



Exhibitors witness stable and slowly improving market

The Chinese New Year Fell Late This Year, which meant that The 31st Spinexpo™ Shanghai had to be held two weeks later than usual, which in turn meant that five textile events were held in the same week, including Intertextile and Chic Shanghai. This unprecedented situation saw buyers juggle between several different events, resulting in a slight fall in visitor numbers. That said, as well as the regular attendees, the exhibition also attracted a number of first-time visitors.

SPINEXPO™ attracted steady visitor numbers and this situation did not impact negatively on the event, which welcomed 10,271 visitors from 54 countries, compared with 11,457 for the 2017 Spring/Summer season and 10,696 for the 2017 Autumn/Winter season. Of note is the significant increase in the number of countries represented, which is evidence of the mobility of buyers from all countries. The number of visitors from Japan, Taiwan and Korea remains stable. There was a steady increase in the number of visitors from Europe and the number of visitors from Russia and the USA was up. However, it was the Middle East and Bangladesh that posted the steepest rise, with 50 per cent more visitors than the 2017 Spring/Summer season. The number of visitors from countries outside China remains stable, but the trend in China itself is down, with 8,652 visitors compared with 9,697 in 2017. This exhibition, which was held from 13-15 March 2018 at The Shanghai





World Expo Convention & Exhibition Centre was marked by the rise in confidence amongst Chinese consumers, the highest for 10 years, despite stagnation in the retail trade. Several Chinese exhibitors at the event, mostly exporters, are now focusing on local consumption, which is moving rapidly upmarket. New brands are being created every day and e-commerce has become an important part of daily life, in China as elsewhere.

The number of exhibitors from the knitwear sector continues to grow, with sophisticated collections produced on the latest state-of-the-art machines. Their creativity and customised templates attract new designer brands, which are key to good financial health. The distribution network can no longer afford to ignore this new niche market, which stands alongside and, indeed, complements the rise in e-commerce.

The atmosphere at the exhibition was one of calmness, with a mood of renewed confidence, its exhibitors' evidence of a stable and slowly improving market, a positive climate after a period of cautiousness. Many companies are experiencing a new generation of production sites, completely automated, operating without human input. Talk about

recycling and sustainable development is edging ever closer to reality, with many brands having already announced to their suppliers their intention of including this request in their purchasing system by 2020.

One of the most interesting things about the spinners at SPINEXPO™ is the range of different materials that they use, from cashmere to merino, viscose, paper yarns, linen, hemp, raffia and a rich variety of cottons and mixtures of materials. Buyers have an unparalleled choice, enabling them to distinguish and refresh their future collections.

The exhibition success is driven by the spirit of research and development and the presentation of samples and creation of knitwear on offer to the visitors who come increasing numbers to see what new yarn-based creations the spinners at the event have to offer. The visitors spend a great deal of time studying these products before visiting the exhibitors' stalls. This work is made possible by the spirit of cooperation that exists between organisers and exhibitors and there is not a single visitor who does not appreciate its quality.

This season the central forum hosted Rory Longdon's knitwear creations in collaboration with the knitwear manufacturer MRC, a presentation of extraordinary Cécile Feilchenfeld hats, Eva De Last's active wear capsule and Balilab drapes and cushions.

The SPINEXPLORE section showcased samples from the season collections of the event's exhibitors as well as the personal interpretation of the season knitwear and weaving trends by Laura McPherson, Kemi Clark, Helga Matos and Odina Keim; and last but not least, the presentation of products created by second-year students at Winchester Art School (UK), of an especially high standard this year.

The show was visited by huge no. of buyers, which was majorly dominated by visitors of China which in totality were 8,652. Others than this 1,619 people visited from other countries which included

Japan - 517, Hong Kong - 353, Europe - 181, Korea - 125, Canada / USA - 101, Middle East / Central Asia, India / Bangladesh - 126, Taiwan - 67, Russian Federation - 47, Australia / New Zealand - 36, South East Asia - 45, Central / South America - 16, Africa - 5.



SPINEXPO™

SENSUAL FUTURE

SPINEXPO™
SPRING /SUMMER 2019

A Colour Proposal of Balancing Contrasts

A Sensual Future follows on from the “Future Dialogue” discussion held during SPINEXPO™ New York, which focused on how sensuality works as a new design strategy for the future of emotionally driven products, in fashion and home design. A sensual Future is influenced, focused and offers yarns and knitwear direction for the Spring/Summer 2019 inspired by the confused political environment that is a foundation of this century. A Sensual Future embodies how this confusion influences our feelings and reactions, how we are drawn to products that have intimacy and a “feel good” focus.

