 – 16:10, Colour Trends for S/S 2018, Pantone

16:20 – 17:00, S/S 2018 Women's Fashion Trends, Peclers Paris

Market Information and Business Strategies

Textile Dialogue, hall 5.2

11:10 – 12:10, India: A Global Textile Manufacturing Hub, TEXPROCIL

Sustainability Issues

Forum Space, hall 5.2

11:00 – 11:30, Revolution and Challenge — Hohenstein Guides You to Success with New OEKO-TEX® Global Strategy, Hohenstein Institute China

15:10 – 15:40, Compliance Requirements and Green Development for Functional Textiles, SGS-CSTC Standards Technical Services

15:45 – 16:15, Test Methods for New Functional Properties in Textiles, Shanghai Aili Boken Quality Evaluation

Panel Discussions

Textile Dialogue, hall 5.2

13:00 – 14:30, Linen in Fashion: Sustainable Trends and Consumer Answers, Moderator: CELC, Panellists: CELC, CELC PROMOTION, Yixing Sunshine Yarn Linen Mills, Elementi Moda, China Bast and Leaf Fibers Textile Association

Forum Space, hall 5.2

13:30 – 15:00, Eco-fabrics: From Material to Production, Moderator: The Hong Kong Research Institute of Textiles and Apparel, Panellists: Orient Forest Ltd, Shandong Ruyi Technology Group, Huafu Top Dyed Melange Yarn

Trend Forum Tours

by Ms Ornella Bignami, Elementi Moda Srl

Trend Forum, hall 5.2

11:00 – 11:30



Exhibitors in the Asia pavilions are out in full force showcasing their capabilities to buyers from around the world

Asia Mode

Sourcing countries around the world may be working to carve out their slice of the apparel market pie, but Asia remains the leader in manufacturing by a long shot – whether costs are rising or not.

This year, exhibitors from Japan, Korea, Taiwan, India and Pakistan will serve to remind buyers at Intertextile Shanghai why Asia still reigns supreme for sourcing.

As is always the case, the **Japan Pavilion (hall 5.2)** – now in its third edition at the spring show – will be bustling with buyers seeking out the latest in textiles trends.

“The highlight of the Japan Pavilion is the Japan trend corner, where main fabrics from exhibitors are sorted in accordance with Japan trends originating from Japan that epitomize the sensitivity of seasonal transitions as well as the Japanese language itself,” said Akira Kawashima, **Japan Fashion Week Organization (5.2-E46)** textile division senior director.

Fabrics ranging from fashion and functional synthetics to natural fibers, cut-and-sewn items, prints, denim, lace and embroidery will all be on display among the Japanese exhibitors. And according to Kawashima, Japanese companies excel because they continue to launch unique fabrics that aren’t found elsewhere.

“The tendency shows that despite the calm economic situation in China, luxury brands are increasingly seeking out more differentiated products, as established top-branded apparel companies and young, talented designers show keen interest and high innovation,” Kawashima said.

Turning to the **Taiwan Pavilion (hall 5.2)**, manufacturers there are developing new materials and creating new textile processing techniques to help accommodate fast fashion while still protecting the environment.

“There are ground-breaking results in all kinds of functional fabrics and the natural decomposable eco materials,” said Jane Fang, marketing specialist for **Taiwan Textile Federation**, which organizes the Taiwan Pavilion. “The companies also put significant effort to reduce the production cost to accommodate the consumer demand.”

Wisher Industrial (5.2-B50), an exhibitor from Taiwan, will highlight its Easy Warm technology, which makes fabric that preserves heat using far infrared rays and doesn’t need to be dyed because it has its own natural colors. **Shun Yuan Sportswear (5.2-B53)**, another exhibitor in the pavilion, will feature its titanium infused fabrics, which can improve blood flow and repel electromagnetic waves.

At the **India Pavilion (hall 5.2)**, offerings will be all about variety and utility. From fabrics for jacketing, shirting, suiting, fiber blends and jacquard fabrics for home furnishings, it will all be displayed at the show.

“The Indian textile industry, after massive modernization during the last two to three decades, has come of age and now has modern

the modern fashion trends.”

