

# New Looks, Textile Innovations & Sustainability form Focal Points for Spring.Summer 2020

The latest VIEW Premium Selection sums it up: There was a growing openness to new looks and textile innovations. With some 400 high-quality collections, the preview textile fair by Munich Fabric Start opened the new 2020 Spring.Summer season. This early and sustained opportunity to sound out the market is currently gaining new significance within a promising environment. This is because a big innovative push is now coming from fabrics themselves. With their texture, character and shape retention properties these now determine silhouettes and styles. This means sportiness through to the megatrend of athleisure is largely defined by the new fabrics looks. Furthermore, at the forefront of fashion

there is a new desire for striking styles and intense colours. Though the wider market is also seeking renewal. This is both a challenge and opportunity for buyers and upstream textile suppliers alike who are meeting these market demands with a broad spectrum of new material blends, innovative finishes and surprising textures. The general idea is to create a line-up for an up-and-coming consumer base that breaks with traditional patterns in an entirely unbiased and “uncategorised” way, one that prefers an age and gender-neutral clothing style and, at the same time, seeks answers to the pressing issues of our time in the handling of resources.

## VIEW Premium Selection

### Pre-Trends Spring.Summer 20

#### Analyses of the First Tendencies - View Fabric News

We have analyzed and summarized the first trends and highlights of new qualities, materials and colours for Spring.Summer 20. Based on the presented collections at VIEW Premium Selection, these are the first trend themes for the season:







METALLIC WILD SILK centro seta



WILD BASICS ulyssePila



PRINTED VINYL teijin frontier europe



PRINTED PLISSEE stib19



PLEASURE  
MATERIALS



LUXURY PRINTS lisa top project



JUNGLE MOTIFS\_lisa just fly\_PM.tif



BURN OUT MOTIFS sahsa tekstil



PLAIN COLOURS velcorex



SILKY FLORALS lica design studio FC



STENCIL PRINTED FLOWERS Ulysse Pila FC



GARDEN DREAMS lica design studios FC



LOVE IS IN THE AIR dutel FC



FRESH  
COUNTRYSIDE



3D NATURALNESS dutel FC



SUSTAINABLE ASPECTS panama FC



PAINTED FLOWERS lica design studios FC

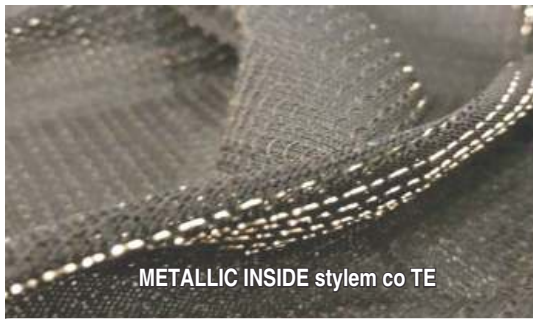


ROMANTIC STORYTELLING C.pauli FC





SEE-THROUGH PERFORMANCE luxury jersey



METALLIC INSIDE stylem co TE



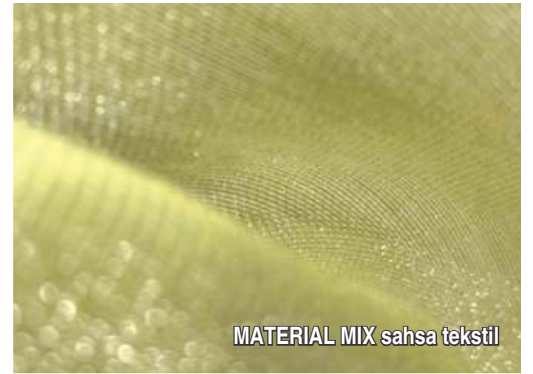
FLYNET TRANSPARENCY centro seta



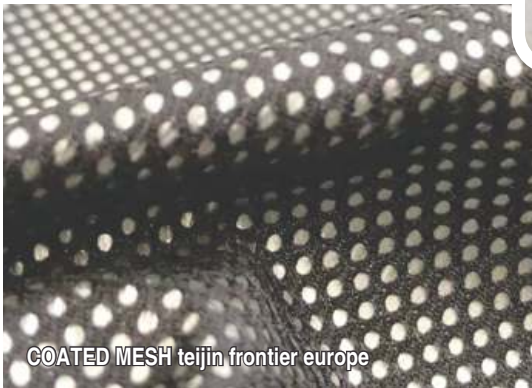
GOLDEN GLOSS luxury jersey



TECHY  
ELEGANCE



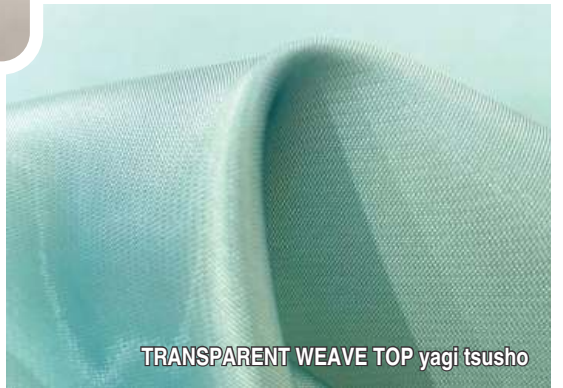
MATERIAL MIX sahsa tekstil



COATED MESH teijin frontier europe



ECOLOGICAL MESH C.pauli



TRANSPARENT WEAVE TOP yagi tsusho



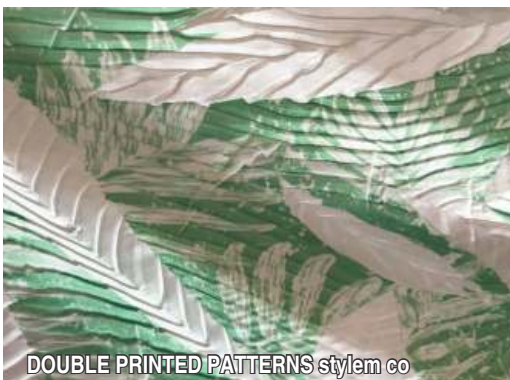
MULTICOLOUR GRADIENTS stib19



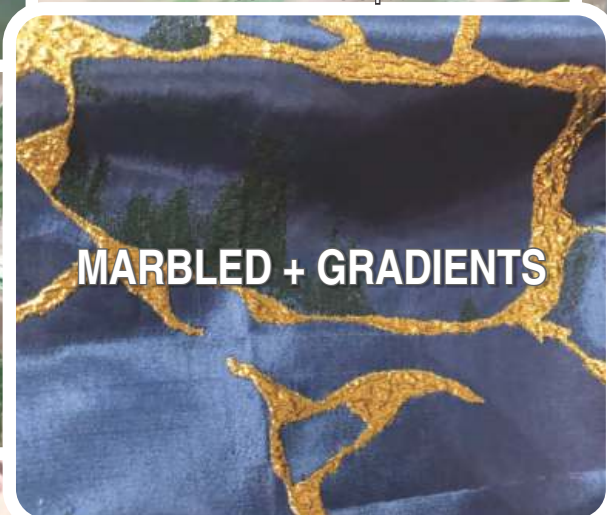
DIFFUSE PRINTS C.pauli



BATIK + Dutel MG



DOUBLE PRINTED PATTERNS stylem co



MARBLED + GRADIENTS



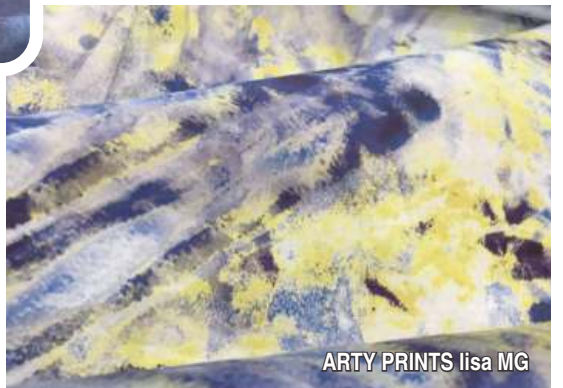
TWO COLOUR BATIK lisa MG



POTATO PRINTS lisa design studio MG



STONE LINES stib19 MG



ARTY PRINTS lisa MG





INTENSE COLOUR MESH lamintess PR



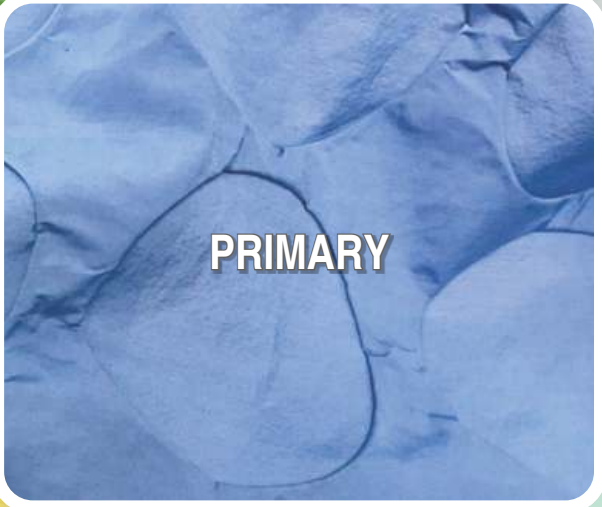
NEON MOTIFS ets ezgi



GRAPHICAL POTATO PRINTS primus pattern



FLASHY REVERSE SIDES balli PR



PRIMARY



PYJAMA STRIPES pontex



PLAYFUL GEOMETRICS lica PR



PAINTED STRAIGHTNESS primusPattern PR



RAINCOAT PERFORMANCE yagi tsusho PR



BROKEN TWILLS velcorex



SLIGHTLY DECOLOURED velcorex



PYJAMA STRIPES pontex



HEMP MIXTURES pontex



DENIM & FRIENDS



IKAT LOOKS stib19



SPRING CORDUOYS velcorex



PERFORMANCE DENIMS nalya



CLEAN DENIM LOOK progettoUno