In this confusion, we confront two major directions. Peaceful, straightforward and harmonious products, with a growing trend towards feminine, elegant designs; and secondly, a rebellion and roughness, using durable materials with conflicting fibres that create texture and colour innovation. We believe that these two directions have a symbiosis, cohabitating and influencing each other. For this reason, we have isolated our first direction from the others as it stands independently, a new rise of harmonious beiges and white, complemented by faded flower tones. In contrast, metallics are present, but in a soft and subdued way.



11-4001 TCX BRILLIANT WHITE	14-1305 TCX MUSHROOM
11-0601 TCX BRIGHT WHITE	16-1103 TCX PURE CASHMERE
13-0000 TCX MOONBEAM	15-1220 TCX LATTE
11-1001 TCX WHITE ALYSIUM	16-1516 TCX CAMEO BROWN
13-0905 TCX BIRCH	13-1012 TCX FROSTED ALMOND / METALLIC

Radiance

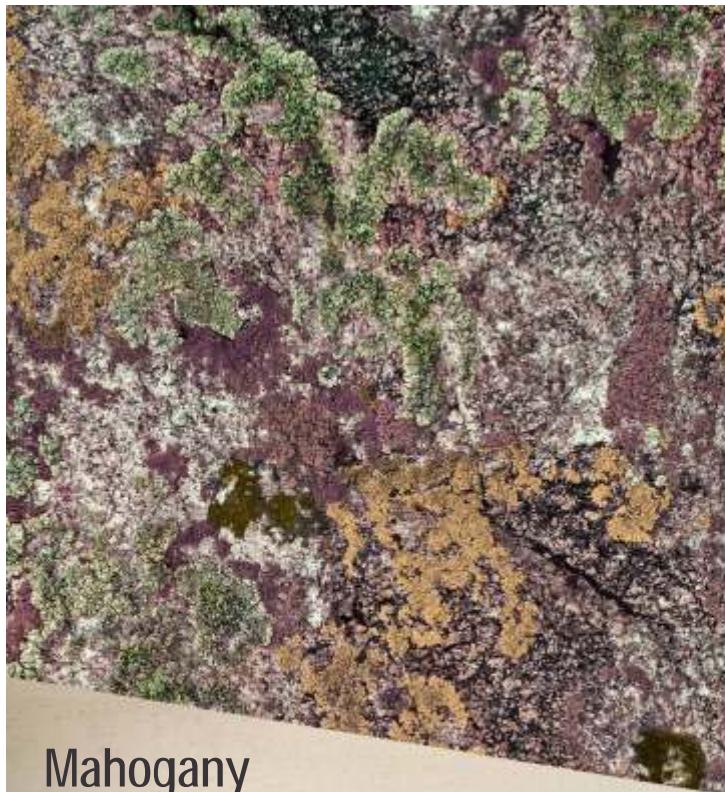
A family of soft natural colours fitting all types of fibre. Inspired by cosmetics and clays, the beiges are a story of their own and replace the family of whites as a new neutral direction; whites still stand out, but used in juxtaposition or blends with the beige palette as a "faire valoir". The key is a soft or dry handle. From luxurious fine, but not transparent cashmere and noble fibres to crisp linen and ramie, the yarns have an appearance of simplicity and sophistication. The refinement lies in the construction and finishing, a return to regal elegance and style, with a strong modern influence.