Fabric trends will be on full display in the **Korea Pavilion (hall 5.2)** too, and demand for the country’s of-the-moment textiles is only expected to rise.

According to the **Korea Fashion Textile Association (5.2-E47)**, which organizes the pavilion, exports of Korean textiles will increase 10 percent to \$15 billion this year. Korea has plans in place to focus on developing new markets and increasing supply and exports.

“Despite the uncertainties in 2017, we expect growth of the world market due to the recovery of business, increase of population



manufacturing facilities with supporting technical and managerial skills,” said Lavany Saxena, assistant director of **Powerloom Development & Export Promotion Council (5.2-A97/A112)**, the pavilion organizer. “It is keeping its ethnic value and at the same time adopting

and income,” a spokesperson from the Korea Fashion Textile Association said. “Korean companies are concentrating on securing the market, developing new materials, and analyzing the market about which fabric to develop and to whom to sell.”

Dealing in Denim

Sponsored by

RIVET

rivetandjeans.com



All the latest iterations of denim are on display in the Beyond Denim zone

In the face of uncertain times across the globe, fashion – specifically denim – will channel empowerment, rebellion and expression.

From raw to active-inspired, sustainable to customized, genderless and performance, brands and consumers alike will use denim to tell their story.

One major trend for the coming season will be the return of raw denim as millennials look to reclaim what's pure, and break natural denim in the way their forefathers did.

Another trend on the horizon is a direct result of the rise in activewear: denim will come with all the comfort of a yoga pant and, in some cases, the performance technology to match.

As consumers start paying closer attention to where their clothing comes from, sustainability has increased in importance, and that's translating to the denim sector too. Now shoppers are seeking out denim that's been made using less water or safer dyes or recycled cotton – or all of the above.

Genderless apparel is gaining appeal as consumers look to be less boxed into one space or another. H&M debuted a unisex denim line dubbed Denim United this month, and the fast fashion retailer's move may mean other genderless lines will make their way to stores.



Customized denim will also be key, and looks will come deconstructed, with rips, tears, patches, grommets and crystals.

At the **Beyond Denim zone (hall 6.2)** this spring, all that's hot and haute in denim will be on display.

For Turkish denim mill **Orta Anadolu (6.2-E47)**, the focus will be on nature, which taps into the sustainability trend for denim.

"We will focus on bio technology, which is taking the very best of nature and making something with it," Orta marketing team leader Gulfem Santo said. "We will become

waste positive and we will use less natural resources."

The Spring/Summer '18 season will see Orta redefining lightweight and stretch, and responding to the activewear trend from a different perspective.

"Our aim is to bring new luxe to the boho look, which will find ways to reconnect with the body. We believe that the Contemporary Minimalists tribe will define this different perspective," Santo said. "This tribe is pure and minimal and that requires a luxe performance. They ask for underlying innovation through materials and construction.

They are basically insta-icons that curate their lives in a minimalist scale. This tribe buys innovation in its simplistic forms."

Beyond Contemporary Minimalists, Orta says Global Artisans are another rising group to tailor denim design to. This group – which has emerged with global urbanization – celebrates tradition. They are into traveling and experiencing local culture, they celebrate imperfections like irregular slub and color characteristics, and they value vintage denim.

For Pakistan denim manufacturer **Indigo Textile (6.2-C44)**, another exhibitor in the zone, performance fibers for denim will take center stage.

"Consumers are savvy these days and looking for fusion of performance fibers into regular use," Indigo general manager for marketing Muhammad Ali said. "In fact, today customers seek authentic denim with performance. Our Retro & Dare Devil capsule collection is the one stop solution for such buyers."

Indigo is focused on incorporating performance elements into its fabrics to deliver on the comfort consumers demand and the technical aspects that will take their denim to the next level.

Put simply, Ali said, "In a nutshell, performance with authenticity is the key for denim."

Global Yarn Market Moves Ahead Riding on Emerging Economies

Sanjay Chawla, CEO & Global Convener – FashionatingWorld.com, reports

Sponsored by



www.fashionatingworld.com



The yarn market in China may be facing pressures, but that hasn't slowed innovation

The yarn market across the globe has witnessed some significant changes in recent times, mainly due to China's declining cotton yarn imports. The narrowing price parity between domestic yarn and imported yarn has contributed majorly to the reduced cotton yarn imports in China.

