



intertextile

SHANGHAI apparel fabrics

Celebrates 25th year with 15 percent more visitors

From its debut of 123 exhibitors in 1995, to more than 4,400 at this year's Autumn Edition: Intertextile Shanghai Apparel Fabrics has grown exponentially in the last quarter of a century. The fair's 25th anniversary celebrations represented a trading platform that has become highly regarded as the best place to find business in China, as well as an ideal platform to meet global partners. With 89,662 visitors from over 120 countries & regions and a wide range of markets (a 15 per cent increase from 2018, which featured 78,134 from 103 countries and regions) there is always potential to be found at Intertextile.

"China remains a huge part of many exhibitors' global market strategy, of course in part because of the large domestic purchasing power, but also because much of global fashion has business in China's advanced manufacturing industry," commented Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. "The key to business in China is interaction, face-to-face, especially with textiles that should be seen and felt up close. 25 years of experience have made this a trusted platform, for both exhibitors and trade buyers in China, to trade textiles. This is how Intertextile welcomes loyal exhibitors back each year, while also including plenty of new options at each edition."

4,422 exhibitors from 33 countries & regions (2018: 4,480 exhibitors from 33 countries & regions) exhibited at the show, including some who have participated for 10 to 20 years in a row and were recognised at a gala dinner on 25 September. High quality trade buyers praised the comprehensive nature of Intertextile's product range, as the fair was recognised as a one-

stop shop for apparel products across the board. Product zones, such as Functional Lab and Beyond Denim, also offered an easier way to quickly match exhibitors with their target buyers. Asian country & region pavilions and zones was divided into two halls, first housed India, Taiwan and Pakistan, while another featured Hong Kong, Japan, Korea, Thailand and Turkey. Group pavilions included Button & Garment Accessories Industry Chamber, DuPont, EcoCert, Hyosung, Korea Textile Centre (KTC), Korea Textile Trade Association (KTTA), Lenzing, The LYCRA Company and OEKO-TEX.

"Thanks to the fair's positive reputation within the industry, exhibitors use Intertextile as a platform to reveal their latest collections, meaning that visitors can be the first to see and feel innovation," continued Wen. "This in turn attracts more visitors from all over the world – at this edition, we welcomed trade buyers from even more countries & regions. So no matter what problems one market or economy may endure at the time, Intertextile's diverse network of suppliers and a buyer ensures that business can always be found at the fair."

This year, fringe programme highlights included: Asia's first ever Fashionsustain conference; a round-table meeting focused on international trade and sustainability; the Intertextile Consumer & Lifestyle Trend, themed FutureCast 2021: New Consumer Rules; the Smart Factory Forum, a panel discussion focused on Artificial Intelligence (AI) applications and trends; and an industry crossover with Messe Frankfurt's new fair Licensing China which included a licensing seminar and display area.



COTTON USA presents latest innovations in smart fashion

COTTON USA recently featured the latest innovations in smart fashion with US cotton at the COTTON USA™ at Intertextile Apparel Fabrics. "US cotton's quality and sustainability, combined with innovative technologies, provide the textile industry with even more business-boosting opportunities," said Karin Malmstrom, CCI Director, China and Northeast Asia. "At COTTON USA™ we aim to inspire the textile industry with new ideas, technologies and opportunities that propel businesses forward. We are dedicated to offering industry innovations that help our partners rise to meet growing customer expectations and build business opportunities. From new performance materials to origin-tracing technology, we are excited to return to the Intertextile Apparel show to showcase the strongest advancements across the industry and how they can be integrated with US cotton."

Additionally, COTTON USA™ had an information booth at Yarn Expo, which took place concurrently with the Intertextile Apparel show. At both shows, COTTON USA™ highlighted US cotton's sustainability, quality, transparency and premium value, as well as the findings of current market and consumer studies and its ongoing Sourcing Programs that match U.S. cotton buyers and suppliers throughout the supply chain.

Visitors to the booths also learned about how becoming a COTTON USA™ licensee will benefit their businesses. Quantitative consumer research proves that the COTTON USA™ Mark is of high value to consumers and can drive both preference and higher prices. In addition, COTTON USA highlighted six licensees at the booth—Color Denim, Huafu, Laws Group, Ningbo Guangyuan, SCHIESSER and Zibo Lanyan—showcasing high quality knitted and woven fabrics and garments.

The LYCRA Company showcases latest innovations

The LYCRA Company, a global leader in developing innovative fibre and technology solutions for the apparel industry, exhibited its latest products designed to meet consumer needs. Here, visitors had the opportunity to learn about new LYCRA® FitSense™ technology, LYCRA® MyFit™ fiber, and LYCRA® EcoMade fiber.

"Our legacy of innovation stretches back to 1958 and the invention of LYCRA® fiber, the original spandex/elastane fiber," said Julien Born, President, Apparel, The LYCRA Company. "Today, as The LYCRA Company, we are building on that legacy as we continue to invest in new product development and innovation. Our goal is to develop breakthrough solutions, like the ones we are showcasing at Intertextile, that add tangible value to our customer's products."

LYCRA® FitSense™ technology is a patented water-based dispersion that features the same molecule as LYCRA® fiber, but in liquid form. This revolutionary innovation is screen printed onto fabric containing LYCRA® fiber to provide lightweight, targeted support across a range of garment types. This solution also helps streamline garment manufacturing through the elimination of sewn-in panels or extra seams and offers unlimited design possibilities for brands and retailers.

LYCRA® MyFit™ fiber is a patent-pending fiber technology engineered with a new polymer designed to deliver improved comfort and fit. The result is greater shape tolerance and a customized fit experience for a range of body shapes within a size. This exciting innovation was launched at Intertextile. Selected mills, brands and retailers got to see the first look at this new technology.

As part of its long-term commitment to sustainability and focus on the company's Planet Agenda platform, The LYCRA Company also unveiled LYCRA® EcoMade fiber at Intertextile. This is the company's first