Ikebana

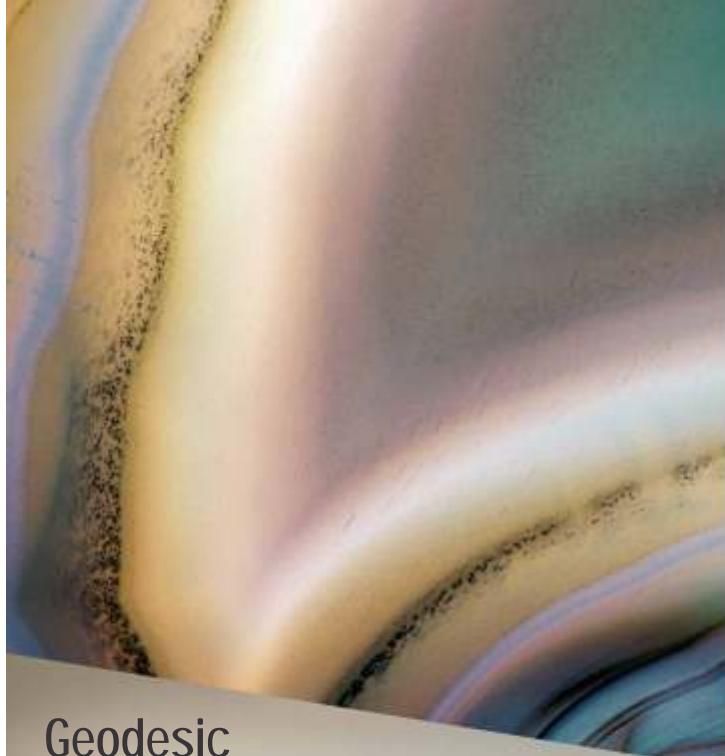
This palette looks for balance, with a sense of exploration. The inspiration for the softer palette leads to soft but mid-tone pastels, inspired by parchments, with a watery and delicate appearance, which comforts and consoles, in which we see tiny coloured fragments. A wide variety of new pinks with the addition of a soft lilac, provide romance and femininity. The opposite palette brings tones a level stronger with colours fitting fresh linens and new structural blends of natural and man-made fibres. Discreet additions of neps and visual constructions contain the importance of Orchid Pink and Pale Lime Yellow. The palette brings a compelling and surprising proposal, showcasing a more interesting perspective in the use of colour.

11-0603 TCX PASTEL PARCHMENT	13-3207 TCX CHERRY BLOSSOM	12-0520 TCX PALE LIME YELLOW
13-3406 TCX ORCHID ICE	11-2511 TCX SHRINKING VIOLET	12-0520 TCX PALE LIME YELLOW
14-3812 TCX PASTEL LILAC	14-3805 TCX IRIS	18-3905 TCX EXCALIBUR
12-1212 TCX VEILED ROSE	16-4703 TCX GHOST GRAY	15-3214 TCX ORCHID
19-2620 TCX WINTER BLOOM	19-3712 TCX NIGHT SHADE	



Mahogany

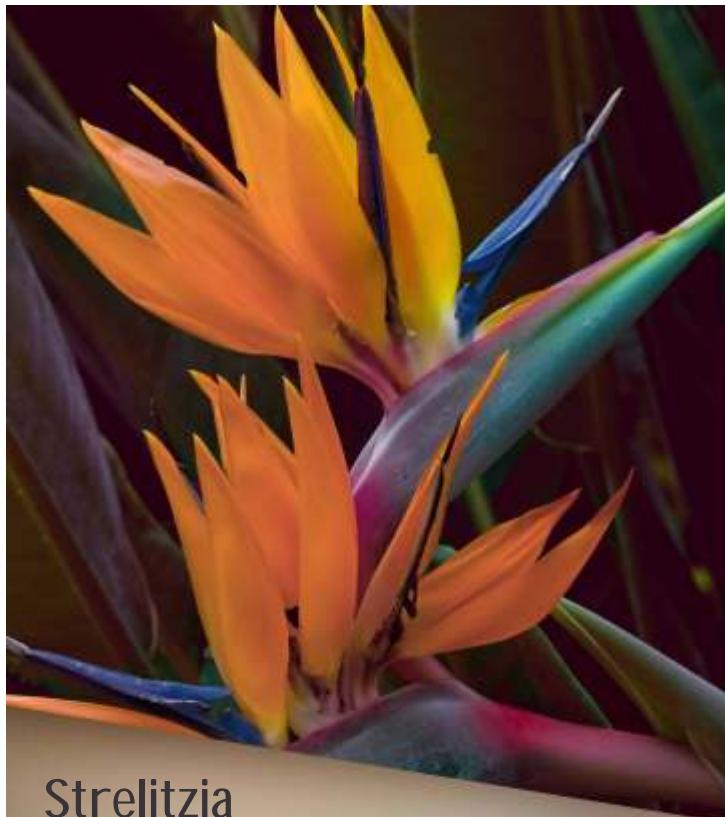
A unique palette inspired by the earth and its vegetation, where earth tones represent what the Earth produces; spices, nuts, vegetables and eco-roots, 10 colours for a palette of earth tones inducing a balance of contrast from lamè tie-and-dye or melange blends to comforting and assured, warm, experienced and well tested that bring impactful colours in an ambiance of chiaroscuro, balancing a contrast between the colours. Greens are still evolving, as khaki is no longer seen as a military based colour but as a catalyst shade mixed with almost all other colours. Gold metallic is important to embellish and enhance the direction.