In fact, Q3-2016 saw a rise in global yarn production on a quarter-on-quarter basis. Output in Asia and South America rose, while Europe and the US saw a dip. On an annual basis, global yarn production in Q3-2016 increased versus Q3-2015. Global yarn stocks climbed in Q3-2016. Yarn stocks reduced in South America while in Asia, they increased.

"Global yarn production is on the rise over the past three years owing to various regional agreements and rules of origin restriction. However, in the present scenario of doubtful TPP and other regional agreements, it will be survival of the fittest in the entire textile sector in general and spinning sector in particular," says Sanjay Jain, MD, **T T Ltd (5.1-E27)** and president **NITMA**.

There has been a mixed impact on global supply due to China's

declining numbers. The impact on global supply in the short term, reveals demand for imported yarn will slow down owing to sluggish global market conditions and increasing cotton prices. However, in the long term, chances are China may become self-sufficient in yarn supply, and there is still scope for certain varieties of fabrics as China is moving towards value added products. As Peter Dong, **Birla Jingwei Fibres (5.1-D38)**, says, "China's yarn imports have seen a major shift due to two factors. The lowering price difference between international and domestic cotton prices has made yarn imports less attractive, and further expansion of Xinjiang spinning capacity has made local yarn prices even more competitive due to cost advantages of spinning in Xinjiang. However, yarn imports would continue as still there is a gap in cotton availability in China vis-à-vis the demand. So, yarn imports are here to stay but price competition would remain intense."

Giving an Indian perspective, N Ravindranathan, joint director, **TEXPROCIL (5.1-D16)**, explains, "Demand for Indian yarn in China has been growing substantially from last October. However, there continues to be pressure on prices.

In the short term, we expect the market to consolidate due to an increase in business between suppliers of consistent quality and direct manufacturers in China. In the long term, we are sure importers will increase their sourcing from India owing to better business culture adopted by leading Indian suppliers." Along similar lines, Anil Tibrewal, head of spun yarn, **PT Indorama Synthetics (5.1-G25)**, Indonesia opines, "With an increase in spindles in Xi'an and India, yarn production is increasing and so is demand. All depends upon fashion and the final garment price. If the brands decide to increase their garment prices, the threat from polyester, which is at an all-time low, may intervene and check."

Vietnam too has emerged as a strong player increasing global market share, and Chinese manufacturers are increasingly sourcing there due to narrowing price parity. India and Pakistan are losing share in China, while Vietnam is gaining boosted by the fast-developing spinning sector in Xinjiang. In spite of India being the most competitive country for cotton yarn in the world, there is an import duty on Indian yarns while Vietnam and Indonesia are duty free. This, of course, forces the garment industry

to pay more for yarn, and makes other countries like Bangladesh and India more competitive where they get access to the best and cheapest possible yarn from across the world, explains Ravindranathan.

Global textile and yarn makers see Bangladesh as a potential market. Though fabrics and yarn are being locally made, Bangladesh still needs to import a good quantity to meet the growing demand. In Bangladesh, local spinners meet over 90 percent of the demand for raw materials of the knitwear sector and over 40 percent demand of the woven sector. "Indian manufacturers and suppliers are working on strategies to consolidate the spinning sector and increase yarn consumption in the downstream textile value chain in India," avers Jain. Experts believe for India to retain its position, tariff barriers need to be broken down to set up an efficient global supply chain. By discriminating on import tariffs of yarn and fabric from India against Vietnam, Korea, Indonesia and Pakistan, it is the end consumer who is losing out.

Yarn Expo Spring – gaining in prominence

China has been playing an increasingly important role in the global yarn and fibre industry in recent years, not only as a strong buyer but also a high-quality supplier. A significantly higher number of Chinese exhibitors will feature at **Yarn Expo Spring (hall 5.1)** including some of the industry's biggest names, reflecting the fair's leading position in the country. Nearly 400 exhibitors from 12 countries & regions will feature in hall 5.1 this year. And as Jain says, "Cotton and yarn prices have been upbeat in the last three months. China, however, hasn't participated in this rally much – typically Yarn Expo is a time for bulk buying as both buyers and sellers meet physically. For last couple of years, it's been a buyers' market; however, I feel this year's fair will see a shift towards sellers."

