

Press release

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## Exhibitor numbers more than double at Intertextile Apparel's Functional Lab

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**China's National Fitness Program, now well established, marked a shift into an active lifestyle that is here to stay. A growing middle class demographic and access to fitness resources and facilities, not only in China but around the world, has opened up a huge market for fabrics that perform. Intertextile Shanghai Apparel Fabrics – Autumn Edition will showcase the industry's latest functional innovations this September 27 – 29.**

The numbers show its popularity: at this year's Autumn Edition, the Functional Lab will have a 92% increase in space and a 111% increase in the number of exhibitors at the product zone. Situated in hall 4.1, alongside the innovative Taiwan Pavilion, this year's Functional Lab is set to experience more attention than ever. The product zone will feature the INVISTA Pavilion and Hyosung Pavilion, who will exhibit with their client mills to showcase their functional products, in addition to a dedicated events area that will provide an interactive experience for buyers seeking the latest functional fabrics.



Exhibitors at last year's Functional Lab

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Rd, Wanchai, Hong Kong

### Fabric that works around the wearer

How can fabric improve a workout? A wide array of functional products are now available on the market, many of which can be found in the

Autumn Edition's dedicated Functional Lab in hall 4.1: a streamlined, specially-curated collection of functional fabrics and innovations. Highlights include Klinger's Pure Cool™ technology, which works by embedding recycled jade into fabrics, resulting in a cooling effect that lowers body temperature by 1-2°C, a small number that makes a big difference when it comes to summer activities. Not only cooling, it also controls odour and protects against UV.

Carvico offers its new Vita Power range, a sustainable techno-fabric made from ECONYL® regenerated Nylon that offers a muscular compression function. This improves athletes' recovery of energy by decreasing the production of lactic acid – and like Klinger's Pure Cool™ technology, it also offers UV protection, plus it is resistant to sun cream, oil and chlorine. Other highlighted products at the Autumn Edition will include SAVE TEXTILE's fabrics with anti-bacterial functions and UV protection, as well as Woojoo Global's quick-dry and odour control functions.

### **Sustainability and functionality, hand-in-hand**

Smart functions on show also promise to be sustainable. With more fabrics using technology that increase chemical resistance, as well as UV protection, active wear is predicted to become longer-lasting and more eco-friendly, with a boost in products created with recycled materials. Another exhibitor at the Functional Lab, Xlance, will bring durable, easy-care fabrics that are chemical, oil and cream resistant, establishing the trend for smart products that perform and last well.

### **Functional Lab: the future's platform**

These exciting innovations, applicable to a variety of industries including sportswear, swimwear and underwear, are a key example as to why the Functional Lab continues to attract buyers. At the Spring Edition, Mr Raymond Tsai of Taig Chein Textile described their choice of the fair as a platform to announce their new products. "It's the most well-known trade fair in the textile industry. We regard it as an international platform, and met many professional buyers from garment factories and brands, 20% of whom were from overseas." Without doubt, this year's Autumn Edition is sure to bring exciting products to the forefront, with dedicated product zones that will help visitors find exactly what they are looking for.

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Notes to editors:

#### **Download pictures from this press release**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn/press-releases/2018/itsa18-pr4-en.html#download>

#### **Further press information & picture material**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/textiles-and-textile-technologies/intertextile-shanghai-apparel-fabrics-autumn.html>

Intertextile Shanghai Apparel Fabrics –  
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### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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