Geodesic

This trend speaks of a trial to use colours as an answer to chaotic and multidirectional influences. The first palette is a modern and attractive palette of colours cohabitating to bring light in a direction fitting a more casual, sportive and relaxed but sophisticated environment. Colours are not bright but have a real intensity, with a fog green, a soft turquoise and a tamed yellow, cohabitating with stronger beige and taupes and a chestnut brown metallic. The complementing palette mixes a wide variety of tones; new blues, with four earth-inspired colours. Khaki, making its return, rust, wheat yellow and a clematis blue lightening the palette. A story of contrasts, where we see the two proposals melting together.





Strelitzia

A palette of soft and strong colours, very refined, inspired by dried fruits, plants and minerals, both luminescent and natural, to fit summer crisp and silky materials, together with a counter proposal of bright colours reminiscent of Asian and African Tribal textiles. This global palette is making hybrids attractive, either minimalist, or folk-inspired, tempting a new dialogue in propositions. The focus is vibrancy, rhythm, and a more sportive palette than the elegant first palette; but combination exudes mystery.



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Summary

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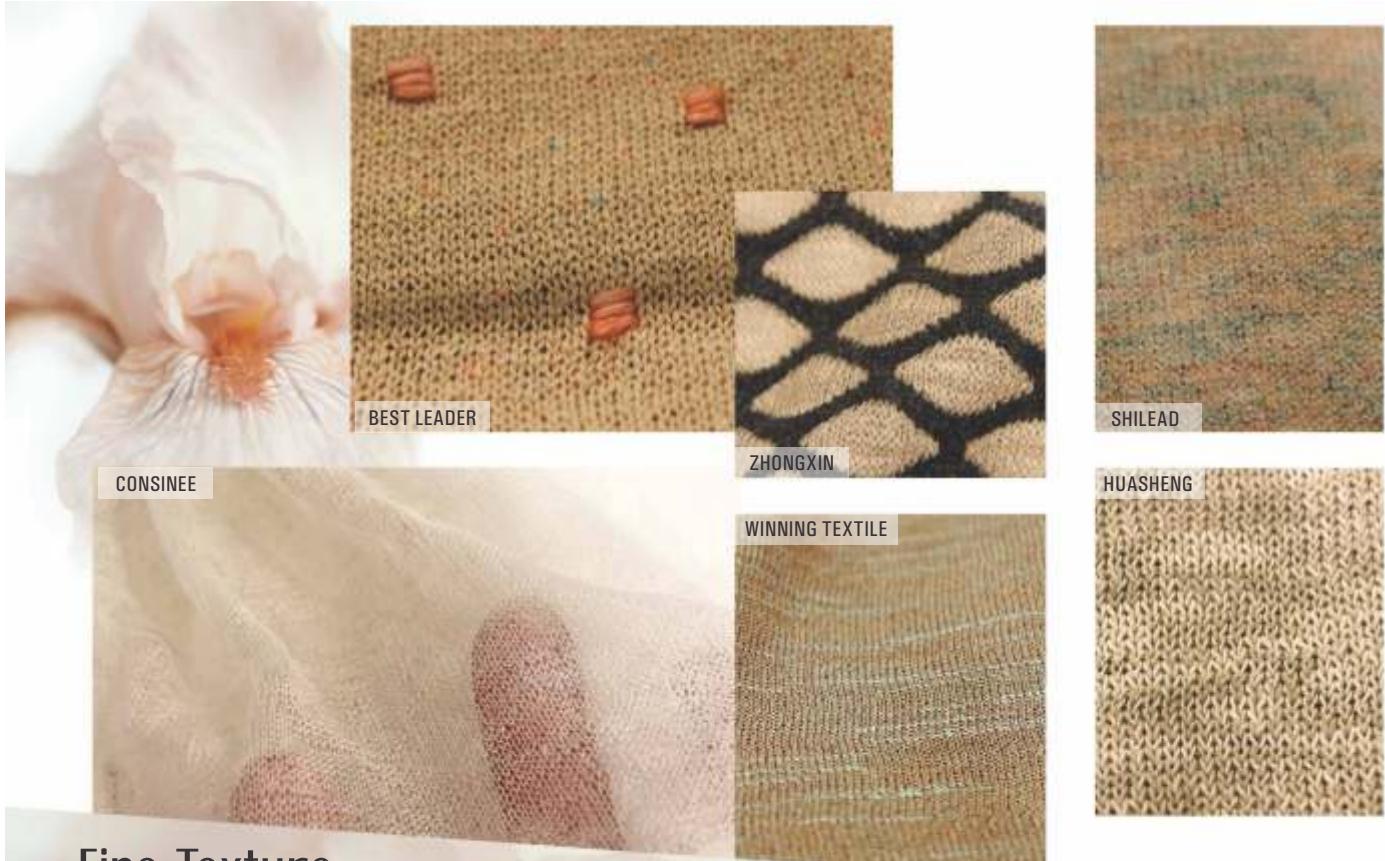
Designers