Today's fringe programme highlights

Design and Trends Seminars

TIME	TOPIC	SPEAKER	ROOM
14:40 - 15:20	Feminine Archetype of Today and Evolutions to 2019	Anne Liu, China CEO, Carlin Creative Trend Bureau	Textile Dialogue, Hall 5.2
15:30 - 16:10	Color Trends for Spring Summer 2018	Maryann Wong, Director of Sales & Marketing, Fashion & Home, Pantone	Textile Dialogue, Hall 5.2
16:20 - 17:00	SS 18 Women's Fashion Trends	Massimo Carminati, Trend & Style Director, Peclersparis	Textile Dialogue, Hall 5.2

Market Information and Business Strategies Seminar

TIME	TOPIC	SPEAKER	ROOM
11:20 - 12:10	India: A Global Textile Manufacturing Hub	Siddhartha Rajagopal, Executive Director, TEXPROCIL	Textile Dialogue, Hall 5.2

Sustainability Issues Seminars

TIME	TOPIC	SPEAKER	ROOM
11:00 - 11:30	Revolution and Challenge — Hohenstein Guides You to Success with New OEKO-TEX® Global Strategy	Olivier Ammann, Operations Manager, Hohenstein Institute China Charles Nie, Head of Sales, Hohenstein Institute China	Forum Space, Hall 5.2
15:10 - 15:40	Compliance Requirements and Green Development for Functional Textiles	Klaus Wang, Sr. Project Manager, SGS-CSTC Standards Technical Services Co Ltd	Forum Space, Hall 5.2
15:45 - 16:15	Test Methods for New Functional Properties in Textiles	Yan Li, Supervisor, Shanghai Aili Boken Quality Evaluation Co Ltd	Forum Space, Hall 5.2

Panel Discussions

**English / Mandarin Chinese simultaneous interpretation will be provided*

TIME	TOPIC	SPEAKERS	ROOM
13:00 - 14:30	Linen in Fashion: Sustainable Trend and Consumer Answer Supported by European Flax & Hemp Confederation (CELC) Summary: (1) The European Flax® label: Guarantee of Traceability and Sustainable European Flax Fibre for Spinners, Weavers and Traders (2) Story Telling of Flax and Linen: From the Fields to the Fashion Shows (3) Flax and Linen Properties, Strengths and Qualities on a Sustainable/ Green Frame (4) Testimony of a Chinese Linen Yarn Mill/ Spinner: Towards a Sustainable Development (5) Linen S/S 2018 Fashion Trends (6) CBLFTA Intervention	Moderator: Pascal Prevost, Promotion President, CELC Panellists: (1) Bart Depourcq, President, CELC (2) Marie-Emmanuelle Belzung, General Secretary of CELC and Director of CELC PROMOTION (3) Ai Min Wei, President, Yixing Sunshine Yarn Linen Mills (4) Ornella Bignami, Founder, Elementi Moda Srl (5) Dong Chunxing, President, China Bast and Leaf Fibers Textile Association (CBLFTA)	Textile Dialogue, Hall 5.2
13:30 - 15:00	Eco-fabric: From Material to Production Supported by The Hong Kong Research Institute of Textiles and Apparel (HKRITA)	Moderator: Dr. Sophie Huang, Project Officer, The Hong Kong Research Institute of Textiles and Apparel Panellists: (1) Herman Cheung, Managing Director, Orient Forest Ltd (2) Hongmei Zhang, Chief Engineer, Shandong Ruyi Technology Group Co Ltd (3) Lianjing Zhang, Product Development Associate Director, Huafu Top Dyed Melange Yarn Co Ltd	Forum Space, Hall 5.2

2017深圳国际纺织面料及辅料博览会
2017 Shenzhen International Trade Fair for Apparel Fabrics and Accessories

2017.7.6 – 8

中国 深圳会展中心
Shenzhen Convention & Exhibition Center, China



messe frankfurt