The featured designers this season come from across the globe, starting with Rory Longdon, a British Knitwear designer based in Italy who has gained his experience in the luxury sector by designing knitwear with a very creative and hands on approach. Shanghai based Steven Oo refers to his personal knitwear designs as knitwear architecture because of a deeply held interest in surface textures, structural silhouettes and innovative stitches. Paris based Cecile Feilchenfeldt imagined a huge game board and in her statement “NO SUMMER WITHOUT A HAT” the coloured surface became a catwalk for hats and patterns giving the yarns and their different qualities an inspiring, playful scenery. Kate Hanlan runs a studio in Dublin where she works on sculptural knitwear pieces through to home textiles and garment design. The featured swatch designers from Britain included Kemi Clark, Laura McPherson and the duo behind M.o.h.K. Helga Matos and Odina Keim.



Winchester School of Arts

A specific trend area was dedicated to the interpretation, by second year students from the textile and knitwear courses of Winchester School of Arts, of SPINEXPO five directions for Spring/Summer 2019. The students' drive is to consider the future of textiles and work on ways to combine different disciplines to create forward thinking concepts and textiles. By researching new technologies but not forgetting traditional techniques, the focus is to create fabrics and ideas, which are innovative and well considered from, start to finish. For Radiance, the first direction, students have been studying light and shadow and the difference between the different layers, which make up the fabric. The second direction inspired them to experiment movement, structure and versatility while the third direction focused on a sense of comfort through the use of natural and raw yarns.



Fine Texture

Micro-sized irregularities in the new spring yarns update surfaces for a softly washed look. Gossamer cashmere and tiny flecks of colour create delicate knits that seem to mimic the fragile beauty of summer petals.



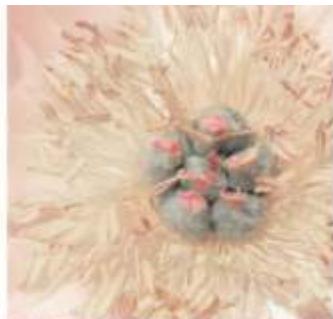
Speckled Bloom

Yarns appear to have been taken into the artist's studio and finely sattered with colour. Presented in both fine and chunky gauge, the mélange and speckled yarns are finely slubbed for additional texture that enhances the distinctive colours.



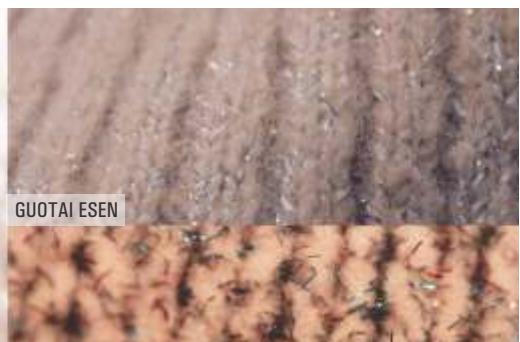
Soft Rustic

Summer yarns take direction from cellulose structures focusing our attention on the beauty of raw fibres. Using sustainable materials like linen and hemp in these rustic blends bring a distinctive stranded appearance.



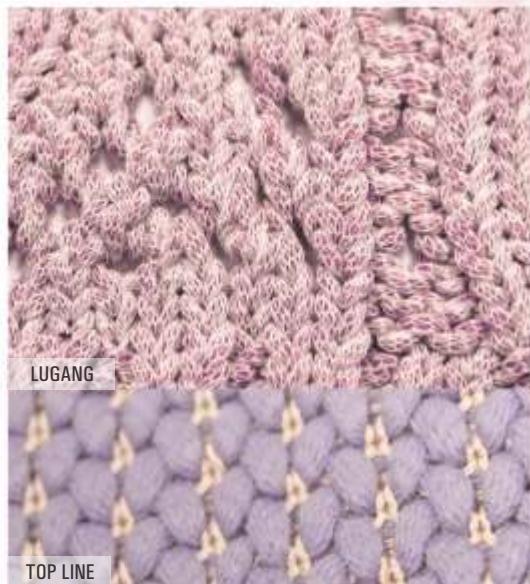
Feather Petal

The tender aspects of frothy petals inspire new yarn directions as edges are frayed and fringed. Oversized ribbon yarns expose their true texture when densely knitted, creating a plush and padded surface.



Plush Touch

Traditional fall yarns of velour and chenille are updated for spring in lighter-weight versions, introducing a new novelty yarn for spring. The opulent look of these knits is further enhanced by the introduction of metallic fibers.



TOP LINE



Soft Structure

Cylindrical petals and undersea corals inspire rounded yarns that are softly padded. Chain-yarns are filled with spongy fibres that hold the stitch structure perfectly. Surface interest is heightened by colour-play via contrasting fibre fill and space-dyed treatments.



TOP LINE



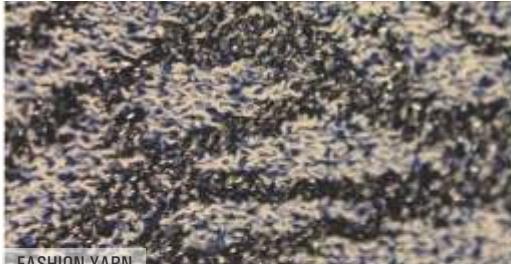
Powdered Boucle

The softly powdered surfaces found in the trend direction Radiance is reflected in the new spring boucle yarns. Delicately textured and softly spun, these versatile yarns inspire both casual and dressy styles for knitwear dressing.



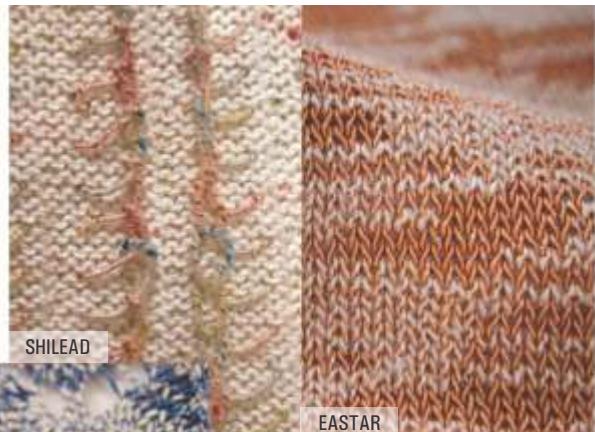
Glossy Finish

Summer yarns have a subtle gloss, as fine yarns are coated for an updated take on technical looks. The strands are faintly sparkling and shimmering on the surface allowing for a new direction in knitwear to be explored with these light-reflecting properties.



Metallic Lights

Once used only for the holiday season, metallic yarns are now considered a year-round staple. The new spring offering is advanced by introducing metallics into novelty yarns as the sparkling fibres are wrapped and twisted for a glittering surface effect.



Double Depth

Contrasting matte and glossy surface aspects are combined into novelty summer yarns. Yarns appear to be wrapped and corded as a macro view shows the individual strands circling the core fibres and contrasting colours propose further distinction.



XINFANG



ZHONGXIN



SAWADA



Garden Party

The joyful explosion of colour found in a fully blooming garden at the height of summer is re-interpreted into this season's yarns which are speckled, marled and slubbed in a rainbow of texture and colour for a happy and upbeat feeling.